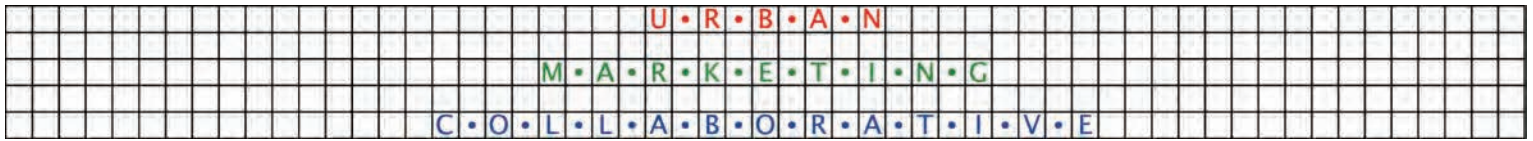


Commercial Market Analysis

Ottawa Street BIA

April 2010



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Executive Summary

The consulting firm Urban Marketing Collaborative (UMC) was retained by the City of Hamilton in 2002/2003 to undertake a commercial market study of five business districts in the City: Ottawa Street BIA, Concession Street BIA, Westdale Village BIA, Downtown Dundas BIA, and Downtown Waterdown BIA. As a benchmarking exercise and to provide future direction to these five BIAs, the City of Hamilton has invited UMC to return to update these commercial market studies. This report addresses issues specific to Ottawa Street BIA.

Key Evaluation Metrics

The following are key evaluation metrics used to assess the changes for Ottawa Street BIA. They include both quantitative and qualitative measures.

Measure	2002/2003	2009
Retail Mix		
Retail Merchandise	54%	66%
Convenience Goods	5%	3%
Food Service	9%	7%
Vacancy	12%	6%

Ottawa Street BIA is still very dominant in retail merchandise and since 2002/2003 that has solidified. Vacancy has decreased by half and during the study program throughout 2009, there was continued movement and shifts in the occupancy of buildings. It is important to note that the study was conducted during a severe downturn in the global economy. Also of note, the quality of the businesses has improved dramatically. They are more professionally run businesses offering quality products.

Measure	Time Period	
Value of building permits – commercial (excl. signage)	2001–2009 YTD	\$543,400
CPIG – façade improvement – total investment	2002–2008 YTD	\$592,112
Number of participating buildings CPIG	2002–2008 YTD	31 buildings
Parking revenue	2004–2008	17% increase

Ottawa Street BIA members are one of the top users of the City's façade improvement program. The before and after images of the buildings reveal that property owners see value in updating their properties and the business sales and rents are commensurate with the renovations. Clearly, there is a strong return on investment for investing in their properties.

In addition, there is a marked improvement in the overall cleanliness of Ottawa Street BIA. The investment towards keeping the streets clean is noticeable. Other public realm improvements such as the parkette have transformed a former vacant lot into a place of pride.

The BIA has accomplished many of the goals it set including increased communication and commitment from the members. This very significant achievement has set the BIA up for continued improvements.

Vision

In comparison to some of the key findings that guided the results of the initial market assessment in 2002/2003, much remains true in 2009. Most importantly, the home décor niche is a very marketable angle that has helped to move Ottawa Street BIA towards success. This vision should continue to be the guide for the overall BIA and allow it to continue to evolve into a more experiential business district. This includes both consumer goods and services for the local neighbourhood while still drawing from a very broad trade area for unique goods and services that are geared to home décor (e.g., textiles, window treatments, antiques, paint, lighting, mirrors, upholstery, and home furnishings, among others). The regional draw is the primary focus for the businesses along Ottawa Street BIA.

Action Plan Items

A review of the action plan items from 2002/2003 indicated that many have been accomplished. The future direction for the BIA is to:

- Continue to work towards buy-in from the members;
- Prepare to increase responsibilities and staffing to move the BIA to the next goal level;
- Evolve the retail strategy away from being very dependent on price sensitivities to include a greater emphasis on experiential aspects (learning, experiential, fun, social, etc.);
- Begin to plan for further redevelopment on the south end of the BIA and select recruitment initiatives for missing businesses;
- Continue to work on transportation issues such as truck routes and improved turning lanes from Barton Street East;
- Develop plans for key catalyst property sites such as the Avon Theatre or the former Amity building;
- Develop marketing programs to move from awareness campaigns to loyalty and advocacy;
- Continue to work with HABIA and the City on programs that are beneficial to the BIA.

1.0 Introduction

The consulting firm Urban Marketing Collaborative (UMC) was retained by the City of Hamilton in 2002/2003 to undertake a commercial market study of five business districts in the City: Ottawa Street BIA, Concession Street BIA, Westdale Village BIA, Downtown Dundas BIA, and Downtown Waterdown BIA. As a benchmarking exercise and to provide future direction to these five BIAs, the City of Hamilton has invited UMC to return to update these commercial market studies. This report addresses issues specific to Ottawa Street BIA.

This work is sponsored as part of the City of Hamilton's sustained effort to improve the vital commercial districts throughout the entire City. It supports the Hamilton Council's strategic goals related to maintaining and enhancing liveable communities and neighbourhoods. The City of Hamilton should be commended for its active support of neighbourhood economic development. That support has come through physical plans, streetscaping, marketing research, strategic directions, education, and devoting staff and resources to assist the commercial districts, and the Hamilton Association of Business Improvement Areas (HABIA).

The purpose of this report is to build upon the comprehensive commercial market strategy and an action plan that was prepared for Ottawa Street BIA in 2002/2003. The nature of the report is to juxtapose findings and recommendations from the previous report and current conditions in 2009. The findings were presented to the BIA members in a workshop. This final report contains the detailed action items to assist the retailers, BIA, and the City.

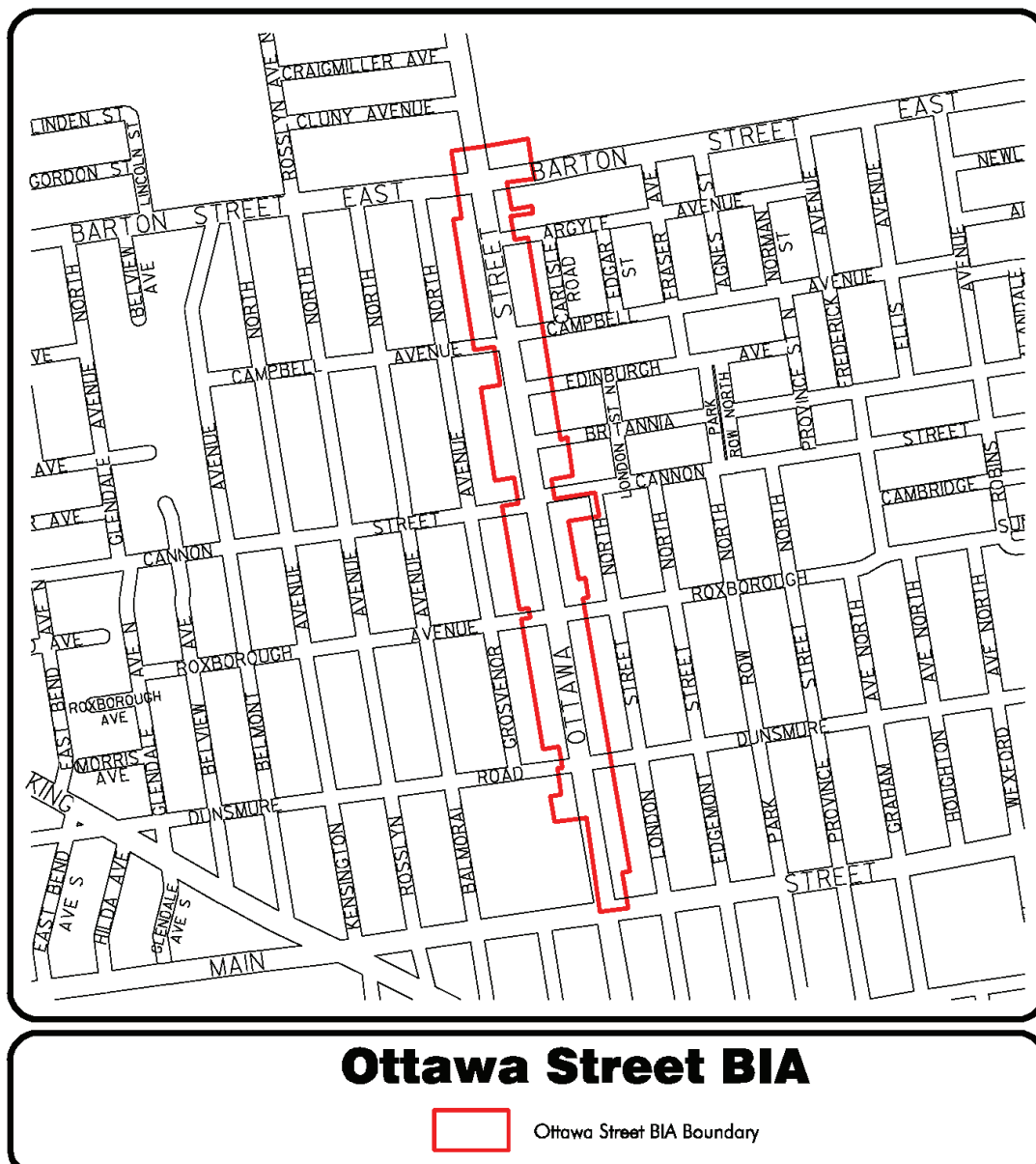
Much of the information contained in this report is the result of primary research conducted by UMC consultants. The research included interviews with key stakeholders associated with Ottawa Street BIA, a license plate survey, an inventory of existing retail/commercial space, and a physical survey of the area.

1.1 Background and Project Information

Ottawa Street BIA primarily comprises the commercial lands centred on Ottawa Street North in the eastern part of the City in the Crown Point neighbourhood. The commercial properties run from Main Street East on the southern end, to just past Barton Street East on the northern end. The business district is straight and flat. It runs approximately 3,700 feet.

Ottawa Street is adjacent to The Centre on Barton in close proximity to ArcelorMittal– a large steel manufacturer. It has evolved over the years to become a major commercial district in the City of Hamilton. At one time, many large department stores and national retailers were located on Ottawa Street North. This includes Zellers, Reitmans, Woolworths, Laura Secord, and Tip Top Tailors, among others. The legacy of the time was such that the street contained large retail

spaces and easily accessible municipal parking lots. Ottawa Street North has changed with the times. Many tenants slowly left as Centre Mall (Greater Hamilton Shopping Centre) opened in 1955. The large retail spaces attracted home furnishing stores and the area transformed itself and became known as “Furniture Row”. It included such large furniture stores as Patterson’s and Woodhouse. Eventually, the furniture stores were replaced by fabric stores. Ottawa Street’s distinct character has attracted many fabric and home decorating businesses as it continually strives to re-invent itself. Today, a recent influx of antique stores and more eclectic retail offerings continue to keep Ottawa Street pertinent.



2.0 Report Format

As a first step in assisting Ottawa Street BIA to re-assess the 2002/2003 commercial action plan strategy and develop a program for future direction, UMC conducted fact-finding initiatives. The area's strengths, weaknesses, opportunities, and threats were identified. The initiatives included:

Customer Profile

- Trade area delineation review;
- Demographic analysis of Ottawa Street BIA's trade areas; and
- Review of previous study and marketing materials from the BIA.

Retailer/Supply Side Profile

- Interviews with a variety of retailers and key stakeholders to identify issues and opinions about commercial success in the area;
- Inventory and inspection of the businesses and services; and
- Review of the physical environment.

Strengths, Weaknesses, Opportunities, and Threats

- Summary of the findings and impact on Ottawa Street.

This section of the report summarizes the findings of these activities and provides background information from which the following Commercial Action Plan has been developed. The key person interview analysis is located in Appendix A.

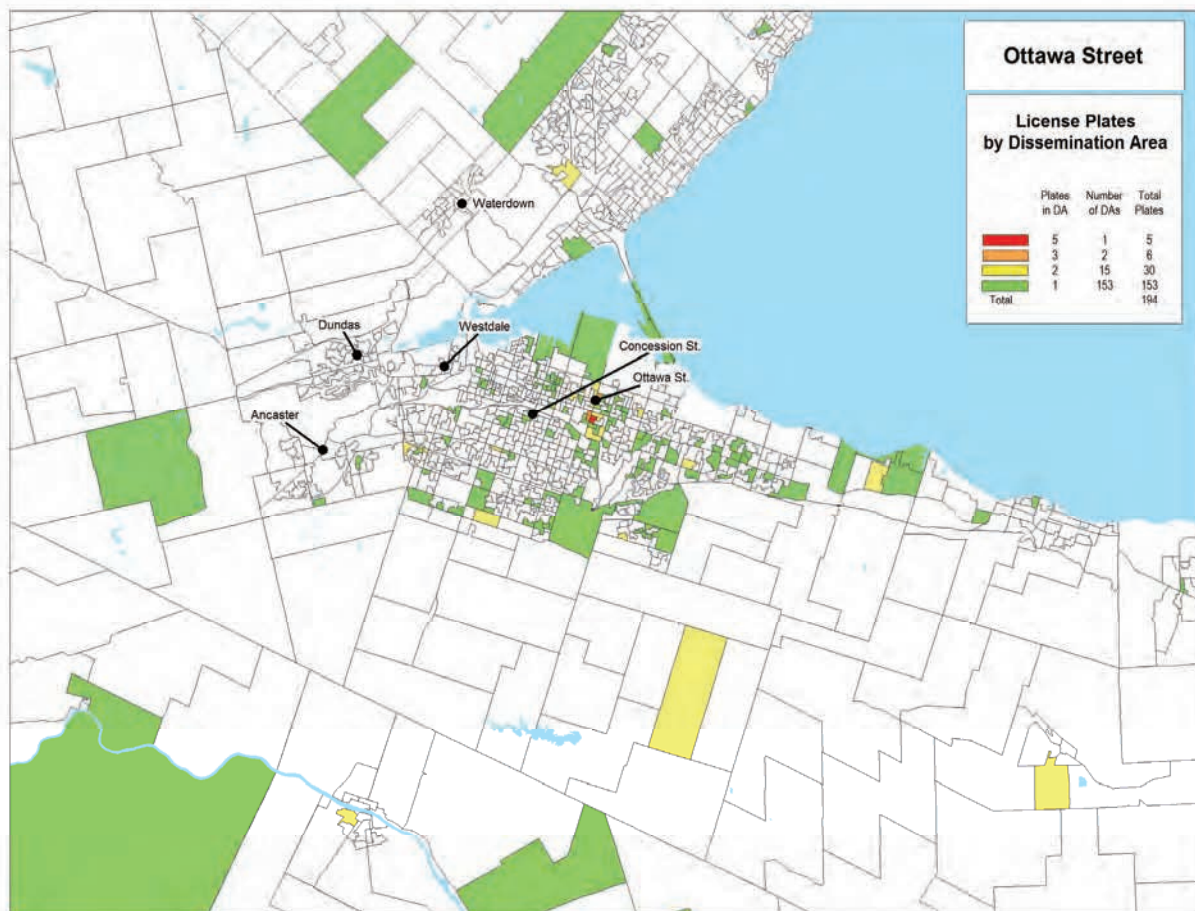
3.0 Ottawa Street Trade Area Review

To assess whether there has been a significant change in the Ottawa Street BIA trade areas, a license plate survey was conducted in August 2009. A total of 189 license plates were analyzed.

