

MEET: LOUISE CUTTING

At ASG Conference 2014, Louise Cutting was inducted into the ASG Sewing Hall of Fame.

Louise wears many hats, all of them well! She is currently the owner of Cutting Corners, an online store that carries books, DVDs, notions, interfacings, and patterns, including her own line, Cutting Line Designs, which features her most famous pattern, the One Seam Pant. As contributing editor to *Threads* magazine, Louise has written numerous articles with an emphasis on garment construction. She has lectured at ASG National Conferences, Sewing & Stitchery Expo in Puyallup, Wash., Original Sewing & Quilt Expos held in various cities, Martha Pullen's Sewing Market in Texas, and has had her own "school" at the Martha Pullen School of Art Fashion in Huntsville, Ala. In addition, she has had speaking engagements and hands-on sit-and-sews at many independent fabric stores, ASG chapters around the country, Bishop Sewing groups, and Fiber Art Guilds.

Since the beginning of her career, Louise has been interested in sharing her knowledge with others. She was the Fashion Design department head at both Prospect Hall College and The Art Institute, and taught interior design at Marymount College. When her husband's career took them to Stuart, Fla., Louise opened her first Cutting Corners venture, a custom couture business that catered to the coastal resort crowd. Nine years later, they moved to Orlando where Louise took several years "off" to become involved in civic organizations and to sew for herself. One day, the owner of Louise's favorite fabric store approached her, announced that she was planning to buy a fabric store in New York City, and that if Louise didn't buy the Florida store, it would close! After several months of soul



searching, Louise decided it was time to follow one of her dreams: to own a fabric store.

Fabric Collections was a great success. Under Louise's guidance, the store prospered, moving to bigger and bigger locations. Eventually, Louise opened a Viking boutique in her store and also took responsibility for Viking boutiques in three Jo-Ann stores in the Orlando area. Ultimately, she moved all the Viking business back into her own (by then) 7,000-square-foot store and began to get involved in the embroidery business.

During this time, Louise was at a Viking convention in Orlando and was seated at a table with the legendary Eunice Farmer, who owned a renowned fabric store in St. Louis and was the author of "Sew Simple," a nationally syndicated sewing column. Upon seeing several of Louise's garments in the fashion show, Eunice asked her if she would come to St. Louis to teach some classes. Teaching ten classes in three days at Eunice's sewing school left Louise with no voice and a zest for going "on the road." Louise taught at Viking conventions for several years, returned to Eunice's school many times, and came to consider Eunice both a mentor and a dear friend. This led to

many television guest appearances, including HGTV's "Sew Much More" with Susan Khalje, "America Sews" with Sue Hausmann, and "Martha's Sewing Room" with Martha Pullen.

In the midst of all this, Louise hit some challenging times. Her husband passed away. And then Hurricane Charley hit the Orlando area, followed by Hurricane Ivan and Hurricane Jeanne—three devastating hurricanes in 45 days. Initially, Louise struggled to keep the store open, but there was no business to be had. Sadly, the store she had owned and loved for 15 years had to close.

Louise reinvented herself by beefing up her Internet business (www.cuttinglinedesigns.com) and traveling to teach around the world. She continues to bring the sewing public Cutting Corners, with fabrics, buttons, and interfacings that are exclusive to her, when traveling to sewing expos and conferences around the country as well as through mail order.

During one of those sewing events in Worcester, Mass., Louise was introduced to the *Threads* magazine staff. They invited her to become a contributing editor. Then in 2009, *Threads*, in conjunction with Louise, created seven successful DVDs on Industry Insider Sewing Techniques. Her next DVD is in production for 2015.

When Louise Cutting's name was announced at ASG Conference as the 2014 Sewing Hall of Fame inductee, 97-year-old Eunice Farmer was on hand to help celebrate the surprise. Louise had been instrumental in ASG's invitation to Eunice, never suspecting that everyone would be there to honor her. "I was so pleased that Eunice was able to be there with me," said Louise. "She paved the way for all of us in the 1960s. To have someone like her single me out to mentor is such an honor."

ASG is proud that we could, in turn, honor Louise Cutting!