

# Sew Lux Pouch Club

## FEATURED FOR JUNE



Stock #SLF 2221  
Retail \$10.00



## FEATURED FOR JULY



Stock #SLF 2071  
Retail \$10.00



## FEATURED FOR AUGUST



Stock #SLF 2281  
Retail \$10.00



## FEATURED FOR SEPTEMBER



Stock #SLF 2271  
Retail \$10.00



## FEATURED FOR OCTOBER



Stock #SLF 2210  
Retail \$10.00



Stock #SLF 2301  
Retail \$10.00



All Patterns Available MAY

Not part of the pouch  
program, just a great project  
for any time, all the time!

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# Sew Lux Pouch Club

Chrissy Lux of Sew Lux Fabric and Branch & Blume is a life long crafter who has been sewing various bags, totes, and quilts for over 20 years. In 2010, she and her mother, Linda, started Sew Lux Fabric, an online fabric shop. Fast forward a few years, Chrissy designed a pouch to sell some Mini Charm packs. Kits sold out quickly and the idea for a monthly pouch club was born! Sew Lux has successfully run a monthly pouch club since 2017, delighting customers each month with a new project.

***Chrissy is excited to now offer some of their best-selling patterns for wholesale and share tips for developing customer loyalty and increased revenue through project-based clubs with fellow shop owners.***



## ***Why Offer a Pouch Club Subscription?***

- Provides an opportunity to teach customers new skills and techniques. A demo or afternoon class can help customers become confident installing zippers or with a new piecing technique, such as appliqué or English Paper Piecing.
- Pouch kits offer opportunities to bundle notions with fabric, including thread, zippers, interfacing, zipper pull charms, trims, etc.
- Many of the Sew Lux pouch patterns incorporate the use of a Mini Charm pack. This allows you to kit up projects in a wide variety of fabric styles or designers and appeal to different customer preferences.
- Pouches are satisfying small projects which offer that sense of accomplishment in finishing a project. Your customers will love making, using, and gifting these projects.
- Sew Lux has had success selling monthly kits that include the pattern and all materials to complete the project. In addition, they have added “pouch supply kits” to their offerings, which bundles just the basic materials (fabric & notions) and can be used to complete any of several patterns that are designed around a Mini Charm Pack.

## ***Can my shop just stock the patterns?***

- Yes! Chrissy can attest to the revenue opportunities of running a club, but you can decide if you want to simply stock the patterns instead.

## ***Am I ‘subscribing’ to these patterns from Moda?***

- No, you should order patterns as you normally would, but we encourage you to try out a pouch club or subscription in your shop!

## ***Related Content***

- The 3rd Friday of each month, Chrissy will be hosting a how-to on Moda's blog. Months are listed for which pouch will be featured through October 2023.