

ON OUR COVER

#### IN THE BEGINNING FABRICS

## Sanctuary by Jason Yenter

Introducing a sublime collection with timeless charm, along with two stunning guilt patterns that capture the essence of Sanctuary.

## 4 Members' Favorite Benefits

Are you using your FabShop membership to the fullest? Review the many benefits, see if you're missing anything, and start taking advantage today.

### 6 Promotional Calendar Ideas

Use these calendars to help you plan themed events and classes in your shop.

10 TEACH. STITCH. INSPIRE.

# Adding Garment Sewing Supplies to Your Inventory

You already stock a lot of the supplies for garment sewing, so adding to your current selection merely calls for what Teresa Coates calls "strategic expansion."

14 PROFITABLE PROMOTIONS

#### **INSPIRE CUSTOMERS & CREATE COMMUNITY**

# Planning Your Shop's Educational Program

What does it take to put together a standout educational program? Deb Messina interviewed two shopowners for their advice on creating just that.

# 22 Stunning Fabric Finds

Introducing new fabric collections in a range of designs, styles, and themes, along with a few project patterns for showcasing these stunning finds.

28 THE FINE PRINT

# Legal Issues to Consider When Hosting Events

Brian Powers alerts you to a range of issues to consider before you start planning an in-store or off-site retreat or event.

32 TECH TALK

# Why Shipping Software Matters

### ... A LOT MORE THAN YOU THINK

A well-chosen shipping platform can turn into cheaper labels, faster turnarounds, fewer complaints, and tracking that updates without drama. Cheryl Sleboda explains.

### 36 take charge

# Do Lovalty Rewards Programs Deliver?

Lisa Furleigh advocates for a lovalty rewards program and shares how well her own program works in

## 38 selling sewing machines

#### FINDING MARGIN IN THE SMALL THINGS

# Offsetting Tariff Costs with Everyday Add-Ons

There's no single solution to erase tariff pressures. but Amy Baughman offers a strategy that can help: stacking up small, consistent add-on sales every day.

40 SELLING SOCIAL

#### PILLARS NOT PANIC

# Ending Your Algorithm Whiplash

Stop chasing the algorithm, says Cheryl Sleboda, and build a system you control—on three or four pillars that your audience will recognize instantly.

### 42 Advertiser Index

# 44 What's in Your Book Display?

Four new titles sure to inspire customers to expand on their skills with delightful projects.