The table on the map illustrates the Dissemination Area (DA) where the vehicle is registered (e.g., the owner's home address, or a commercial vehicle's business address). DAs are small geographic areas that contain approximately 400 to 700 persons (note that rural DAs represent a larger area than urban DAs). Red is used to highlight those DAs where a larger number of vehicles originated from and green shows that only one vehicle originated from this defined geographic area.

Even though there are limitations to license plate surveys, it is beneficial data in application to key person interviews. The primary limitation is the capture of license plates from those who are not local shoppers (e.g., local employees as well as visitors).

Ottawa Street BIA License Plate Survey by Dissemination Areas



Consistent with the analysis in 2002/2003, Ottawa Street BIA still attracts from a broad trade area. There is no significant geographic place from which the retailers draw. Seventy-six percent of the license plates come from single Dissemination Areas (DA) that are scattered throughout the entire region. One DA to the south of Ottawa Street BIA had four visitors that were found on Ottawa Street when the survey was conducted.

Based on this analysis and conversations with retailers during key person interviews, the trade areas from the 2002/2003 study would remain the most relevant.

These trade areas include:

- Immediate Trade Area (ITA) – Crown Point neighbourhood (east and west), within an easy five minute walk (Gage Avenue to Kenilworth Avenue to the escarpment) and The Delta
- Primary Trade Area – extensive coverage of the built up areas of the City of Hamilton, the northern portion of the Niagara Peninsula to St. Catharines, and Burlington
- Secondary Trade Area – extends further west and south of the Primary Trade Area to include portions of Kitchener/Waterloo and Brantford

Ottawa Street BIA Trade Areas



The trade area for Ottawa Street BIA includes a very large geographic area that includes over 1.7 million residents that can drive within 30 minutes to one hour. In addition, sales are derived from inflow from Mississauga, Toronto, and other communities.

3.1 Trade Area Population Characteristics

The following analysis compares the Ottawa Street Trade Areas to the City of Hamilton. Additional analysis will be provided based on comparatives to the study conducted in 2002/2003. Maps for key demographics are located in Appendix B.

	ITA	Primary Trade Area	Secondary Trade Area	City of Hamilton
Population 2009	19,530	1,008,432	1,766,637	542,691
Annual Growth Rate - 2004/2009	-0.9%	1.4%	1.4%	0.2%
Households 2009	7,988	392,895	682,459	211,923
Annual Growth Rate - 2004/2009	0.1%	2.2%	2.1%	0.4%
Persons Per Household	2.43	2.52	2.54	2.52
Household Size				
One Person	27.2%	24.8%	23.7%	25.9%
Two Person	32.4%	32.5%	23.1%	31.6%
Three Person	17.7%	16.4%	16.6%	16.4%
Four-to-Five Person	20.7%	23.6%	23.8%	23.2%
Six + Person	2.0%	2.7%	2.8%	3.0%
Mobility				
Recent Resident - Less than Five Years	8.0%	15.0%	16.0%	12.0%
Recent Resident - Less than One Year	3.0%	5.0%	5.0%	4.0%
Age Profile				
<20	23.3%	23.4%	23.5%	23.2%
20-29	14.6%	13.6%	13.3%	14.3%
30-39	14.3%	13.3%	13.1%	12.8%
40-49	17.4%	15.7%	15.7%	15.5%
50-59	14.4%	13.5%	13.9%	13.8%
60-64	4.7%	5.5%	5.6%	5.5%
65+	11.4%	15.2%	16.0%	14.8%
Median Age	38.5	40.2	40.1	39.8
Children Age Profile				
<6	20.1%	24.8%	20.8%	19.8%
6-14	35.4%	32.5%	35.4%	34.5%
15-17	14.2%	16.4%	12.3%	12.2%
18-24	17.8%	23.6%	20.9%	21.5%
25+	12.5%	2.7%	10.6%	12.1%
Marital Status				
Single	25.1%	22.8%	21.8%	24.3%
Married/Common Law	53.0%	59.8%	60.8%	57.8%
Widowed, Divorced, Separated	21.9%	17.4%	17.4%	17.9%

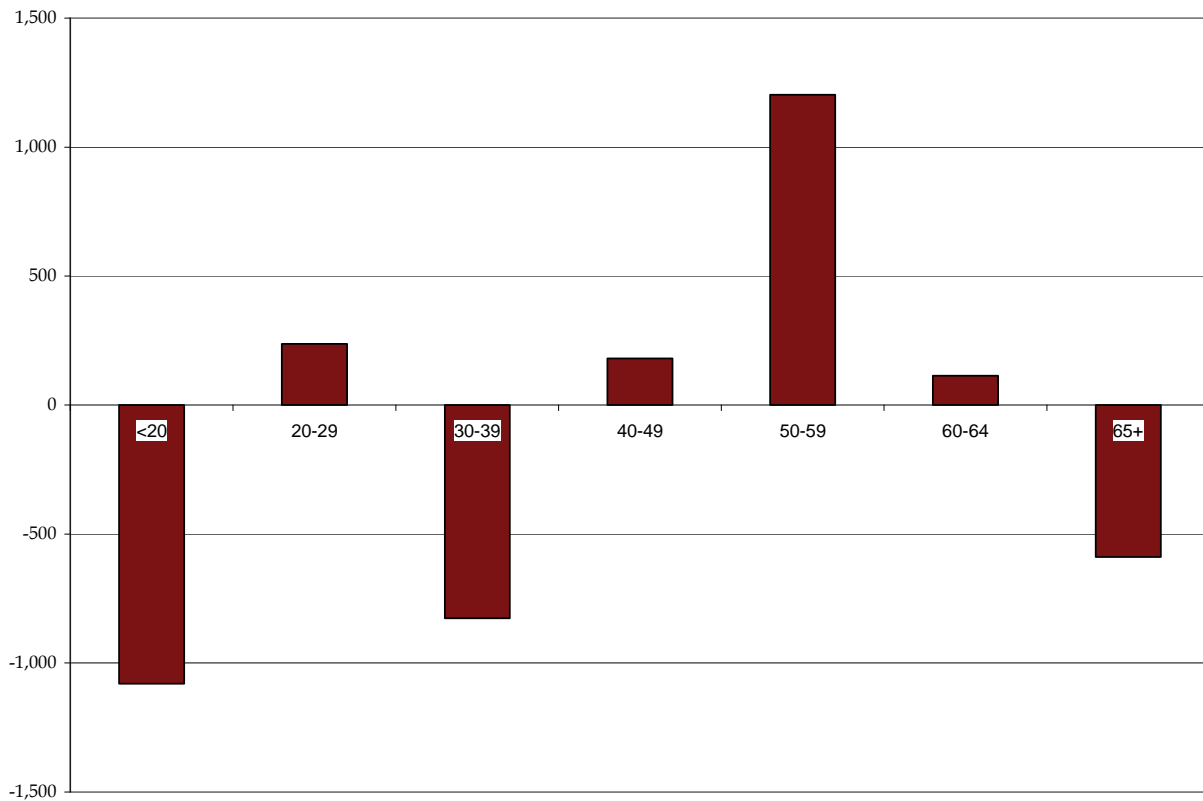
	ITA	Primary Trade Area	Secondary Trade Area	City of Hamilton
Education				
Less than High School	32.3%	21.7%	22.8%	24.7%
High School	30.1%	27.3%	28.0%	27.2%
Diploma, Trade Certificate	29.2%	28.9%	29.1%	29.0%
University	8.5%	22.2%	20.1%	19.1%
Occupation				
Management	6.0%	10.7%	10.4%	8.8%
Business, Finance, Admin	15.3%	17.4%	17.0%	16.4%
Science Related	3.8%	5.8%	5.4%	5.3%
Health Related	5.5%	5.9%	5.5%	6.3%
Education, Government, Social Service	5.7%	8.3%	7.6%	8.3%
Arts, Culture, Recreation	2.8%	2.6%	2.4%	2.5%
Sales and Service	24.6%	24.9%	25.3%	24.4%
Trades, Transport	22.7%	14.5%	15.2%	16.7%
Primary Industry	1.0%	2.3%	2.7%	2.3%
Processing, Manufacture, Utilities	10.8%	6.1%	7.0%	7.2%
Transportation to Work				
Take Public Transit, Bike, Walk to Work	23.7%	13.5%	11.5%	15.1%
Visible Minority				
Total Visible Minority	1,705	132,284	1,736,498	77,992
% of Total Population	8.8%	13.3%	11.4%	14.6%
Top 5 Visible Minorities	Black	S. Asian	S. Asian	S. Asian
	S. Asian	Black	Black	Black
	L. American	Chinese	Chinese	Chinese
	S.E. Asian	L. American	L. American	S.E. Asian
	Chinese/Filipino	S.E. Asian	S.E. Asian	Arab/L. American
Household Income				
< \$20,000	19.1%	12.9%	12.1%	14.5%
\$20,000-\$39,999	23.3%	18.5%	17.9%	19.7%
\$40,000-\$59,999	21.9%	17.3%	17.3%	17.7%
\$60,000-\$79,999	16.6%	14.3%	14.5%	14.0%
\$80,000-\$99,999	6.7%	9.9%	10.9%	10.1%
\$100,000+	12.6%	27.0%	27.3%	24.0%
Average Household Income	\$59,783	\$87,430	\$87,319	\$79,148
Median Household Income	\$46,754	\$61,617	\$63,619	\$57,655
Rent Housing	23.8%	25.9%	24.2%	30.2%

Source: Statistics Canada, Environics

The main findings include:

- The population has fallen slightly since 2001. Today the ITA population is approaching 19,530. This compares to 20,110 in 2002/2003, a difference of 580 residents. However, the neighbourhood size of approximately 20,000 residents is a very good size to support neighbourhood retail. The redeveloped Centre on Barton will benefit from targeting this specific residential population.
- The household growth rate during the same period is 0.1% indicating there is a slight movement towards growth. Older households have been replaced with smaller sized family households resulting from empty nesters leaving and young couples and singles moving into the area.
- The Primary and Secondary Trade Areas have grown considerably in the past eight years. Annual growth is over 2% for each trade area. There are over 1.7 million residents in the Secondary Trade Area.
- Overall, household sizes are smaller in the ITA compared to the other trade areas. The household size has decreased slightly from 2.46 in 2002/2003 to 2.43.
- Proportionately, there are more households that are one and two person households in the ITA compared to elsewhere and comparatively, proportionately fewer very large households. Either one or two persons occupy approximately 60% of the households. A large proportion of the smaller households are adults and not seniors.
- There are slight differences in the mobility of the ITA residents. Only 8% of residents have moved to the ITA within the last five years. This is significantly lower than elsewhere, indicating there is a greater retention in Ottawa Street neighbourhoods compared to elsewhere. When people move to the local neighbourhood, they tend to age in place or stay with their parents until they are able to live on their own (see the higher age profile of children).
- The average age in the ITA is younger than elsewhere (approximately 1.3 years younger than the median age for the City of Hamilton). There are proportionately the same percentage of children, more young adults and middle-aged adults, and fewer seniors.
- The proportion of children under 20 years of age in the ITA has fallen from 28% (2002/2003) to 23% (2009). However, 23% still represents a sizeable proportion of the total population.
- One aspect of the 2009 projections that the 2006 Census do not pick up on is the most recent population change. Observations of the street at different times of the day indicated that there were a significant number of young mothers with young babies on Ottawa Street. This small population boom is not accounted for in the projections.
- An illustration of the net change in age groups in the ITA is provided in the following chart. There have been significant positive changes in the 50 to 59 age group accompanied by declines in the under 20, the 30 to 39, and the over 65 year old age groups.

Ottawa Street ITA – Change in Age Profile – 2002 to 2009



Source: Statistics Canada, Environics

- The children that do live in the ITA tend to be slightly older (15 to 24 years of age) than elsewhere. In addition, there are a high proportion of young adults (over 25 years of age) that live at home with their parents.
- There are proportionately more single residents in the ITA and proportionately fewer common law couples. There are proportionately more divorced and separated residents.
- The ITA includes a lower proportion of well educated residents (9% of the population over 15 years of age).
- There are a high proportion of trades, transport, processing, manufacturing, and utilities employed residents in the ITA. The other occupations are either similarly proportioned or slightly less compared to elsewhere.
- The ITA residents are dependent on public transit compared to elsewhere. Twenty-four percent indicated they take public transit to work.
- There are small pockets of visible minorities. However overall, visible minorities account for less than 9% of the total population.

- Average household income is approximately 25% lower than the average for the City of Hamilton (\$59,783 compared to \$79,148) and significantly less than elsewhere in the Primary or Secondary Trade Areas. Thirty-eight percent of households earn between \$40,000 and \$79,999 annually. In the Primary and Secondary Trade Areas, the average household income is much higher – over 27% of households earn more than \$100,000 annually.
- Within the Ottawa Street BIA, there are pockets of improved residential in terms of increasing average household income, particularly to the south of Main Street East and in some pockets surrounding Ottawa Street.

