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Those of you who have followed us through the years, know that we specialize in Custom Bridal Gown Designs and that we have recently introduced a complementary lace collection, "Day Dreams by Marie-Margot".

We believe in the dignity of women and in helping other women who need a hand up. Our "DayDreams" Collection is produced in Rifle, Colorado by The Whole Works.

The Whole Works partners with the non-profit GarCo Sewing Works, to train and hire women transitioning from federal assistance, many of whom are single mothers working towards self sufficiency. By purchasing pieces from the *Day Dreams* Collection, you become part of this TEAM, creating a positive future for these workers, one stitch at a time.

Did we say EMPOWERMENT? To date, the program has helped 17 women become independent! WOW! It's so gratifying to be a part of this team and we hope you'll add your support to the effort by purchasing pieces from the collection that are now available at Whorl Boutique, 3326 Tejon St., Denver, CO 80211. (Previously Stritch Boutique)

Read more about this project in these Glenwood Post Independent articles:

http://www.postindependent.com/news/10871109-113/sewing-works-shaw-garco

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The lovely Jiana in the Jamie cami and shorts.



GarCo Sewing Works





Maddie in the sweet Reagan Slip gown.

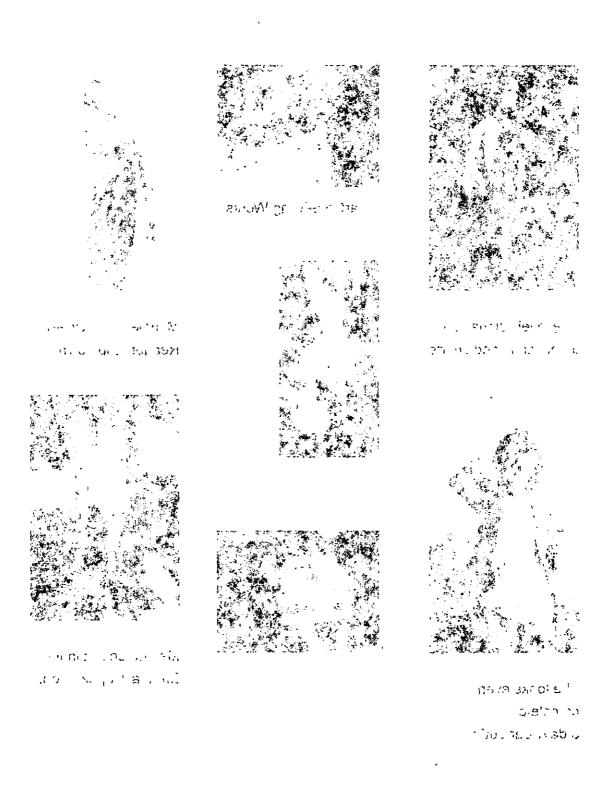


Masha rocks it in the Brenda Trapeze Top.



The looks even complete a daywear outfit.

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Amy Hadden Marsh Post Independent Contributor

April 2, 2014

GarCo Sewing Works stitches lives back together



Jessica Lowry



Kayla Montgomery

GarCo Sewing Works celebrates its second anniversary this month. Founded with the goal of lifting single mothers out of welfare by teaching skills and providing work, the organization has helped 11 women so far find meaningful employment.

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The women, referred by Garfield County's Department of Human Services or Colorado Mountain College's work/study program, work as nurses' aides, administrative assistants, and in early childhood education. "They are wage-earners and support their families," crowed Beth Shaw, dean of Business and Industry at Colorado Mountain College and co-founder of GarCo Sewing Works.

Shaw, CMC colleague Jill Ziemann, and clothing designer and manufacturer Doreen Herriott saw the need a few years ago to bring single moms on welfare into the workforce. "We thought it would be an asset to the community to provide a work environment for welfare moms to learn skills, get their lives in order, and get a work ethic under their belts," Shaw explained.

Through their extensive business and local human services networks, the trio set up referral connections and in 2011, created a business plan that got the attention of Garfield County Commissioners. "They offered to find a location in a county building plus grant money for rent, and a grant for equipment," said Shaw. The county provided \$26,000 to cover start-up costs, which included the purchase of eight industrial sewing machines.

Today, GarCo Sewing Works has 10 workers, who train on the machines by making reusable items from recycled materials. In 2012, they made 10,000 reusable grocery bags from sturdy, black, automobile upholstery material. "Half went to CORE [in Carbondale] and half went to Durango," said Shaw.

Bags made from sterile wrap donated by Valley View Hospital and Grand River Health have gone to Aspen, Carbondale and Durango, and an additional 500 will go to Eagle County. Shaw said the bright blue wrap, used for sterilized, surgical instrument boxes, is made from recycled plastic bottles, used once and thrown out. "One hundred sheets a week go to the landfill from Valley View alone," said Shaw.

The wrap comes into contact only with sterile instrument boxes, so it an be reused for bags. "It's strange to outlaw plastic bags [in the grocery stores] and then throw plastic in the landfill when it can be used," she added.

Local graphic artist Pamela Fletcher has collaborated on some projects, including bags for the city of Aspen and the Carbondale Environmental Board, feed bags for the Eagle County Environmental Board, and gift bags for counselors at CMC campuses throughout the state.

GarCo Sewing Works bags made from unused, overstocked T-shirts were sold at Carbondale Mountain Fair last summer. "We've made bags from Alpine Bank banners and painted canvas donated by [Glenwood Springs artist] Mary Noone," added Shaw.

