

Pattern Downloads,  
Step-by-Step Tutorials,  
Community, Inspiration  
+ more!

Half a Million Members  
260+ Sewing Clubs  
980+ Downloadable Patterns

**BurdaStyle** *For People Who Sew*

**BurdaStyle.com**  
**Press Kit**

- Fact Sheet
- About BurdaStyle
- Open Source
- Selected Press
- Website Features

# Fact Sheet

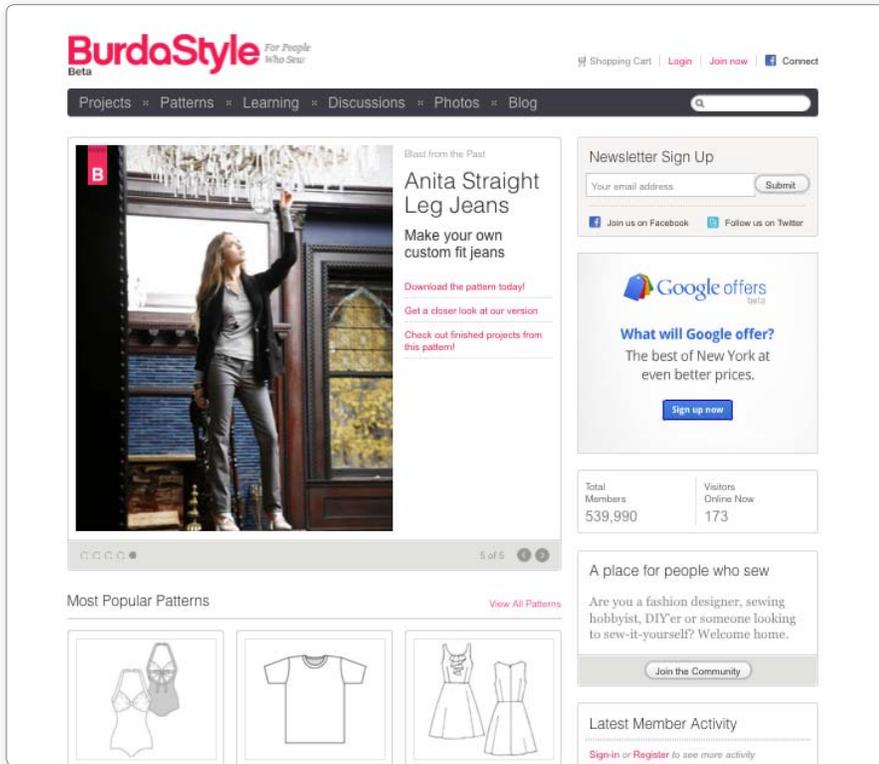
XX

<b>URL:</b>	www.BurdaStyle.com
<b>Launch:</b>	January 21, 2007
<b>Headquarters:</b>	New York City, USA
<b>Service Focus:</b>	<p>BurdaStyle is the largest DIY fashion and sewing community with over half a million registered members and nearly 7 million pageviews a month. A “sort of Facebook for sewers” (The New York Times), the average age of our readers is 29.</p> <p>Our aim is to bring the craft of sewing to a new generation of fashion designers, hobbyists, DIYers as well as inspire fashion enthusiasts. The website offers thousands of stylish handcrafted clothes, downloadable PDF sewing patterns, tutorials, project ideas and a community passionate about fashion.</p>
<b>Target member:</b>	Hip trendy sewers and DIYers who have an interest in fashion. The majority of our members are 18-44 years old, educated professionals who are often online and have disposable income.
<b>Site Statistics:</b> (As of July 6 2011)	
Number of members:	Half a million
Average PIs per month:	ca. 7 million
Visits per month:	782,072 (Jan-Feb 2011)
Unique visits per month:	480K (Mar-Apr 2011)
Projects uploaded:	ca. 60,604
<b>Social Media Statistics:</b>	
Facebook followers	12,900+ (facebook.com/BurdaStyleSews)
Twitter followers	9,000+ (twitter.com/BurdaStyle)
<b>Co-founder:</b>	Nora Abousteit, nora@burdastyle.com OFFICE: +1 212 884 4823 MOBILE: +1 646 251 1757
<b>Advertising and Partnerships:</b>	Carol Cho, carol@burdastyle.com Susan Juvet, susan@burdastyle.com OFFICE: +1 212 884 4818 MOBILE: +1 646 245 9161

# About BurdaStyle.com



BurdaStyle.com is a new kind of resource for the sewing community.