The retail implications of the preceding analysis indicate:

- Ottawa Street is a sizeable neighbourhood community that affords numerous retail opportunities for businesses to develop a professional business that caters to the local population.
- The business opportunities for the local neighbourhood will tend to be more value conscious by nature but as noted, there is slightly changing wealth among some segments of the neighbourhood. However, education levels still tend to be comparatively lower than elsewhere.
- While there are a significant number of children within the neighbourhood, there are approximately 1,000 fewer than eight years ago. Through observational data, this appears to be changing as the number of strollers on the street seems to be higher.
- The presence of a redeveloped mall – The Centre on Barton – makes it difficult for Ottawa Street to compete for neighbourhood shopping. There is too much retail in the mall and on Ottawa Street to be supported by the local neighbourhood. As a result, Ottawa Street must continue to look outside the neighbourhood to draw customers and sales.

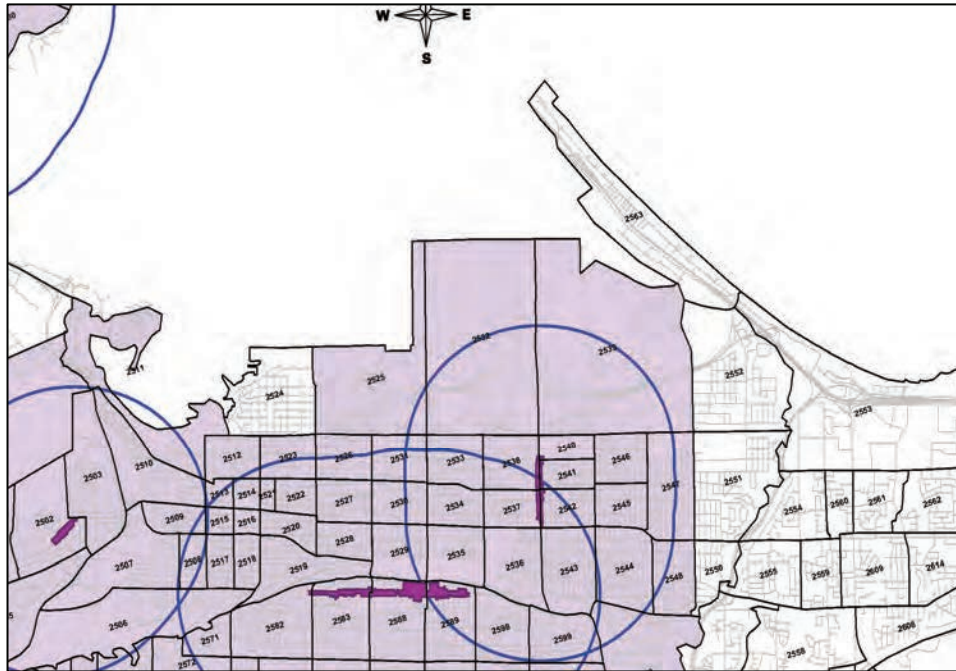
According to the City of Hamilton's population and employment projections for the planning units, surrounding Ottawa Street the only growth area is the area that includes The Centre on Barton.

Planning Unit Population and Employment Forecasts

Node	Population			Jobs		
	2006	2031	Annual Growth	2011	2031	Annual Growth
2536	2,096	1,963	-0.3%	320	308	-0.2%
2537	3,216	3,022	-0.2%	546	531	-0.1%
2538	3,208	3,051	-0.2%	1,309	1,543	0.8%
2540	287	1,388	6.5%	145	673	8.0%
2541	2,360	2,289	-0.1%	362	379	0.2%
2542	3,008	2,833	-0.2%	507	494	-0.1%
2543	4,353	4,063	-0.3%	683	660	-0.2%
Total	18,528	18,609	0.0%	3,872	4,588	0.9%

Source: City of Hamilton

City of Hamilton Planning Units



While many will attempt to make the comparison between Ottawa Street and Locke Street, there are several differing qualities between the two including lower per capita income, arts, culture, and recreation occupations, and education levels compared to the Locke Street neighbourhood. While the Ottawa Street neighbourhood is changing in terms of younger children moving in and higher average household incomes in certain pockets, overall it is not the same socio-economic market.

3.2 Household Expenditure Analysis

The annual estimates for household spending by retail commodity categories are derived from a combination of factors including household income and other socio-economic data. This includes household size, age, occupation, etc. Of all the influencing factors, household income is the most important because the more money people make, the more able and likely they are to spend. While the relationship between income and expenditure is strong, it is not directly proportional. As incomes rise, a greater proportion is spent on investments and other non-consumable items.

The following table provides a breakdown of commodity spending categories. Annual household expenditures for three trade areas and the City of Hamilton are shown in this table.

Annual Household Expenditure

	ITA	Primary Trade Area	Secondary Trade Area	City of Hamilton
Retail Merchandise				
Women's Clothing and Accessories	\$681	\$1,218	\$1,210	\$1,081
Men's Clothing and Accessories	\$617	\$801	\$807	\$727
Children's Clothing and Accessories	\$206	\$341	\$348	\$299
Material, Notions, and Sewing	\$150	\$216	\$213	\$203
Home Furniture and Furnishings	\$793	\$1,055	\$1,076	\$929
Home Equipment	\$720	\$947	\$992	\$857
Garden Equipment and Supplies	\$244	\$323	\$337	\$282
Home Entertainment	\$674	\$659	\$677	\$615
Pet Supplies	\$424	\$434	\$461	\$400
Sports Equipment	\$162	\$186	\$195	\$164
Toys	\$112	\$129	\$134	\$116
Electronics	\$69	\$74	\$76	\$68
Art, Hobby	\$28	\$44	\$46	\$40
Computer Equipment and Services	\$274	\$404	\$405	\$358
Photographic Equipment and Services	\$147	\$223	\$225	\$196
Reading	\$263	\$336	\$341	\$303
Convenience				
Food From Stores	\$4,845	\$5,973	\$6,041	\$5,569
Household Supplies	\$499	\$589	\$605	\$542
Health Related Supplies	\$823	\$984	\$997	\$915
Alcohol Purchased from Store	\$482	\$594	\$618	\$536
Eye Care and Supplies	\$133	\$163	\$163	\$148
Tobacco	\$1,049	\$792	\$833	\$786
Eating and Drinking				
Food from Restaurants	\$1,330	\$1,744	\$1,782	\$1,603
Alcohol Served	\$180	\$252	\$254	\$235
Services				
Personal Care Services	\$337	\$505	\$506	\$454
Furniture Repair	\$155	\$85	\$92	\$79
Movies	\$66	\$133	\$130	\$121
Attend Sporting Event	\$49	\$61	\$63	\$56
Attend Live Arts Event	\$60	\$106	\$104	\$92
Membership Services	\$212	\$369	\$373	\$310
Packaged Travel	\$257	\$456	\$468	\$376
Other				
Shelter	\$11,133	\$15,052	\$15,173	\$13,545
Transportation	\$9,517	\$10,072	\$10,512	\$9,203
Charity	\$422	\$699	\$679	\$619

Source: Statistics Canada, Environics

Although average household income is only 2% less in the ITA compared to the Primary Trade Area, expenditures are 6% less. This is partially explained by the smaller household sizes in the ITA compared to elsewhere.

In terms of the proportion of average household income that is spent on some items compared to others, Ottawa Street residents (ITA) spend proportionately more, the same, and less on the following:

Annual Household Expenditure Analysis

Proportionately More	Proportionately Same	Proportionately Less
<ul style="list-style-type: none"> > Furniture Repair > Tobacco > Home Entertainment > Pet Supplies > Transportation > Electronics > Sports Equipment > Toys > Household Supplies > Health Related Supplies > Alcohol Purchased from Store > Eye Care and Supplies > Attend Sporting Event > Food From Stores > Reading > Garden Equipment and Supplies > Home Furniture and Furnishings > Men's Clothing and Accessories > Home Equipment 	<ul style="list-style-type: none"> > Food from Restaurants > Shelter > Alcohol Served > Computer Equipment and Services > Photographic Equipment and Services > Personal Care Services > Material, Notions, and Sewing > Art, Hobby 	<ul style="list-style-type: none"> > Children's Clothing and Accessories > Membership Services > Packaged Travel > Charity > Attend Live Arts Event > Women's Clothing and Accessories > Movies

Ottawa Street residents want to invest in their homes and families. They spend higher proportions of their incomes on items related to running their home – food, eye care, health, and household supplies. In addition, they spend proportionately more on making their home a place to enjoy including home entertainment (e.g., TVs), toys for their children, and household tools for the home (e.g., mitre saws). When they do go out to be entertained, it is primarily related to sports events. They spend higher proportions on sporting equipment and sporting events. They will look for more bargains related to clothing and tend to spend proportionately less on luxuries such as packaged travel vacations, live cultural arts events, and movies.

4.0 Retail Commercial Audit

An audit of the existing retail/commercial businesses on Ottawa Street BIA was conducted in August 2009 to gain insight into the current retail situation of the area. Other non-commercial uses such as residential, schools, houses of worship, social agencies, etc., were excluded from the audit. An important note is that the retail business profile was in a constant state of change during this time as new businesses were constantly being added or altered. UMC believes that the vacancy rate is lower than reported in this table.

In completing the audit, a comparison to the audit conducted in 2002 helps to reveal changes that have been accomplished. In addition, it is noted that the retail occupancy and vacancy rates were changing as buildings were being sold and new businesses were arriving. The following audit is representative of one day in August 2009.

Ottawa Street BIA Retail Audit

	Number of Businesses		Square Footage	
	Number	% of Total	Total	% of Total
RETAIL MERCHANDISE				
Apparel and Accessories	10	7.8%	11,300	5.9%
Fabric and Textiles	16	12.5%	44,300	23.3%
Other Home Décor and Improvement	17	13.3%	32,100	16.9%
Antiques	15	11.7%	19,600	10.3%
Leisure	12	9.4%	15,500	8.2%
Other General Merchandise	4	3.1%	3,100	1.6%
TOTAL RETAIL MERCHANDISE	74	57.8%	125,900	66.3%
CONVENIENCE - FOOD AND DRUG				
Convenience Store	2	1.6%	2,400	1.3%
Drug Store	0	0.0%	0	0.0%
Grocery	0	0.0%	0	0.0%
Specialty Food	3	2.3%	3,800	2.0%
Total	5	3.9%	6,200	3.3%
EATING AND DRINKING				
Café	6	4.7%	6,600	3.5%
Restaurant	7	5.5%	10,300	5.4%
Bar	0	0.0%	0	0.0%
Total	13	10.2%	16,900	8.9%
SERVICES				
Total Personal Services	12	9.4%	15,500	8.2%
Financial Services	0	0.0%	0	0.0%
Professional Services	5	3.9%	5,800	3.1%
Medical Services	0	0.0%	0	0.0%
TOTAL SERVICES	17	13.3%	21,300	11.2%
OTHER RETAIL				
Automotive	1	0.8%	200	0.1%
Other Uses	4	3.1%	3,600	1.9%
Renovations	2	1.6%	1,600	0.8%
Entertainment/Recreation	1	0.8%	3,000	1.6%
TOTAL OCCUPIED COMMERCIAL	117	91.4%	178,700	94.1%
VACANT COMMERCIAL	11	8.6%	11,300	5.9%
TOTAL COMMERCIAL	128	100.0%	190,000	100.0%

Source: UMC

Compared to the retail commercial audit conducted in 2002/2003 there are several salient findings:

- > The number of stores has increased but the square footage is less. There are 128 retailers occupying approximately 190,000 square feet of space. This is partially due to the conversion of Goodwill (Amity) to the AAT School.
- > The vacancy rate has reduced considerably. It previously accounted for 12% of the total square footage and now represents half that at 6%. Vacancy is constantly shifting as there is significant interest in retail buildings along Ottawa Street North. There are very few buildings that are rentable despite some being vacant.
- > Retail merchandise remains the largest category. Fifty-eight percent of the total number of stores and 66% of the total square footage is devoted to retail merchandise. This is higher than in 2002/2003. Fabric and textiles continues to dominate the retail sector of Ottawa Street BIA. Just under one-quarter of all retail space is devoted to fabric and textiles.
- > Home décor and improvement is another substantial category accounting for 17% of the total square footage. Antiques is a sub-sector of home décor but is significantly large that it warrants special attention. There are 15 retailers specializing in antiques and used merchandise. These stores account for 10% of the total square footage.
- > Apparel and accessories stores have grown as well from 2002/2003 to 6% of the total square footage. Leisure retailers have maintained a further 6% of the total square footage.
- > Convenience retail has fallen back since 2002/2003 due to the relocation of Beach Road Meats. It was replaced by the smaller Dunlavy Meats. There was also the loss of a cake store among other specialty food retailers. Convenience retailers represent only 3% of the total square footage.
- > Eating and drinking retailers have shrunk as well in terms of square footage, but the total number remains the same. They represent 9% of the total square footage. There have been significant changes in the eating and drinking sector though that warrant notice. There has been a noticeable increase in the quality of the food service operations since 2002/2003. The departure of CDs Sports Bar is a significant improvement. As well as the addition of quality restaurants such as Poco Loco, Limoncello's, Little Mama's, and Dora's Delicatessen.
- > Services have decreased as well with the loss of financial and medical services. Services account for 11% of the total square footage.
- > Overall, the quality of the retail operations has improved significantly across the board for retailers along Ottawa Street North. The overall discount image has been pushed aside. There are more professionally merchandised stores, with excellent displays, windows, and layouts.

4.1 Market Positioning

During the initial market positioning conducted in 2002, the overall image was traditional and mid-to-lower income/price appeal. This positioning has shifted considerably. Today, the positioning is traditional-to-contemporary and mid-income/price appeal. No longer is Ottawa Street BIA considered solely as the place to go for discount fabric, textiles, home décor, antiques, and neighbourhood services. More contemporary-merchandised retailers have located in the BIA pushing the envelope of the experiential product and service offering.

