

oliver + s



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NEWS RELEASE

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**Oliver + S Launches Boutique Sewer Licensing Program
Program allows sewers to market finished garments**

NEW YORK, JUNE 5, 2008—In response to requests from boutique sewers, **Oliver + S** sewing patterns for children’s clothing has announced its new Boutique Sewer Program. This program enables sewers to purchase licenses to make and sell finished garments created from copyrighted Oliver + S designs.

Liesl Gibson, designer, says that the program will serve as a valuable tool for both individual sewers and retailers. “Our customers will now have the opportunity to market their finished garments through retailers, and our retailers can reach out to the sewing community to solicit one-of-a-kind children’s clothing designs created from Oliver+ S patterns,” explains Gibson.

The first of its kind in the industry, the program provides Oliver + S licensed sewers with garment labels indicating that the item has been created from an Oliver + S pattern and that it is being sold with permission of the company. Labels will be affixed to each garment sold at retail or through online stores. Pricing has been set at \$6.00 per garment, which will include the Oliver + S approved licensee label.

Licenses are available for sewers exclusively through the company website at oliverands.com. Licenses will not be available for purchase at retail stores. Sewers and retailers can find more information about the program on the company’s website.

Oliver + S produces contemporary children’s patterns for sewers of all levels. Liesl Gibson, company founder and chief designer, trained at New York’s Fashion Institute of Technology and has worked as a designer for top international fashion brands. She teaches popular sewing classes in New York City and also authors the well-known blog, Disdressed (disdressed.blogspot.com) which covers sewing, design, parenting and daily life.