Offering **copyright-free, downloadable sewing patterns by BurdaStyle and its members** along with **step-by-step instructions, tips and tricks**, BurdaStyle has become an invaluable resource for the fashion and sewing communities, encouraging people of all skill levels to join and allowing members to sell what they've created. BurdaStyle combines new technology with time-honored lessons to bring old fashion craft to a broader audience.

**With our open-source philosophy, users are encouraged to share** their patterns, comments, and expertise with one another. This creates an interactive destination: not just a website for information but a website with a strong and active community.

Each pattern is offered as a **downloadable PDF to print at home, and some can be printed at a print shop**. A separate PDF with instructions as well as information about sizing, materials, and difficulty level accompany each pattern.

## BurdaStyle Partners

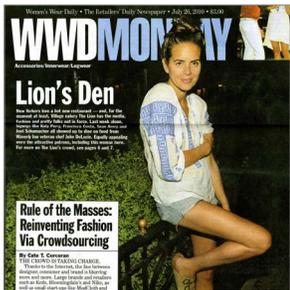




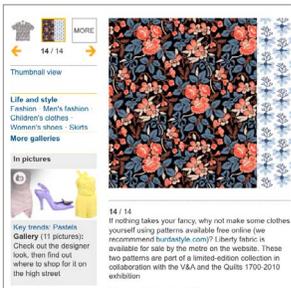
# Selected Press



**The New York Forum Online (June 11)**  
 "Technology now is horizontal, not vertical. So if you merge the industry with the technology (which is cheap due to the cloud, etc.), you can reinvent the industries."



**WWD (Jul 10)**  
 BurdaStyle was included in a list of WWD's featured crowdsourced fashion brands.



**Guardian UK (Mar 10)**  
 "...make some clothes yourself using patterns available free online (we recommend Burdastyle.com)..."



**Elle Sweden (Jul 08)**  
 "35 million people in America alone are tired of getting their fashion served and rather sew their own clothes. To their help, is BurdaStyle."



**New York Times Online (Feb 11)**  
 "BurdaStyle.com, a sort of Facebook for sewers"



**Fashionably Marketing.Me (Apr 10)**  
 "...rather than just selling ad space on the network, BurdaStyle is creating initiatives for brands to directly speak to the network members...to create lasting word of mouth engagement."



**Time Out New York (Jul 09)**  
 "The website filled a gaping hole in the outmoded world of sterile and unimaginative sewing patterns"



**Instyle Germany (Jun 08)**  
 "...with the help of www.Burdastyle.com even sewing beginners can create their own unique clothes. Try it out!"



# Website Features

## Project Showcase

Find ideas and inspiration for your next sewing project!

All Projects | Projects you can make | View Results in Slideshow | Most Recent | Highest Rated

**Season**

All  
Spring (1,728)  
Summer (9,254)  
Fall (1,236)  
Winter (758)

**By**

All  
BurdaStyle (128)  
Members (9,358)

**For**

All  
Woman's (10,236)  
Men's (2,728)

**Red Lydia Dress**  
by Eloise  
●●●●● | 26

**Lynn**  
by BurdaStyle  
●●●●● | 26

**Puff stitch beret**  
by verypurpleperson  
●●●●● | 18

**In the past week**

●●●●● | 26

## Projects

[burdastyle.com/projects](http://burdastyle.com/projects)

The **Project** section allows members to showcase their accomplishments by displaying photos of finished products. Details about the production, materials, and the member profile are listed. If a BurdaStyle pattern is used, the project links directly to the pattern catalogue. Projects are sorted by gender, season, garment type, difficulty, styles and materials. The 'For Sale' badge indicates if a finished garment can be bought from the user.

## Sewing Patterns

You have arrived to your kind of 'candy' store!