4.2 Façade Improvements and Building Permits

Ottawa Street BIA property owners have made extensive use of the façade improvement program by the City of Hamilton. From 2002 to 2008, there have been 31 buildings who have participated in the program leveraging \$266,378.60 for a total of \$592,111.64.

Since it began in 2007, the Main Street Housing Loan and Grant Program has received 26 applications, including four in the Ottawa Street BIA. No other BIA has taken advantage of the program (one in Downtown Dundas BIA has been cancelled). However, at the time of writing this report, none of these applications has been completed and one of the Ottawa Street BIA applications was cancelled.

In terms of building permits, the following list accounts for the dollar value of permits issued to retail businesses along Ottawa Street. It excludes residential, institutional, retail signage, as well as The Centre on Barton redevelopment.

Building Permits

	Ottawa Street BIA
2001	\$500
2002	\$6,500
2003	\$10,800
2004	\$337,000
2005	\$22,800
2006	\$9,650
2007	\$1,350
2008	\$87,900
YTD 2009	\$66,900
Total	\$543,400

Source: City of Hamilton

Currently, the proposal to demolish the existing building at the northeast corner of Ottawa Street and Dunsmure Road and construct a new four-storey building to house the existing Seniors Centre on the ground floor, with 13 dwelling units above, has been altered. Currently this building is for sale. In addition, the plans to develop a private school at the former Amity location have been changed and this building is for sale or lease.

A select number of examples of before and after images of buildings along Ottawa Street BIA show the remarkable changes that have occurred from 2002/2003 to 2009.



2002/2003



2009 - Modest improvements



2002/2003



2009 - Radical improvements



2002/2003



2009 - Refreshing facelift



2002/2003



2009 - Replaced destroyed building



2002/2003



2009 - Modern, contemporary face lift



2002/2003



2009 - Small improvements such as windows and signage adds life to buildings



2002/2003



2009 - New contemporary use and modest improvements



2002/2003



2009 - Refreshing renovation lifts the spirit of the street

4.3 Parking Meter Usages

Parking meter revenue for Ottawa Street BIA had remained relatively consistent until 2008. In 2008, there was a significant increase in revenues.

	2004	2005	2006	2007	2008
Net Revenue	\$45,847.56	\$49,275.73	\$46,632.80	\$46,096.20	\$57,282.98
Growth		7.5%	-5.4%	-1.2%	24.3%
Net Revenue Per Meter	\$467.83	\$464.87	\$439.93	\$439.01	\$545.55
Number of Meters	98	106	106	105	105

Source: City of Hamilton

It is noted that there are no current vehicular and pedestrian counts from the City of Hamilton for the Ottawa Street BIA area.

5.0 Strengths, Weaknesses, Opportunities, and Threats

The following were the initial strengths, weaknesses, opportunities, and threats for Ottawa Street BIA and the corresponding comments that are relevant for the current study in 2009.

Strengths

2002/2003	2009/2010
Ottawa Street BIA has a sizeable trade area primarily based on fabric and home decorating.	This continues to be true but the retail mix has expanded to include different home stores such as antiques, quality restaurants and cafés, and other destination-type stores.
Large number of fabric stores enable shoppers to comparison shop.	There has been a shift away from clothing materials but a stronger emphasis on home decorating. The amount of square footage is approximately the same.
Ottawa Street has a unique historic character and context. Many façades are from the 1950s.	This continues to be true. The property owners have extensively renovated a significant number of properties. According to the City of Hamilton, since the Community Improvement Program grants were initiated in 2002, Ottawa Street BIA property owners and the City of Hamilton have invested over \$357,925 on 37 properties.
Large retail footprints with loading docks and ample parking at the rear attract large-scale retailers such as home decorating businesses. The area operates on a similar scale as a power centre.	This continues to be one of the key strengths of Ottawa Street BIA. The significant number of larger format stores is too large for what can be supported by the local neighbourhood. As a result, the retail uses have to be merchandised in a way that it draws customers from a very wide trade area. The ideal uses tend to be fabric and home decorating related. While the emphasis is still on shopping, there is a shift from the single purpose efficiency shopping trip to a more experiential one.

Strengths continued

2002/2003	2009/2010
Rent and building prices are very reasonable.	This continues to be true for the area. There is a strong surge in demand from prospective building owners wanting to capitalize on increased retail space demand in the BIA. This is remarkable given the economic downturn currently happening in the region.
Easy access from the QEW assists Ottawa Street's draw capabilities.	There has been increased accessibility with the completion of the Red Hill Valley Parkway. There are now signs on the QEW pointing to East Hamilton across the Burlington Skyway bridge. Ottawa Street BIA has tried unsuccessfully to lobby for TOD signage. The BIA must continually market the directions for the shopping area. That is because the consumer base is constantly shifting and new customers are coming to the area.
New families moving into the area increase the need for local neighbourhood and convenience goods and services.	New families have moved in but the families replacing the existing ones are smaller resulting in a small decline in the population. There is a noticeable presence of young moms with children walking up and down Ottawa Street. The retailers have responded with improved operations. While the total square footage has not increased, the quality of the shops has improved dramatically.
Ottawa Street is well known throughout the region and amongst those who shop regularly for fabric.	This is true but there is a need to continually market the area as the trade area is continually expanding in size.
There are a large number of owner occupied businesses and owners running two or more businesses.	The high owner occupied status continues to be true and there is a low degree of absenteeism among the landowners who rent. One of the most significant improvements over the years is the degree to which the BIA members have supported one another to create a cohesive BIA that buys into the vision.

Strengths continued

2002/2003	2009/2010
The BIA pays for extra security to monitor the area two days a week.	This was no longer necessary as criminal issues are not as much of an issue as in the past. The presence of the community police centre is a welcome addition. In addition, security cameras were installed in 2009.
The BIA has done a great job bringing the merchants and property owners together, organizing successful events such as the Street Festival and Leasing Opportunity Day.	Since one of the greatest successes of the BIA is the improved coordination of all the members, the BIA made the decision to move to a more retailer-friendly street festival. The festival did not close the street but was geared to a sidewalk sale. Also, there is no need for a Leasing Opportunity Day. There is very little vacancy remaining on the street and most prospective buyers/renters can contact the BIA for information.
The BIA budget is sizeable enough to carry out bigger projects such as security.	The BIA budget is at a healthy level for the organization to continue on a more stable path. Questions regarding increased staffing and marketing will require further budget increases. At the moment, a budget increase is not advisable; however, increased resources would help push the business district further.

Weaknesses

2002/2003	2009/2010
Many of the businesses appear to be run-down and are in need of repair work. Too many buildings are covered up with corrugated steel and siding.	Since 2002, 37 buildings have participated in the cost-sharing façade improvement program and others have renovated their properties on their own. This has made a significant improvement. There are still buildings in need of revitalization.
Ottawa Street has a perceived image of being grungy and dirty.	The grunge and dirt image is long passed. The street is significantly cleaner due to the assistance of the BIA street cleaner. The new parkette has transformed one of the corners that was previously a pile of rubble.

Weaknesses continued

2002/2003	2009/2010
Ottawa Street has the image of just fabric and textiles.	This continues to be an issue for the merchants in the BIA. Some believe that too much emphasis has been placed on the fabric and textile component of home decorating. The conscious decision to brand and market the street as home decorating was to appeal to the broader base of what Ottawa Street merchants had to offer. Often in news articles, they will continue to refer to the area as the textile centre despite the branding as home décor.
Visitation is infrequent but from a large trade area.	This continues to be true. There is evidence that the local neighbourhood is walking up and down the street but the true customer demographic is from a significant trade area. There are shifts from an older customer base to a younger and higher income customer.
There are problems with safety and security,	This is no longer true. The street is very safe during the day. The departure of CDs has made a significant improvement on the area. There are some minor safety considerations during the evenings.
Rents often just cover the property taxes with no money left over for improvements.	Rents have increased as the landlords have taken advantage of the façade improvement programs. Rents are considered to be reasonable.
Lack of washrooms.	This has been solved with better quality restaurants that offer washrooms as well the BIA office offers washroom facilities for visitors.

Opportunities

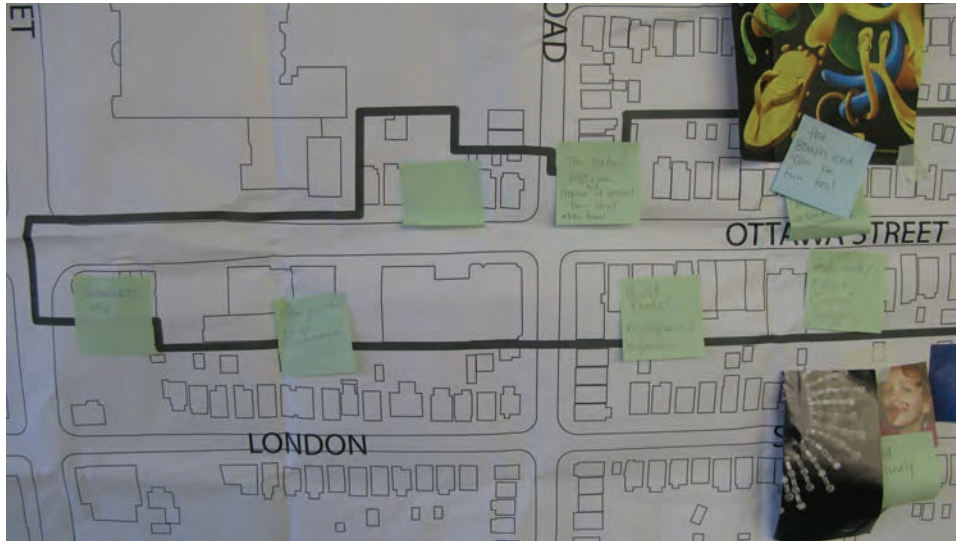
2002/2003	2009/2010
Tremendous opportunity to take advantage of the number of people who visit Ottawa Street for fabric and home decorating.	Retail sales have increased for a number of quality retailers. Many retailers are able to piggy-back on the customer base to their own benefit.
Opportunity to create a unique environment that is fun and experiential. The area is very tactile and sensory.	The shift from a pure shopping experience to a more experiential one has been slower but is happening. Retailers are moving towards providing more services, there are more eclectic retailers operating, the farmers' market, new park, and quality restaurants all contribute to a more experience-rich environment.
Able to appeal to younger audiences that are looking for an alternative to places such as Locke Street.	The number of Locke Street retailers (especially antique stores) that have shifted to Ottawa Street in the recent past is exceptional. Other eclectic stores have opened up along Ottawa Street bringing in newer customers.
Vacancies offer the opportunity to add to the mix of commercial businesses and create a stronger critical mass of retailers.	While the square footage of fabric, home improvement, and home decorating stores has remained approximately the same, there has been a shift to more antiques, apparel, and leisure retailers.

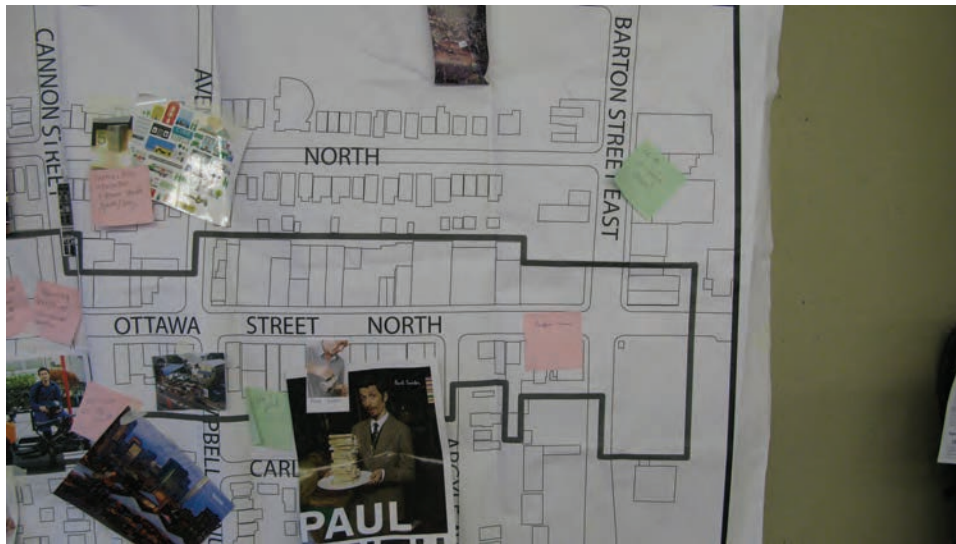
Threats

2002/2003	2009/2010
New power entre developments that include fabric and home decorating could hurt Ottawa Street in the future.	The redevelopment of Centre Mall (The Centre on Barton) will not compete with Ottawa Street. The recent addition of Lowe's Home Improvement store at Barton Street and Red Hill Valley Parkway has not affected Ottawa Street negatively. Ottawa Street has a well defined niche within the region.
Do-It-Yourself home renovations are increasing in popularity – Home Depot, and Rona.	As discussed, the continued expansion of big box home improvement retailers has not affected a majority of the retailers along Ottawa Street. There probably has been an affect on the home improvement retailers that provided flooring, since there are fewer of these stores.
B.B. Bargoons and other fabric stores could expand into the area.	This has not happened. However, other furniture stores such as Critelli's Fine Furniture in St. Catharines has billboard advertising along Ottawa Street, hoping to attract a similar demographic.
Continued vacancies that cannot be filled give the impression that the area has too many problems.	Vacancy has been halved and is less than 6%. Many of the vacancies are related to buildings that are less-than-ideal for retailers.

6.0 Vision and Action Item Review

In November 2009 a BIA workshop was held. Input included two exercises – a map exercise whereby participants were asked to use coloured notes to articulate where they thought retail should go (green), improvements to streetscaping (pink), and other issues (blue). In addition, participants were asked to select visual images that best portrayed their vision for Ottawa Street BIA.





