Respected West Midland's retailer has fabric by post “sewn up”

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Birmingham, UK – September 17th, 2018 - Making your own clothes, soft furnishings, curtains, upholstery and other items is firmly back in fashion. That's why a long-standing West Midland’s firm has announced that it is expanding it’s friendly fabric empire.

The company behind sister outlets Hole in the Wall Curtains in Walsall and Fabrics Direct Superstore in Kidderminster is now adding a new eCommerce venture to its portfolio.

Owner Paul Broadgate explained: “Hole In The Wall Curtains Ltd is delighted to announce the launch of our brand new online fabric shop, Fabric Direct Online.

“Having both ‘bricks and clicks’ retail opportunities means that we can now help even more customers, by giving them access to quality fabrics and accessories at favourable prices.”

The company has “stitched itself” into the West Midlands retail scene with over 30 years of trading. It offers thousands of different fabrics, including seasonal and “on trend” options for both commercial haberdashers and hobby sewing enthusiasts.

Launching an eCommerce site for curtain, upholstery, dress making and bridal fabric is the next logical step, and answers increased customer demand from people unable to visit the company’s two friendly and helpful stores.

The UK has seen a substantial upturn in home handicrafts, as well as small enterprises such as interior designers and producers of bespoke soft furnishings. There are also increasing numbers of craft and clothes-making classes in UK towns, and even sewing clubs and “Knit and Natter” style groups.

According to the Craft & Hobby Trade Association, over one million people took up sewing between 2014 and 2017. (source:

)

Paul Broadgate said: “Making your own clothes, curtains, upholstery and other items is deeply satisfying. You get to create things to match your preferences and tastes. Buy dress making fabric, and you can have a custom fit for your body. Or, get the latest, upholstery fabric, curtain fabric and curtain linings to mix and match your home décor.

“In many cases, buying fabric and starting from scratch is both rewarding and a way of saving money. As we sell fabric by the metre, you only need to buy what you are going to use for your project.”

He added: “We are delighted to be taking the responsive service we provide in store to many more customers via our new Fabric Direct Online website. We will be just as determined to offer both innovative options and classic fabrics, as well as all the haberdashery items you could possibly need.”

As well as textiles of all categories, Fabric Direct Online is offering accessories and tools for dressmaking, bridal wear and interiors, including threads, buttons, beads and a full online haberdashery.

Paul concluded: “Our policy was always to provide everything our customers could need under one roof. Now out of town customers get the same service, all on one website.”

Fabric Direct Online

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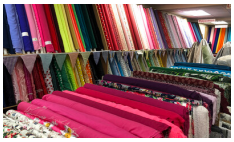
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