

oliver + s



**FOR IMMEDIATE RELEASE**

October 27th, 2007

**NEWS RELEASE**

**CONTACT:** Ellie Joos  
(908) 459-9269  
information@oliverands.com

**QUILT MARKET:**  
Booth #2053

## **Oliver + S Launches Line of Contemporary Children's Patterns**

**NEW YORK, OCTOBER 27, 2007**—Oliver + S presents its first season of children's clothing patterns at the International Quilt Market in Houston, October 27–29, 2007. The introductory collection features themed designs for girls—including sundresses and tunics with matching bloomers, shorts and skirts—for sizes newborn through 5.

Oliver + S offer today's sewer a new approach to creating stylish, contemporary, children's clothing. A key feature of the company's fresh take on sewing patterns is its easy-to-follow, detailed instructions that both novices and expert sewers will appreciate.

When company founder, Liesl Gibson, began searching for clothing patterns for her new daughter she was disappointed by the lack of contemporary design and the outdated fit specifications she encountered across the market. Ultimately, using her years of experience as a designer for top fashion houses, she began creating her own patterns. "The potential for sewing unique and wonderful children's clothing is limitless," says Gibson. "But I couldn't find patterns that inspired me to sew. So I created my own."

Oliver + S patterns will be sold beginning in February 2008 at better specialty retailers, quilt shops and sewing boutiques. The collection will also be available online through the company's website, [www.oliverands.com](http://www.oliverands.com). Additional designs will be introduced in 2008, including new patterns for girls and boys, as well as expanded sizing for older children.

**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](http://disdressed.blogspot.com)) which covers sewing, design, parenting and daily life.**