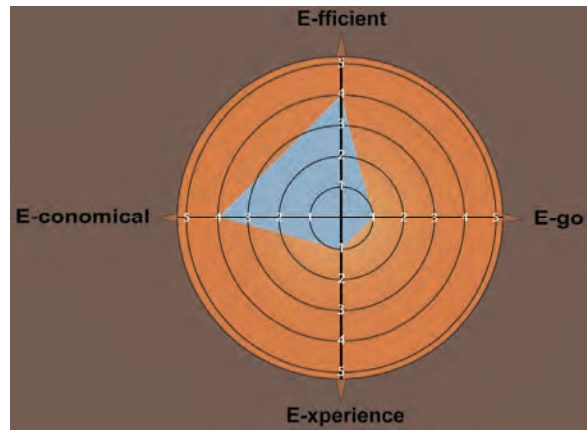
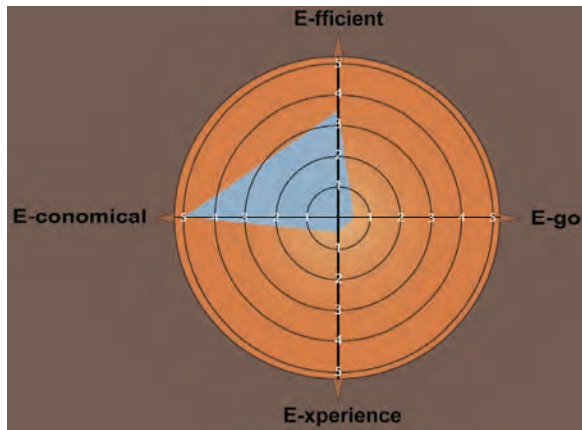
The exercises revealed a desire for an urban retail street that still protects its heritage but is also colourful, alive, and cultural. There is a need for more development south of Cannon Street as well as some buildings along Barton Street. Better use of the parkette and specific recruitment ideas for retailers that cater to young families and young urban professionals are required (e.g., children's store, take away cafés, urban food stores, home décor accessories/hardware, and scooters).

In comparison to some of the key findings that guided the results of the initial market assessment in 2002/2003, much remains true in 2009. Most importantly, the home décor niche is a very marketable angle that has helped to move Ottawa Street BIA towards success. This vision should continue to be the guide for the overall BIA and allow it to continue to evolve into a more experiential business district. This includes both consumer goods and services for the local neighbourhood while still drawing from a very broad trade area for unique goods and services that are geared to home décor (e.g., textiles, window treatments, antiques, paint, lighting, mirrors, upholstery, home furnishings, among others). It is the regional draw that is the primary focus for the businesses along Ottawa Street BIA.

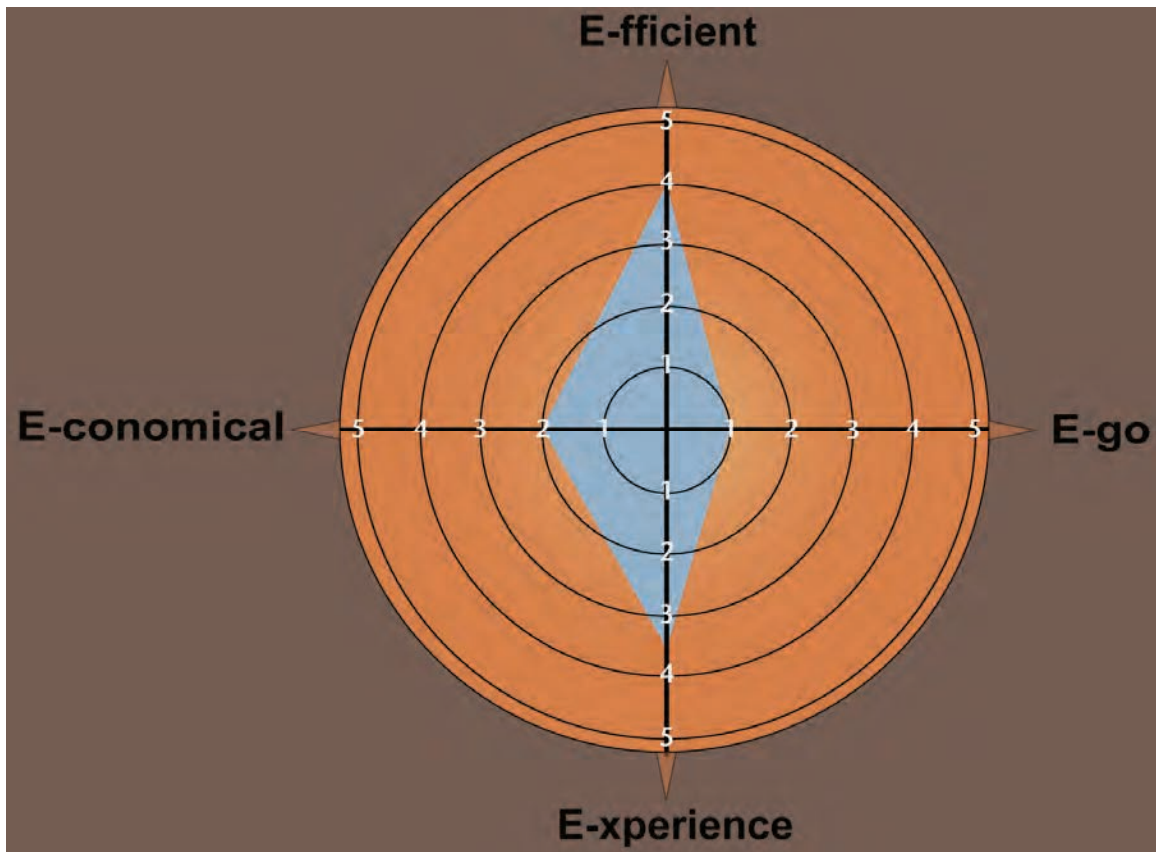
The following diagrams illustrate how Ottawa Street BIA has evolved over the years and the future direction of the vision. While the emphasis is still on the home décor's broad-trade area (which is comparison shopping based), there are opportunities for increased emphases on experiential retailing that may include educational, entertaining, engaging aspects. The path to success will be if the BIA retailers can balance the experiential aspects of retailing without fitting out the store in expensive details. The consumer still wants to see that the price of the goods reflects the product and that they are not paying for fancy lighting, display cases, and flooring to showcase the product.

Urban Marketing Collaborative has a proprietary approach to assessing the strengths of retailers and business districts. The assessment is titled “The Four Es Approach”. They include the lowest price (economical), the best assortment and one-stop shopping (efficient), the one that gives the consumer the greatest psychological lift (ego), or the one that is the most engaging (experiential).

Ottawa Street BIA has evolved from a discount street where it was very easy to cross shop a multitude of fabric and other home improvement type stores. It was very strong on economical and efficient. It has evolved today to be less about price, retaining the strong ability to allow consumers to comparison shop for home decorating, and has moved more into experiential retailing. The latter includes more restaurants, cafés, educational retailing, services, interactive merchandising, and overall more engaging. As the BIA moves forward, it should develop a way of being more experiential while maintaining the comparison goods selection (as this is the major regional draw), and be less price sensitive.



Ottawa Street BIA positioning in 2002 to 2009



Future vision for Ottawa Street BIA

Characteristics of these two visions include:

Efficiency	Experience
<ul style="list-style-type: none"> ➤ Trade area delineation review ➤ Assortment dominance ➤ Easy to access, best location ➤ Extended hours of operation ➤ Retailers have a great layout, exceptional signage, and easy check out ➤ Investment in multi-channel marketing which may include catalogue, internet (either informational only or also to include transactional) ➤ Culture based on service – service the customer, anticipate the customer’s needs ➤ Be prepared to offer immediate services. Provide quick ready-to-go products (e.g., coffee take away, pre-packaged window treatments) ➤ Develop personal relationships and peer marketing techniques (collect database of loyal shoppers) ➤ May be able to charge for additional services such as delivery, do-it-for-me (e.g., sewing), child care, etc. ➤ May be opportunity for a loyalty program 	<ul style="list-style-type: none"> ➤ Experience, education, entertainment, environment ➤ Learning, socializing, free fun, tactile, sophisticated, discovery ➤ Has to be about constant renewal to keep it innovative and fresh ➤ Examples include Indigo or Dundas ➤ Marketing – have to include the consumer as part of the experience ➤ Cultured based on creative ➤ Product/service – exotic, organic, ethnic, eclectic, etc. ➤ Need to have the basics in place first ➤ Able to leverage strengths that may include history, architecture, fun, heritage, natural environment, arts and cultural venues ➤ Requires strict attention to detail, increased staff training, constant communication, and good feedback



Ashley's China in Toronto is retailing that epitomizes assortment dominance with their "Wall of China."



A university area provides opportunities to engage students and visitors who are looking for "third places" to socialize including outdoor patios.

A review of the recommendations from the Action Plan in 2002/2003 and the current status of those recommendations is provided below. Additional recommendations follow as required.

Organization

Organizational success is one of the biggest changes and best results for Ottawa Street BIA. The BIA has worked to develop consensus, effective working committees, streamlined but effective communications, and has been a valued member on HABIA committees and City led discussions.

2002/2003	2009/2010
Develop committees to address specific issues related to marketing, economic development, and physical design improvements.	Committees have been established including an executive committee, marketing, beautification, personnel, street sale, and a special committee for the BIA anniversary. The large BIA board of 17 members has worked to create buy-in from a broad constituent base. Committees report to the board, which ensures a smoother board meeting process.
Set up a sample of businesses to report sales on a monthly basis.	<p>The merchants are somewhat reluctant to participate in this process but the BIA has been able to obtain anecdotal evidence of sales growth. There is good feedback – post special events – providing evidence of the success of the events. In addition, the parking authority provides updates on parking meter usage that can be used as a proxy for pedestrian traffic. As stated, there are no current vehicular and pedestrian counts for the BIA.</p> <p>The BIA receives excellent optimization reports on its website. Continued refinement of the website based on the analysis of visitors, what pages they are viewing, when they look will be important for refinements to the marketing campaigns. Many organizations have switched to Constant Contact programs that provide addresses of those who visit.</p>

2002/2003	2009/2010
Increase the internal marketing to members to encourage participation.	<p>The support and buy-in from the Ottawa Street BIA members has been the number one success. The BIA has moved to a system of email blasts, which have proven to be more effective and efficient. All members have been encouraged to obtain email addresses.</p> <p>The BIA has been at the forefront of business and employee interests by developing an insurance benefits program for BIA members and their staff to buy into.</p>
"Who Does What" Sheet.	The City completed this project.
Commitment to HABIA	<p>The City has continued to make a commitment to this program through the Downtown and Community Renewal Division. Increased staffing and resources have made this an effective and well-respected organization.</p> <p>Overall, the BIA sees value in the services the City provides through Downtown and Community Renewal and HABIA. There may be a need for a strategic review of the role and structure of HABIA, especially in light of the increased number of BIAs, their different needs and the wide range of issues they may have.</p>
There is an opportunity for greater education and understanding between various City departments, HABIA and individual BIAs.	<p>BIA representatives should report back to their membership on HABIA issues and sub-committees they may sit on to keep members informed of BIA positions and input to studies (e.g. rapid transit, truck route master plan).</p> <p>Continue Downtown and Community Renewal's efforts to link BIAs with relevant City departments on various issues that arise, and increase other departments' awareness of the BIAs and their concerns.</p>

Other issues include:

Issues	Recommendations
<p>There is consideration from some to expand BIA boundaries to include Kenilworth Avenue and/or The Centre on Barton or to concentrate resources on current boundaries.</p>	<p>The BIA should not expand at the present time as it is better to continue to concentrate resources in their own geographic boundary. Resources should be used to improve retailer and consumer activity south of Cannon Street, including such things as converting residential buildings to retail and developing active uses for the former seniors centre and the Amity building.</p> <p>Given that the BIA includes the former Jockey Club at the north east corner of Ottawa Street North and Barton Street and the potential inclusion of this property into the overall ownership of The Centre on Barton, the City, the mall owner, and the BIA will be required to determine the participation of the mall towards the BIA. There are increased partnership opportunities between The Centre on Barton and the BIA, especially related to co-marketing, special events, and transportation-related issues.</p>

Issues	Recommendations
Staffing and responsibilities	<p>Currently, the BIA is operating at full capacity with one full-time contract staff position, a part-time cleaning person, and well functioning board committees. There are several initiatives related to the BIA such as additional marketing and additional cleaning that cannot be undertaken due to a shortage of resources. While it may not be prudent at this time to increase the BIA budget, the BIA should begin to plan for increased budgets and staffing. One method, as buildings are leased, assessments increased, and new commercial developments are built; the BIA budget should be allowed to increase to absorb these changes. Existing properties that do not change should have their levy maintain at a constant level. As the economy grows in the future and there is a return to spending on home improvements, the BIA should assess increasing their budget, hiring additional staff to carry out many of the logistical functions for the BIA (e.g., executive assistant, marketing) to allow the Executive Director to concentrate on long-term planning and strategic operations. It should be noted that there is a significant amount of learning required at the beginning stages of a new hire and that time should be allotted for this period.</p>
Commit to learning from others	<p>There are other similar districts that function as regional shopping districts rather than local neighbourhood shopping districts. The BIA should make efforts to visit, learn, and talk to other districts. This may include Castlefield Caledonia Design and Décor District in Toronto, The Fashion District in Los Angeles, the Garment District in New York. This may also include retailers such as IKEA or power centres</p>

Economic Development

The retail focus of the street is shifting from a combination of lower price points and comparison shopping to a combination of a more experiential function that still combines the unique strengths of efficient, comparison shopping. The concentration of retail and comparison retail north of Cannon Street will begin to change. The BIA should have two retail strategies: one for the north end and one for the south end. The north will continue to be dominant in comparison shopping related to home related goods and services. The south should develop from a combination of dispersed destination and local neighbourhood serving businesses to a stronger cluster of similar businesses that build off of one another.

Ottawa Street BIA is over 3,300 feet in length from Barton Street to Main Street East. This is too long for one consumer shopping experience. Developing a retail plan for the BIA that includes two districts allows the BIA to concentrate on the unique characteristics of each area.

