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DOVELY ANSWERS CALL FOR CUSTOM QUILTS, HANDMADE TREASURES

--Milwaukee woman launches new business by announcing "Adoption Quilt Day"--

MILWAUKEE, WI— March 4, 2005—If you've attended a baby or wedding shower recently, you've probably witnessed the growing trend first hand: handmade, custom quilts and blankets are *the* gift to show up with these days. Dozens of quilts, handmade dolls, and bolts of cotton fabric later, Sarah Mast responded to this demand by opening the doors to Dovely Quilts & Fabrics, a new business that specializes in design, production, and restoration of quilts and other treasured textiles.

"I see people of all ages coming into the store—15 year olds to 80 year olds—who are hooked on quilting," said Mast. "With the upswing of crafting, sewing and quilting, more people now realize that the finished pieces are works of art to be treasured. Given as gifts, quilts signify warmth and comfort, and they become family heirlooms."

The Dovely Quilts & Fabrics store serves a patchwork of people with different interests. With dozens of bolts of fabric, notions, and patterns in stock, it is a retail store for avid quilters who need supplies for their latest and greatest project. But it also doubles as a creative design shop for people who want to create a handmade quilt, blanket or doll but don't have the time (or skill) to do it themselves. Mast meets with each client personally to help guide their project forward. From overall design sketches to fabric and pattern selection, she discusses each option with clients in an interactive, creative environment to ensure that the final product is exactly what they envision. And finally, Mast also displays and sells quilts, dolls and other items that she has created, as well as those of a "featured artist" each month. (March's featured artist is Ella Brooks, a local woman who creates Gee's Bend-style quilts.)

The store evolved out of a growing demand for quilts over the past few years. During college, and then while starting a family, Mast took her lifetime passion to a new level and began creating hand-sewn quilts and blankets for family members and friends. After ten years, her hobby had grown substantially and started to take the form of a business. Last year, she decided that she would pursue this adventure full-time, and in the process grow the idea enough to be able to offer clients both quilt design services and products in a retail environment.

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Dovely Quilts & Fabrics, Add One

“As so many new business owners probably say, it’s more than a full-time job that demands an investment of passion, time, dedication and nerves that I didn’t realize at first,” commented Mast. “But opening this store has been one of the best decisions I’ve made. I get to come to work, do what I love, and help people create quilts and blankets that they’ll treasure for years to come.”

The First Annual Adoption Quilt Day: Dovely’s Grand Opening Celebration

Mast’s desire to help people, combined with her passion for quilting, led her to dream up a unique grand opening event for the Dovely Quilts & Fabrics store. A long time supporter of the child adoption process—she and her husband have been foster parents for several children—Mast wanted to help celebrate the moment that some of these children find homes. She also knows the comforting and very personal quality of handmade quilts. The product: a grand opening celebration for the Dovely Quilts’ store this coming June called “Adoption Quilt Day.”

About ten newly adopted children, who have been nominated by friends, family, social workers or another party, will be paired up with Mast and some of her clients who are making quilts. On “Adoption Quilt Day,” many of the children and their new parents will come to the Dovely Quilts store to formally receive a quilt that was made especially for them.

“Adoption should be celebrated—a child has found a home and parents now have the gift of a child in their lives—and I want to do my part, through my new business, to congratulate these people,” said Mast.

As the nomination process progresses and as children are paired with their quilters, Mast will announce more details about this process. “I hope that this is the first of many years for ‘Adoption Quilt Day,’ and that it only grows into a larger initiative over that time.”

That’s Just Dovely

Dovely Quilts & Fabrics is located at 138 E. Capitol Drive near Outpost Natural Foods in Milwaukee. For more information about the store, or to design a quilt as a gift for your next baby or wedding shower, call Sarah Mast, owner, at (414) 967-9160, or visit the website: www.dovelyquilts.com.

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