The sewing works is not open to the public for sewing classes or clothing projects but will create simple items upon request, like feedbag aprons for Rally in the Valley's Green Team or doggie bandannas for High Tails Dog and Cat Outfitters in Glenwood Springs. Once the item and price are agreed upon, the business owner pays in the form of a donation to CMC, earmarked for the GCSW fund. "It all goes right back into GCSW for thread or to pay the phone bill or supplies," said Shaw.

Once the women put in 60 hours on a machine, they get a certificate. "They can parlay that into a job," said Shaw, who has been sewing since she was a girl. "It's a skill set that's waning in this country," she added. "There is satisfaction and a sense of power, creativity and accomplishment in making something from a flat piece of fabric."

Rifle resident Jessica Lowry agrees. She works 28 hours per week as floor manager at GarCo Sewing Works. Easy-going, thoughtful and articulate, Lowry has come a long way in the past few years. "I married into an abusive relationship," she recalled. "But, when I was eight and a half months pregnant with my son, we divorced, and I moved in with my dad."

With the help of CMC's Link Program, Jessica began working at GarCo Sewing Works in April 2012. She also earned her GED and obtained a welding certificate on the advice of her father. "He taught me that it's important to have a trade and a career," she explained. "A trade is something lucrative that you can take anywhere."

When it came time for GarCo Sewing Works to hire a floor manager last August, Jessica applied for the job and got it.

She said the programs have changed her. "I was a lot more timid and antisocial after my marriage," she explained. "Now, I'm becoming successful because I've had so much support." She is proud to give back to the community. "I get to train and help women just like me," she said. "And at the same time, I have the support system I came in with."

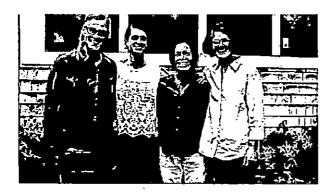
Shaw looks forward to Phase II of the sewing works, which will be a factory in Rifle. Right now, GarCo Sewing Works is a training center. Shaw said that a for-profit, "cut-and-sew" factory would give the women at the sewing works continuity and jobs, and boost the local economy with American-made products. Shaw hopes to see Phase II up and running within the next year.

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Bob Ward Special to the Post Independent

November 27, 2014

Women bring apparel manufacturing to Rifle



The founders of The Whole Works aim to bring apparel manufacturing to the Western Slope. They are, from left, Julia Marshall, Sadye Harvey, Janie Rich and Kelly Alford.

Tired of seeing "Made in China" tags on your clothing? Then take a look at The Whole Works, a new apparel-manufacturing operation coming to Rifle.

Launched by a group of Roaring Fork Valley women, this entrepreneurial venture surpassed its online fundraising goal just in time for Thanksgiving. On Nov. 25, The Whole Works reached its \$35,000 Kickstarter campaign target. The money will cover basic start-up costs — sewing machines, training, build-out and so forth. That means the campaign now becomes a for-profit business, a small-run, high-quality clothing production facility.

Here's how the founders pitched their project on Kickstarter: "Invest in women, provide stability through well paying jobs, and create the infrastructure to help women become leaders."

"We're thrilled, and all of a sudden our sense of excitement turns into a sense of responsibility," said Kelly Alford, one of the four founders of The Whole Works. "For me, this is where the adrenaline turns on, finding designers and setting up clients."

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Alford, a design and marketing executive who recently became the director of the Wyly Arts Center in Basalt, has perhaps the longest business resume among the founders. The other women include Janie Rich, a schoolteacher from Basalt; Julia Marshall, a landscape architect from Carbondale; and Sadye Harvey, a Los Angeles fashion designer with a particular interest in the production process. Harvey also is Alford's daughter.

Merging their various interests in business, education and the manual arts, the founders have rented a 2,100-square-foot space in downtown Rifle to house their offices, retail space and production facility. Alford expects to inhabit the space in early January.

According to The Whole Works' Kickstarter page, 95 percent of Americans' clothing was made in their own country in the 1960s. Because of a profound shift in the manufacturing landscape, only 2 percent of American clothing today is made in the United States. The Whole Works aims to make a small dent in those statistics, and to serve small-run clothing designers in an ethical, sustainable way.

The Whole Works has joined hands with Garco Sewing Works, a nonprofit venture between Colorado Mountain College and Garfield County Human Services that teaches production-sewing skills. According to Alford, the existing Garco Sewing Works location, also in Rifle, has allowed The Whole Works to begin production on a limited basis, and she envisions future employees coming from the Sewing Works.

"The Whole Works is focused on employing women who are transitioning from federal assistance, creating dignified jobs that create a sense of self worth, and stop the cycle of poverty in its tracks," says the project's Kickstarter page.

The company is one of Colorado's first "public benefit corporations," which means the social mission — in this case, creating jobs, empowering women and operating sustainably — is a fundamental pillar of the organization alongside making money.

The Kickstarter campaign passed the \$35,000 goal.

Alford said the donors are multi-generational, mostly friends and business colleagues of the founders, with roughly half from the Roaring Fork Valley but many also from Los Angeles, where Harvey is based.

Alford was in California this week, looking at industrial cutting machines that could drastically boost The Whole Works' production capacity. Several cutting-edge production tools are listed on the Kickstarter page in the campaign's "reach goals."

"We could take on projects with larger manufacturers, larger designers and it would make sense for them to bring work back from Asia," Alford said.

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