2002/2003	2009/2010
Goals – Vacancy 5% in two years and 100% occupied in five years; eating and drinking establishments from 9% to 12% in three years.	Vacancy is less than 6% with the remaining units more difficult to lease. The eating and drinking sector remains at 9% but the overall quality of the food service operations has improved significantly. Goals should be set for the BIA related to continuing to increase the number of food service businesses. The caveat would be that late night drinking should not be encouraged. The BIA will continue to work towards lowering vacancy, maintaining a high owner occupied retail business (more commitment to the overall success), and increasing the food service component.
Develop a program to increase education for the merchants and property owners through education seminars, sharing demographics, and increased networking opportunities.	This is partially accomplished. The BIA would like to provide store merchandising help to select businesses. This can be an incentive for improvements. There may be incentives for the best window displays or merchandising displays for different events during the year.

2002/2003	2009/2010
<p>Work with the City's Planning Department to analyze any restrictive zoning bylaws.</p>	<p>The BIA by itself and through HABIA has consistently worked with the City's various departments to improve working relationships. This includes safety/police, parking, special events, tourism, Downtown and Community Renewal, among others. The BIA is well respected at various levels of the City and is often called upon to assist with policy and planning issues. The BIA sees benefit in participating in HABIA and City committees that are of benefit to them and will continue to participate as long as they see a benefit to their members.</p> <p>The pending changes to the zoning do not allow for any further new institutional designations as well as no new car lots.</p>
<p>Hold regular meetings with stakeholders on updates.</p>	<p>The BIA actively communicates with the members and often get 20% turnout at board meetings. The BIA has shifted from newsletters to email blasts. The blasts are more often, shorter to read, and of a timely nature.</p>

2002/2003	2009/2010
Recruitment	<p>Ottawa Street BIA has developed some innovative recruitment processes including leasing opportunities day and recruiting retailers that are missing (e.g., foam retailer). The success of Ottawa Street BIA is such that now potential property owners and potential retailers are approaching the BIA first to find out what is available.</p> <p>Although there is a lack of current resources to take on this task, there may be an opportunity for the BIA to be more proactive in the recruitment selection. This includes developing a list of retailers such as urban grocers, children's clothing stores, coffee shops, home improvement accessory stores, yarn stores, hobby stores, art supply stores, paint stores, art galleries, book stores, sporting goods stores, and kitchen stores. This would complement the existing home décor theme and expand upon it.</p> <p>The overall program would require selecting locations on the street for the selected retailers the BIA is going to approach, and a recruitment brochure highlighting not only the facts of the area but also testimonials on sales activities, sales growth, etc. A detailed list of contacted retailers and individuals is required, documenting who was contacted, the information provided, the feedback, the follow up required, etc. The BIA must also work with the brokerage community to ensure they are not overstepping any boundaries. The BIA would do this as a benefit and not expect to be compensated.</p> <p>As noted, recruitment can be a time consuming task and should not be undertaken unless there are sufficient resources. The BIA may opt for a smaller scale recruitment program of contacting a limited number of retailers to gauge their verbal interest without any significant back up materials.</p>

2002/2003	2009/2010
	<p>However, it is noted that Ottawa Street BIA is more in a position to be selective regarding the types of businesses that want to be there rather than reactive.</p> <p>There is also a concern that the current wave of buying/selling and business openings will cause rents to rise higher than they should be. The BIA may be concerned if it appears property owners are increasing rents too high and begin to work with them to educate them on the realities of the market situation.</p>
Catalyst Projects	<p>The BIA in coordination with the City's Senior Business Development Consultant at Downtown and Community Renewal should identify key catalyst projects that would help the BIA. This may include the Avon Theatre, former Amity building, or other vacant lots that are under-utilized.</p> <p>As the property at the north east corner of Barton Street and Ottawa Street North is identified as a residential intensification location, the BIA may wish to be involved in the development discussions.</p> <p>At this point, the BIA may wish to discuss with the City whether more detailed urban design guidelines are required for the BIA or if the current Official Plan policies are sufficient.</p>

Physical Improvements and Programs for Enjoyable Shopping

2002/2003	2009/2010
Develop a committee to address physical improvements, particularly clean and safe programs.	<p>This has been accomplished with significant success. The street is cleaner, the façades improved, the BIA hired a street cleaner, the graffiti removal program is making things better, and the BIA is working with the City to determine responsibility for the alleyways.</p> <p>The BIA would like to expand the cleaning services but are currently restrained by their budget. The cleaning and safe programs need to be maintained at current levels as a minimum.</p>
The City of Hamilton should develop a regional signage program.	<p>The City has developed gateways for the BIAs including Ottawa Street BIA and there have been improved signage programs. However, to date, there is no Hamilton wide signage program. UMC recognizes this is a very large program to develop.</p> <p>For Ottawa Street BIA, their signage program could be enhanced by including either time/distance markers on the signs leading to the area (e.g., 400 m to Ottawa Street BIA shopping district, or Ottawa Street Shopping Street just ahead and to the left)</p> <p>The BIA has tried to work with the City and the Ministry of Transportation to get approval for a TOD sign on the 400 series highways. This is a critical component to the success of the BIA given the fact that a high percentage of the visitors come from outside the area.</p> <p>There may be an opportunity for a TOD sign for the Ottawa Farmers' Market and the BIA may support the market financially if they see a benefit.</p>
Develop an agreement with the City outlining areas of financial responsibility concerning capital improvements, maintenance, and repairs.	Programs related to financial responsibility have been developed and communicated.

Other issues include:

Issues	Recommendations
Traffic	<p>The City should look at ways of improving retail sales potential along Ottawa Street BIA by allowing for left hand turns for west bound traffic at Barton Street and Ottawa Street North. There are several changes that require this improvement, including easier access to Ottawa Street BIA at the Red Hill Valley Parkway exit at Barton Street, the redevelopment of The Centre on Barton, and the decreased employment in the areas to the north of Barton Street (e.g., Arcelor Mittell). It is UMC's opinion that traffic will not be disrupted by the introduction of a left hand turn lane and the benefits to the retailers far outway any of the potential costs of some backed up traffic should there be a car trying to turn left beside a stopped bus.</p> <p>The City-wide Truck Route Master Plan is being conducted with BIA input and a final report is due in 2010.</p>

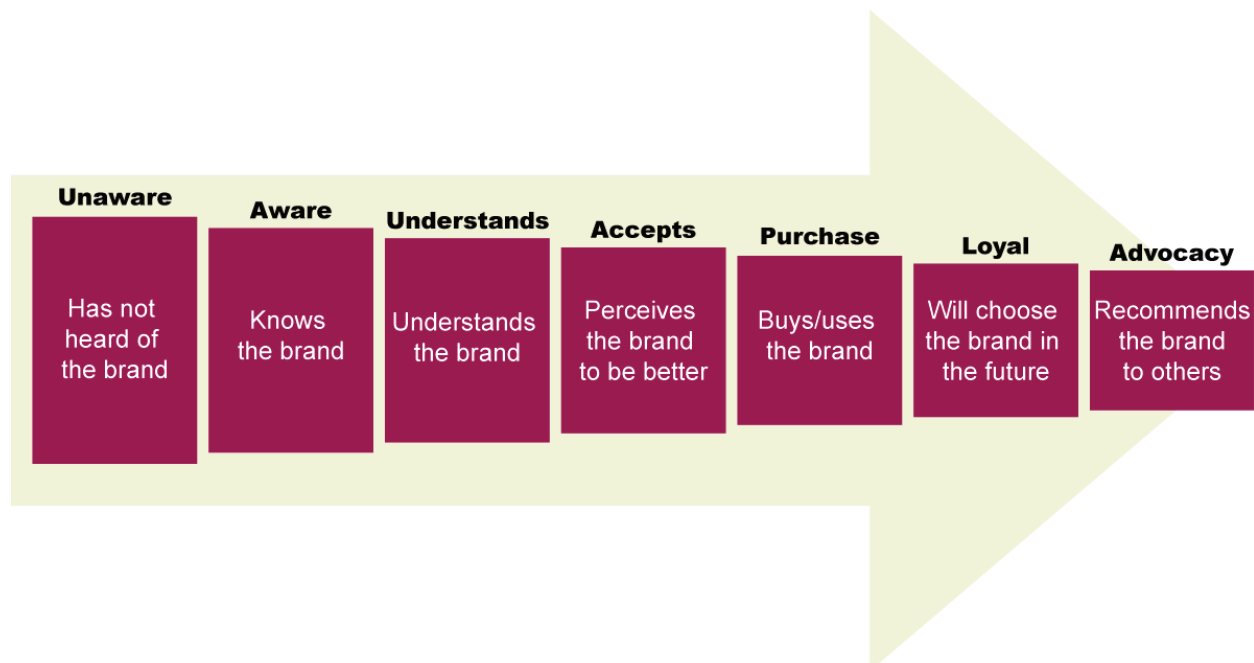
Issues	Recommendations
Parking lots	<p>The parking lots should be repaved including improved landscaping and signage.</p> <p>The City of Hamilton Parking Services should have a price differential that includes a lower rate for the lots compared to the on-street metered spaces. This will encourage long-term visitors to use the parking lots and allow for faster turnover for metered spaces on Ottawa Street North.</p> <p>The BIA has a good relationship with Parking Services, which should be maintained. Regular meetings and walk-about reveal issues and are acted upon quickly (convert parking to loading or vice versa).</p> <p>When the City and Parking Services are ready, the BIA should consider a program to convert the parking meters to pay/display systems. The new meters may be used to provide incentives to customers to return. The backs of the meters could be used for discounts and promotions for local businesses, or there could be a program of free parking on a return visit using a special code that is punched into the meter number pad.</p>
Ottawa Street Farmers' Market	<p>The BIA sits on the board of the market. Both organizations should look at ways of cross promoting each other.</p>
Kiwanis Parkette	<p>The finished parkette includes public art and benches but is not well utilized. The BIA may develop a special events program to use the park for small events, music, arts and craft shows, etc. Ideally, the BIA would help oversee the programming and permissions of the use of the park and other organizations actually run the events.</p>
City grant programs	<p>Ottawa Street BIA property owners and merchants have made excellent use of the City's façade improvement programs and are the first to test the residential program. There is concern that changes to the system that will allow for year-round applications for signage may dilute the program of funds for larger catalyst projects.</p>

Issues	Recommendations
Lighting	<p>The recent lighting study identified that there is not enough light for safety purposes that falls onto the sidewalks. One of the outcomes may includes the need for more exterior façade lighting.</p> <p>Another observation was that there was not enough vertical interest along the street. The finding was that most of the activity (e.g., signage, trees, overhead wires) occurred within a narrow vertical limit. The study identified the need for more variation in vertical placements. This may a unique way to create interest at Cannon Street and Ottawa Street North that will draw customers south.</p>

Marketing

The marketing program for Ottawa Street BIA has been able to achieve success by getting the name of Ottawa Street as a shopping destination into the general public. The success of the marketing has been a consistent and focused effort to achieve the overall profile of the street particularly in Home Décor. This has been through web redesign, several TV commercials, a outside bus-advertising program, public relations with local and regional publications, and cooperative advertising. Ottawa Street BIA has progressed successfully along a path to becoming a regional destination. It has successfully positioned itself at the centre of broad trade area at the centre of Golden Horseshoe. In addition, it has positioned itself as the dominant leader in select industries.

In terms of marketing, the overall goal is to move beyond simple awareness that a product, store, or business district exists so that the customer eventually chooses it, prefers it, and demands it. The evolution of marketing programming starts at the left side and works towards achieving loyal customers that are advocates, cheerleaders, and the best direct endorsement that money cannot buy. Given the dispersed nature of customers that have a need to shop along Ottawa Street BIA, peer reviews and public relations are one of the strongest marketing mediums. Satisfied customers will tell others. New forms of communication, networking, and peer reviews are emerging (Facebook, Twitter, LinkedIn). The BIA must stay abreast of changes and adapt accordingly. It is now not just about asking what people want but how they want that message delivered to them.



The BIA in its marketing has moved beyond just telling potential consumers where Ottawa Street BIA is located and that it sells a myriad of home décor and much more items. It has worked to educate people on the benefits of shopping in the district. This has included commercials that show the before and after, Spectator ads that profile the unique attributes of the local business owners, and public relations articles that explain why shopping in Ottawa Street is of value.

Continued work towards educating the consumers on the benefits of shopping Ottawa Street BIA will pay off. As stated, the best investment and biggest payoff is peer recommendations for others to shop along Ottawa Street BIA. The emphasis on the marketing is still comparison shopping as stated in the vision but is moving to include an increasing emphasis on the experiential offering as well. An idea such as The Source Book similar to one produced for The Garment District in New York may be an interesting side project (see Appendix C). This could be easily adaptable (as retailers come and go you want to be able update it at low cost) but would provide education on fabric types, how to measure for drapes or upholstery projects, sewing tips, antique descriptions, where to find appraisers, colour matches, places for swatches, how to hang pictures and mirrors, lighting issues, etc. It may include measured paper for someone to do a quick drawing or sketch, places for pictures to be inserted, holders for paint chips, notes sections, etc. The book would be a take away with the consumer and would stay in their house as a consistent reminder of Ottawa Street's businesses and services. Other ideas include using more peer reviews and public relations. This may begin to include the use of social media sites where there are groups that the merchants can link into very easily. The biggest cost is staff time, which is currently over stretched.

The most significant challenge for marketing is the distribution of marketing funds on local, regional, and broad based mediums. The current division of a 50/50 split between local Hamilton and regional marketing may be reviewed. UMC recommends further consumer research to determine:

- > Who the customers are
- > How often they come
- > How they heard about Ottawa Street BIA
- > Where they shop
- > What businesses are missing from the mix
- > What marketing mediums they watch, listen to, or read (e.g., newspapers, magazines, etc.)
- > Would they potentially respond to any loyalty programs?

This requires more data collection on customers and the development of customer lists so that direct marketing can be enhanced.

