



MEDIA KIT

SEW *for* LIFE

About Us

Sew for Life was established in 2014 by local Perth seamstress, Natalie Williams. With a background and qualifications in adult education and course planning, Natalie combines her two passions, sewing and teaching. Now offering a range of courses, workshops and events, Sew for Life is a growing and engaged community of ladies who love learning and connecting creatively with others.



Current Class Examples

Sew from Scratch is a six week beginners course designed for the novice and teaches basic skills and knowledge through a variety of project-based lessons

Know Your Knits is a four week course combining weekly projects with all the information and skills needed to gain confidence in sewing stretch fabrics.

Sew Your Pyjamas is designed for sewists aiming to improve their beginner skills and learn a variety of dressmaking skills. Over six lessons, students sew a pair of beautifully piped pyjamas complete with collar, facings, pockets, gathered sleeves and buttons.

The Necessary Clutch Purse Workshop guides students through sewing their own purse in one full day session.



1.4K+

Unique Visitors
(May 2018)

6K+

Page Views
(May 2018)

1.1K+ local
subscribers



1.4K+



1.9K+



1.3K



Demographics

98% women

Perth & surrounds
85+%

Age 25-54 years
85%

Sewing Retreats & Events

Sew for Life has hosted five successful sewing retreats with more planned for coming years. Sew for Life also offers Perth based events including monthly social sewing, full weekend sew-ins, the annual Perth Sewcial Soiree and other events designed to foster a sense of community amongst our customers. We welcome offers of sponsorship for our events so feel free to get in touch with your ideas!



Online Support

Sew for Life offers past and current customers membership in a private Facebook group. This group offers customers the opportunity to remain supported and engaged in the Sew for Life community. It also enables us the opportunity to communicate directly with our most loyal customers and test ideas for future classes.



What Students are Saying

"Learning in a small group is great. It was nice meeting new people but also someone frequently asks the question I had been thinking about too."

(Know Your Knits course participant, April 2017)

"I'm really glad I did this course, I think there is a lot of value in it and I would never have got so far on my own using the manual. Highly recommended!"

(Overlocker Basics course participant, April, 2018)

Contact Details

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