All Patterns | Free Patterns | Most Recent | Highest Rated

**Season**

All  
Spring (1,728)  
Summer (9,254)  
Fall (1,236)  
Winter (758)

**By**

All  
BurdaStyle (128)  
Members (9,358)

**For**

All  
Woman's (10,236)  
Men's (2,728)

**JJ Blouse #2653**  
by John Doe  
Size: 36 to 44  
Difficulty: Novice  
Rating: ●●●●●  
\$4.00 | Add to Cart

**Danielle #1456**  
by BurdaStyle  
Size: 12 to 44  
Difficulty: Intermediate  
Rating: ●●●●●  
Free \$1.00 | Get it

**Blouse Dominique #7354**  
by Marcus  
Produced by BurdaStyle  
Size: 36 to 44  
Difficulty: Novice  
Rating: ●●●●●  
In your Cart - Checkout

## Patterns

[burdastyle.com/patterns](http://burdastyle.com/patterns)

The **Patterns** section offers copyright-free BurdaStyle patterns and user-generated patterns to members at little or no cost. BurdaStyle patterns are scaled and formatted for easy printing at home or full printing at a copy shop. Patterns can be sorted by gender, seasons, garment type, difficulty, styles and materials. The listing of patterns can be searched with a variety of filter options. Step-by-step instructions with text and technical drawings guide the user through the process from start to finish. Each step can be discussed among the users. Photos of completed garments offer other members inspiration.

**grosgrain**  
Eating homemade raspberry sorbet...yum...

Views: 3814 | Projects: 50 | Techniques: 2

**More about grosgrain**

An artsy crafty, penny pinching, party planning, playdacting, fashion finding, sci-fi loving, SAHM who always keeps her sewing machine plugged in and loves all things charming.

Location: Harrisburg, Pennsylvania, United States  
Member since: July 5, 2008  
Birthday: July 1, 1978

Skill Level: Intermediate  
Sewing Machine: Brother CE-5000  
Website: Grosgrain

**Projects**

**Thrift Store Thursday: The Modern Luau Frock**  
Views: 884  
Favorites: 14  
Comments: 15  
Ratings: ●●●●● | 11

**The Naiad Frock**  
Views: 1861  
Favorites: 49

## Profiles

[burdastyle.com/profiles/grosgrain](http://burdastyle.com/profiles/grosgrain)

Every registered member can set up a **Profile** with personal information. The profile section enables wall-to-wall conversations and serves as a hut of the member's uploaded projects, a library of techniques, as well as collected favorites from the community.

# Website Features

## Sewing Blog

**Sewing with Style.** Our blog offers a daily stream of articles to keep you up-to-date.

### Fashion in the Recession

A Young Designer's Diary | Today, 9:14 AM, by [Alison Dahl](#)



In the past few years, young fashion designers have come into view as promising & inspired visionaries. The study of Fashion Design has never been more popular and the current infatuation with celebrity designers and the "face behind the name" has taken fashion to an exciting level.

I must admit, when I see celebrities coming out with fashion lines I get a bit sick to my stomach (most have had absolutely no training nor have ever sewn a stitch) but on the flip side, the current excitement surrounding fashion has led to the creation of numerous organizations and fashion design competitions ...

[Read on and discuss](#) | 26

## Blog

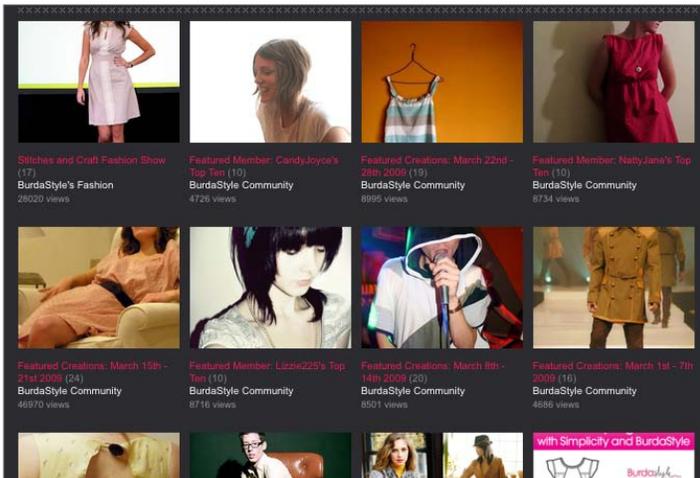
[burdastyle.com/blog](http://burdastyle.com/blog)

The **Blog** documents the goings on around BurdaStyle and the sewing world. With a focus on the world of sewing and fashion, the Blog also features news, trends, contests, updates from the BurdaStyle team, featured members, and highlighted site content. Blog contributors are active members and well connected participants in the DIY fashion community.