Previous recommendations and further recommendations include:

2002/2003	2009/2010
Collect information to include in directories and marketing materials.	Completed.
Start an umbrella communications program and public relations campaign.	The umbrella communications program is well established related to marketing the overall strategy – Home Décor. The BIA has continued to make improvements on the public relations component and has received very positive news articles. Current programs include working to improve the public relations approach with a broader target market in magazines and TV.
Select messages and materials for targeted markets.	<p>See above. The BIA has actively pursued two TV ads in the past seven years and are just finishing the second spot. The bus ad campaign has received excellent coverage.</p> <p>Beginning with programs such as Constant Contact and other consumer collection databases, the BIA should begin to develop lists of prioritized customers. Direct marketing based on loyalty will pay off better returns for marketing dollars spent.</p> <p>Both individual retailers and the BIA can improve their direct marketing tactics. Specials to the database of customers can include special shopping times, parcel storage, parking discount programs, etc.</p>
Coordinate marketing materials with overall vision and image of the area.	<p>See above. The BIA runs into issues concerning who they are marketing. While the umbrella campaign directly affects those retailers, the other merchants are not direct recipients (although they are indirectly affected). The BIA has developed a range of marketing programs from cost sharing in The Spectator to bus ads to TV ads that go to marketing the street as a place to shop.</p> <p>The BIA recognizes that with limited budgets it is extremely difficult to please all retailers along the street. The need for consistent and focused advertising remains the priority.</p>

2002/2003	2009/2010
Market Hamilton as a shopping destination	Tourism Hamilton should develop programs to market the shopping attributes of the different BIAs (among other shopping areas) as a multiple event (e.g., sample itineraries on shopping and activities in Hamilton such as visiting Ottawa Street BIA for shopping and going to Downtown Stoney Creek for lunch.

More programs by retailers and the BIA related to education can increase sales productivity levels. These benefits come through educating the consumer on the benefits of the products being sold and the services that are offered. It is important to note that consumers are actively searching out information on products through the Internet but still want to purchase in-store.



IKEA as an "e-efficient" retailer clearly explains the services that they can provide – some at an additional expense.



IKEA as a retail store does a great job of educating consumers on the benefits of their products.



Black's education includes the development program to help consumers understand the process of buying a digital camera that is easy to follow and understand.



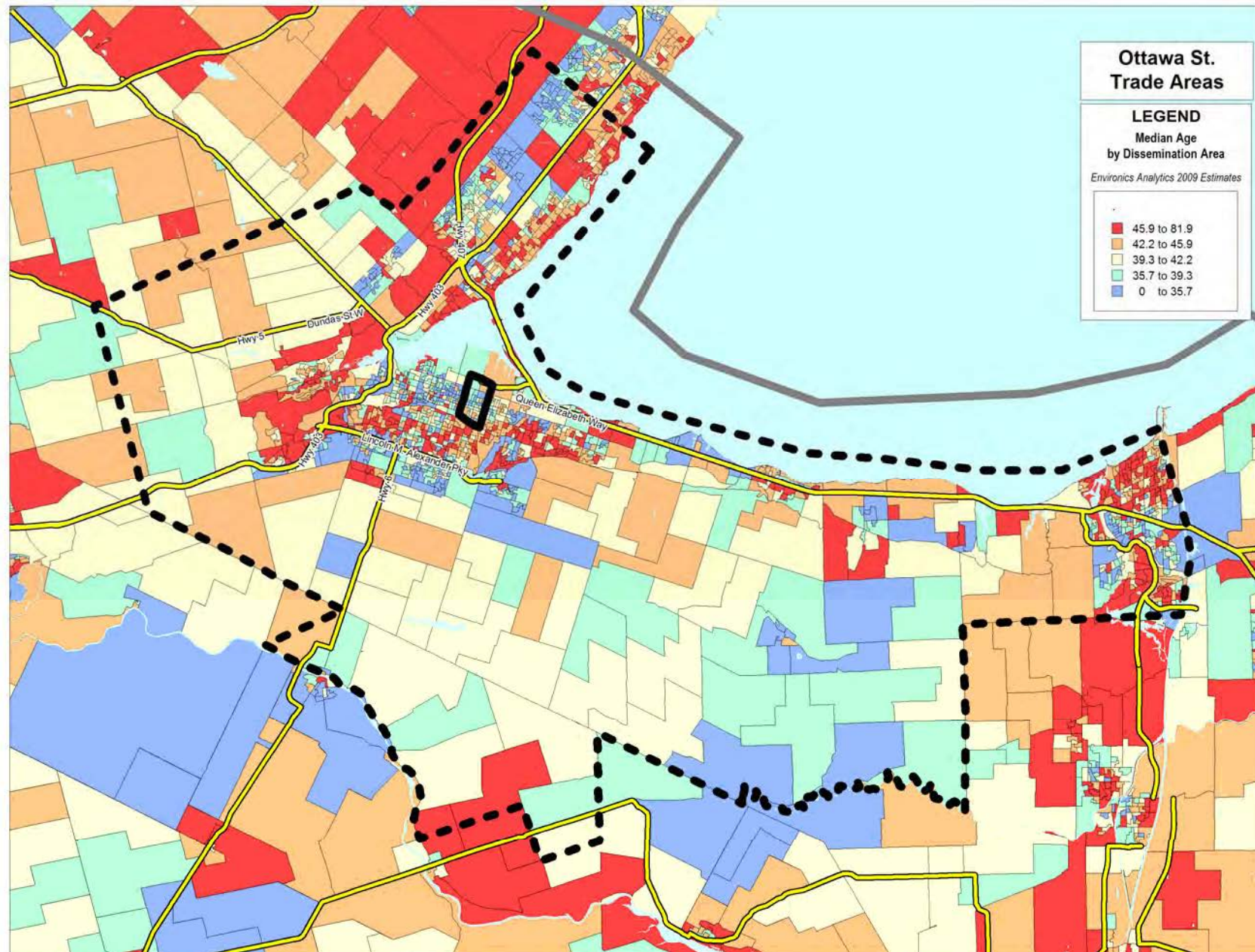
In-store electronic ordering and information has helped some retailers adapt to the busy work lives of consumers.

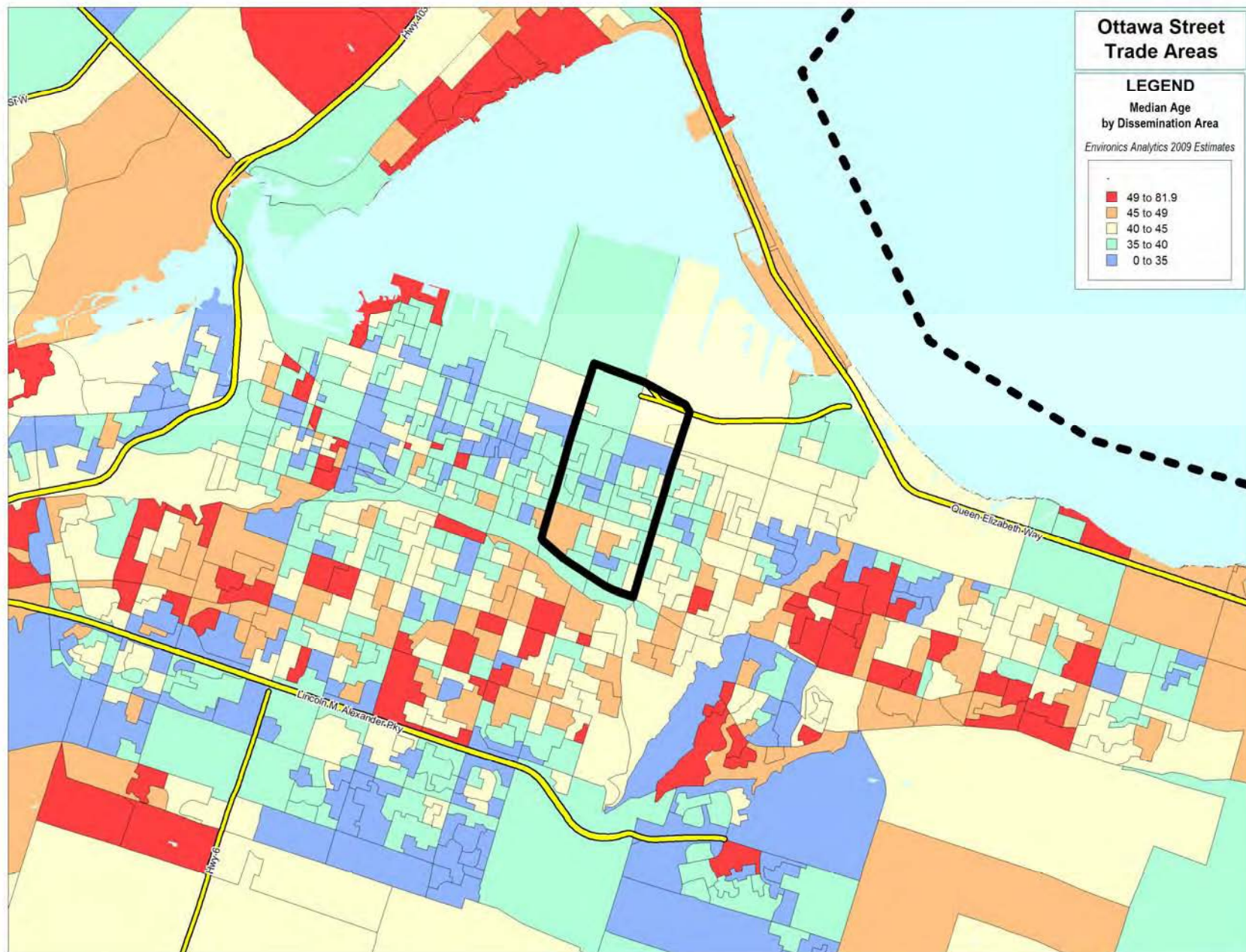
APPENDICES

Appendix B

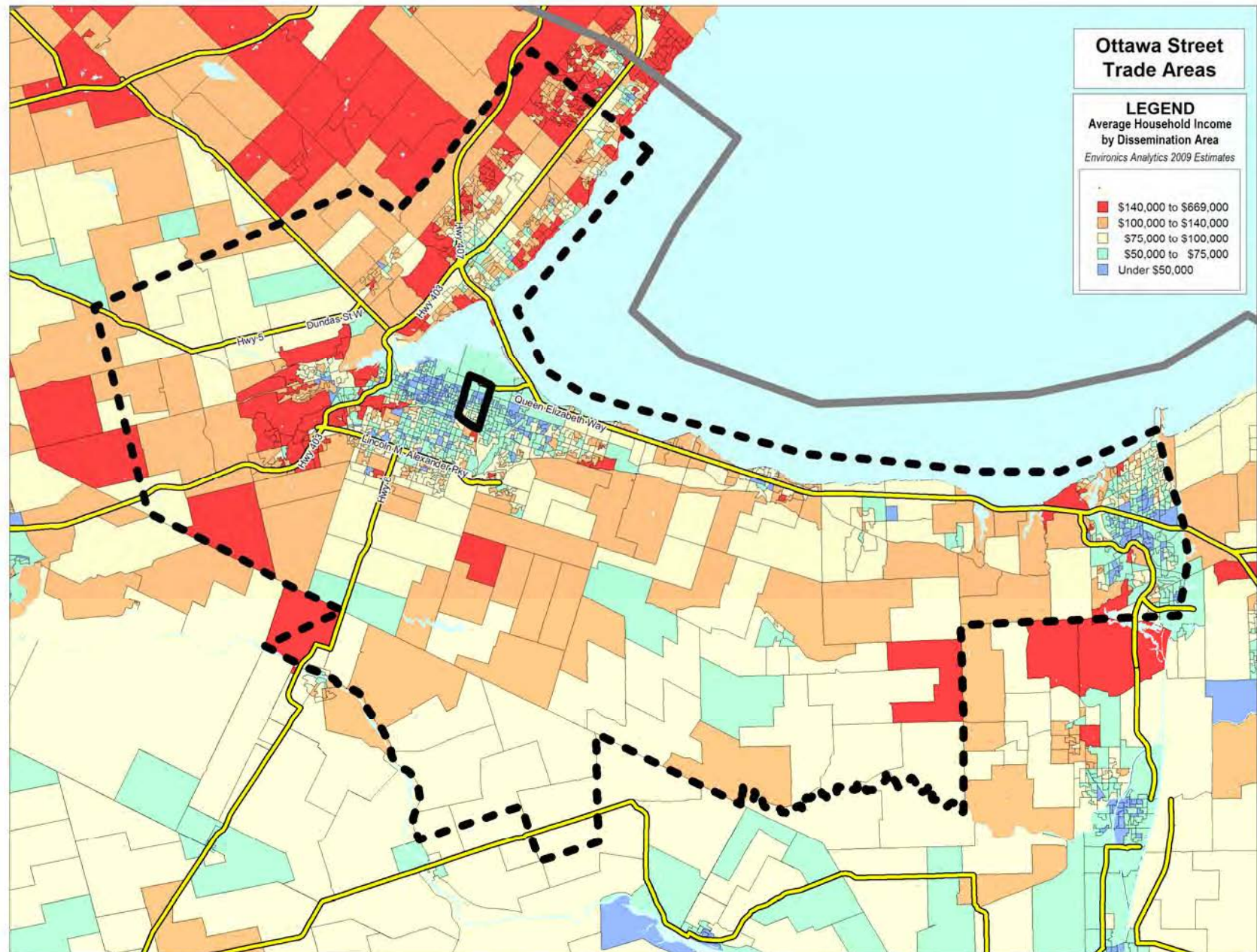
Demographic and Household Expenditure Maps