## Photos

[burdastyle.com/photos](http://burdastyle.com/photos)

The **Photos** section is home to curated slide shows that constitute 'Best of' projects, events, and other visual fashion candy. This is one of our most popular sections on our site.



## Learning

**Collaboration is the heart of our mission!**  
Step-by-step tutorials posted with love ...

All Techniques | Techniques including a video

Most Recent | Highest Rated

### Categories

- All
- Beginners (128)
- Tips & Tricks (111)
- Techniques (72)
- Printing (128)
- Fabrics (11)

### By

- All
- BurdaStyle (128)
- Members (98)

Find a Term



**Always the right stitch**  
by John Doe

Collaboration is the heart of our mission! Step-by-step tutorials posted with love ...

Rating: ●●●●



**Fresh fabrics printing**  
by BurdaStyle

I have made the felt in a non-traditional way (not with felting needles), I used a variegated ...

Rating: ●●●●



**How to make sure heavy knits don't stretch**  
by JuliaB

We used this knot in one of our Valentine's Day t-shirts. By adjusting the length of the ...

Rating: ●●●●

## Learning

[burdastyle.com/learning](http://burdastyle.com/learning)

The **Learning** section consists of techniques and terminology. Techniques are created by both the BurdaStyle team and members. These provide detailed step-by-step picture/video instructions on how to use various sewing techniques. The techniques can range from an explanation of attaching a zipper to how to make a homemade dress form. The terms section consists of over 500 sewing terms that are explained in detail. Members are encouraged to ask for clarification if they don't understand a definition and to submit missing terms.

# Website Features



**grosgrain**  
Eating homemade raspberry sorbet...yum...

Views	Projects	Techniques
3814	50	2

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Activity
Wall
My Studio
My Favorites
My Friends

Yesterday

02:32 PM  
grosgrain **added the technique** called **Tuesday Technique: The Invisible Zipper**



I like the way an invisible zipper looks. It's such an easy professional way to finish a garment. The tutorial is over 13 minutes in total but I try to cover everything including using a zipper fo...  
[Read on](#)

More about grosgrain



An artsy crafty, penny pinching, party planning, playacting, fashion finding, sock loving, SAKM who always keeps her sewing machine plugged in and loves all things charming.

Location	Harrisburg, Pennsylvania, United States
Member since	July 5, 2008
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Sewing Machine	Brother CE-5000
Website	<a href="#">Grosgrain</a>

15 July, 2010

## Activity Feed

[burdastyle.com/profiles/grosgrain/my\\_activity](http://burdastyle.com/profiles/grosgrain/my_activity)

Just like on Facebook, members can follow their friend's **Activities** on a live stream including new projects and techniques, favorites, comments, and messages. This motivates the community to be more active and stays in constant conversation with one another. Logged out, visitors still follow a general activity feed on the homepage.

Sewing Advice			
Forum	Topics	Posts	Latest Post
<a href="#">Someone Help Me!</a>	29	254	 In: <a href="#">Print a Pattern at Home</a> Today, 10:14 AM, by <a href="#">Joanna</a>
<a href="#">Skill Tank</a>	12	1,534	 In: <a href="#">Need a Model !!!!!</a> Today, 8:14 AM, by <a href="#">crazyfashion</a>
<a href="#">Sewing Machine Advice</a>	33	652	 In: <a href="#">Sewing For Novices</a> Yesterday, 12:14 PM, by <a href="#">marmalade</a>
<a href="#">Fabrics</a>	11	253	 In: <a href="#">Where do I find Cute (big) girl ...</a> Today, 2:14 AM, by <a href="#">sewinggirl</a>
<a href="#">Learning To Sew</a>	18	122	 In: <a href="#">Wide versus narrow straps?</a>

## Discussions

[burdastyle.com/discussions](http://burdastyle.com/discussions)

The **Forum** is a place for members to discuss patterns, projects, techniques, solutions and general concerns. Topics can be prompted from the BurdaStyle team or created by individual members. Using the "sew along," members can create a virtual sewing circle around a specific patterns or specific ideas. The discussion section is also home to the help section, which consists of FAQs and guidance, a type of online help desk. Members can ask questions about the usage of the site and participate in help discussions.