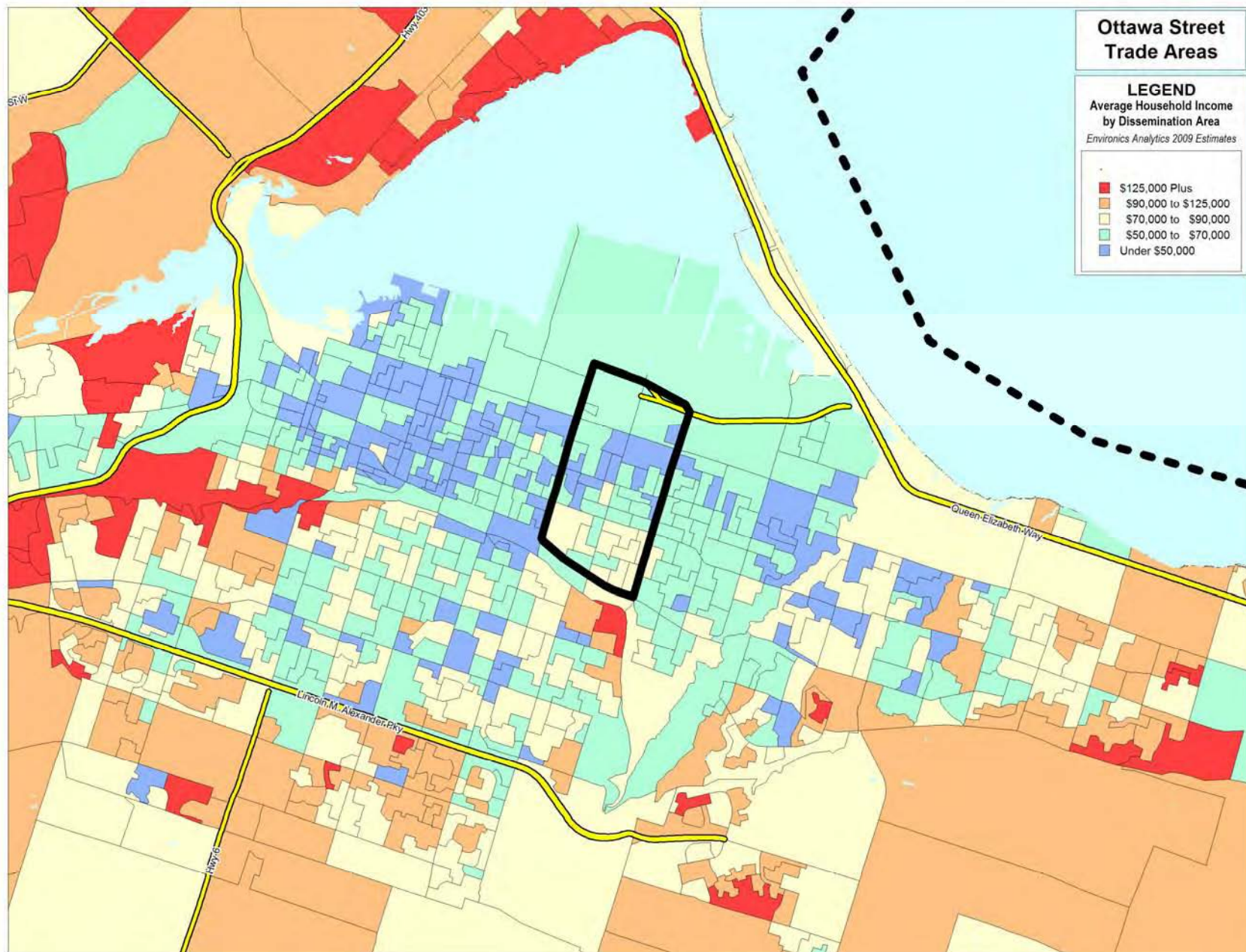
Median Age



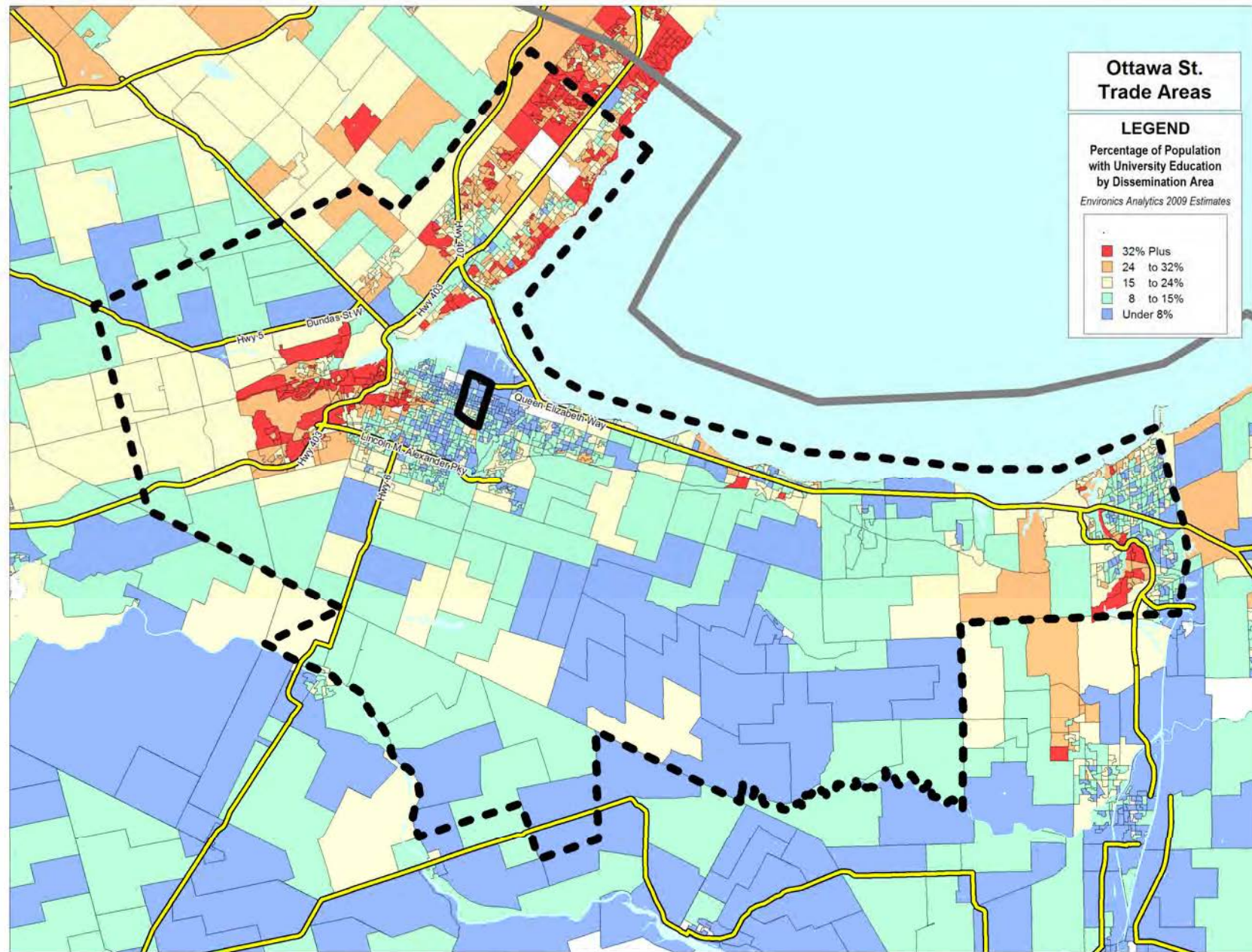


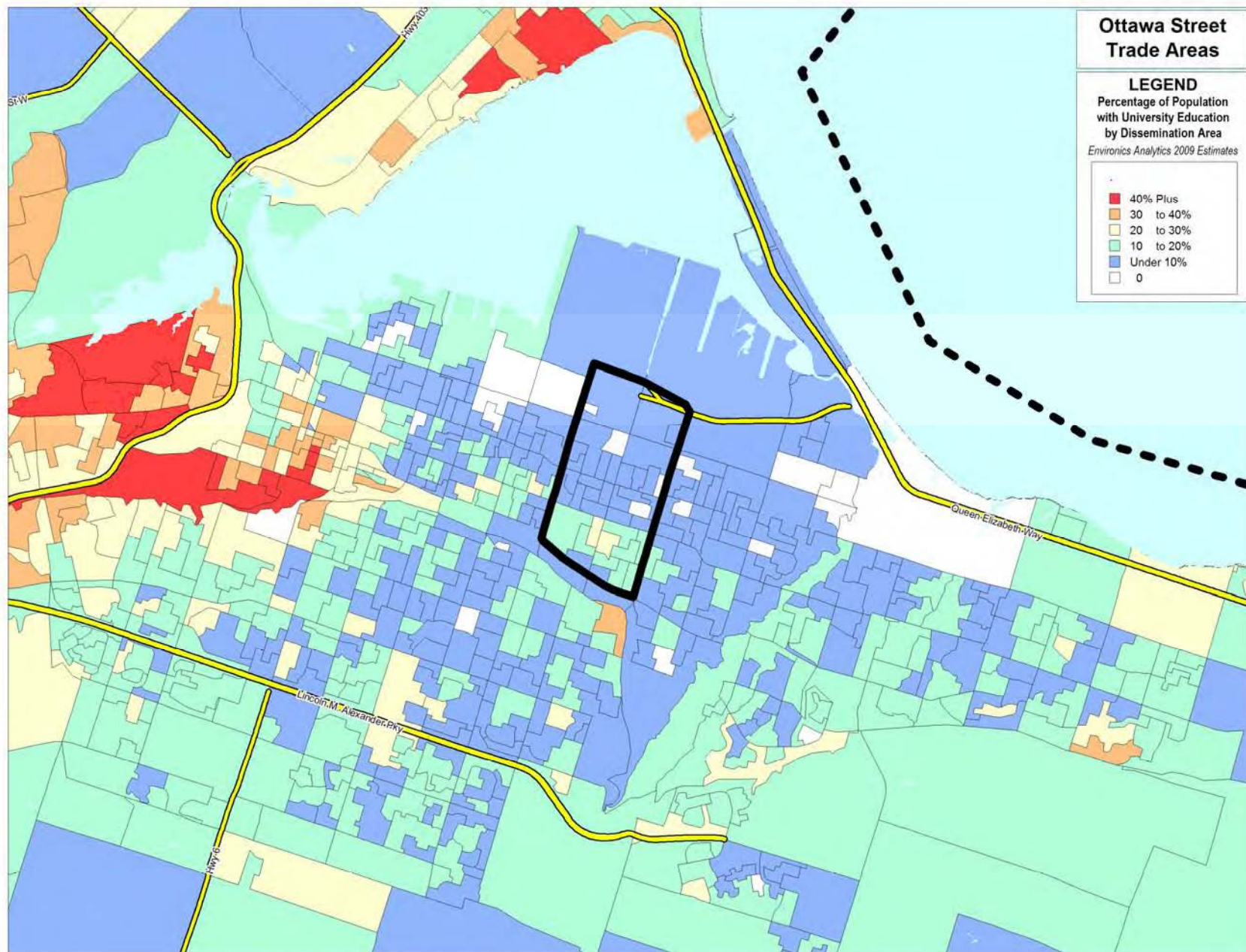
Average Household Income



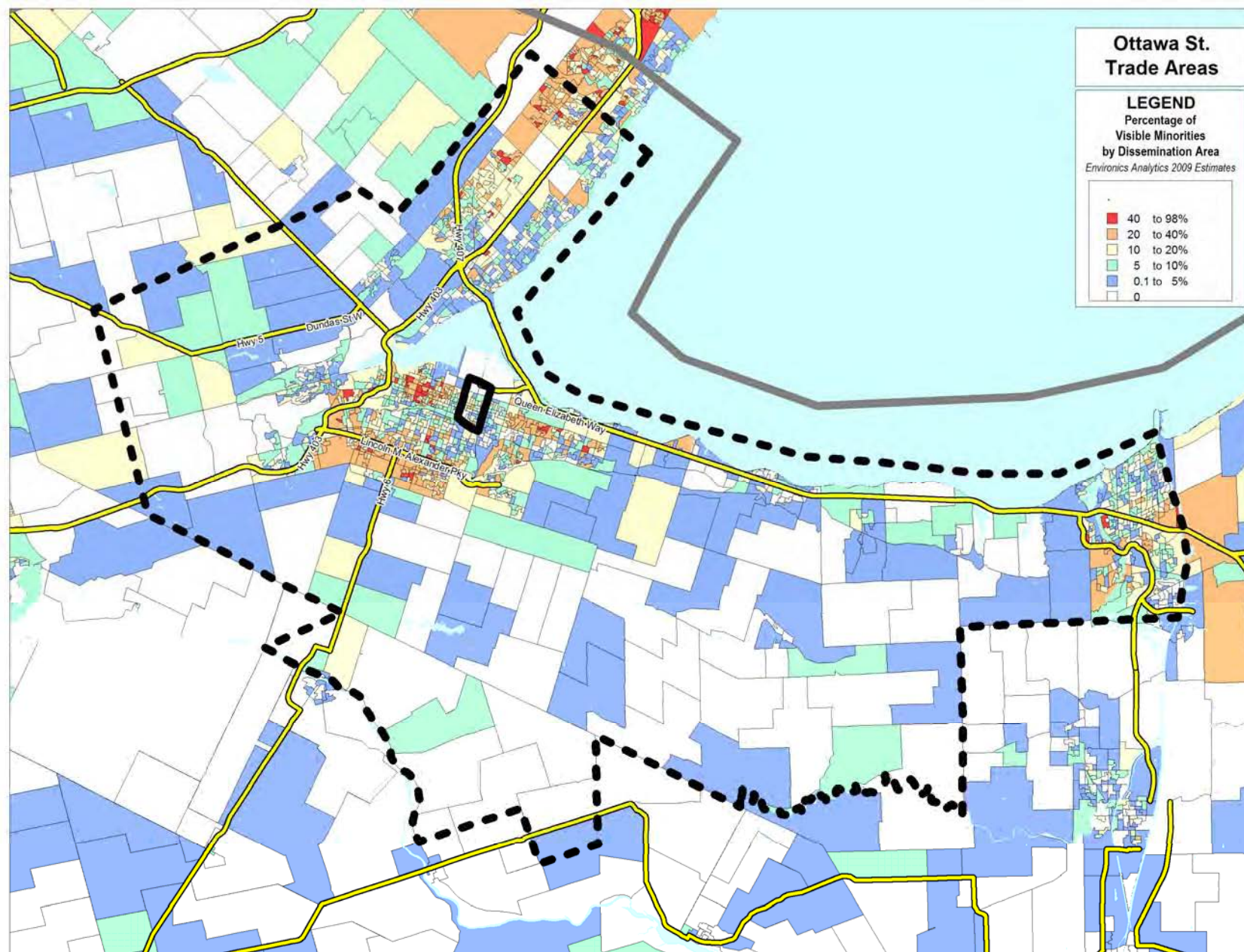


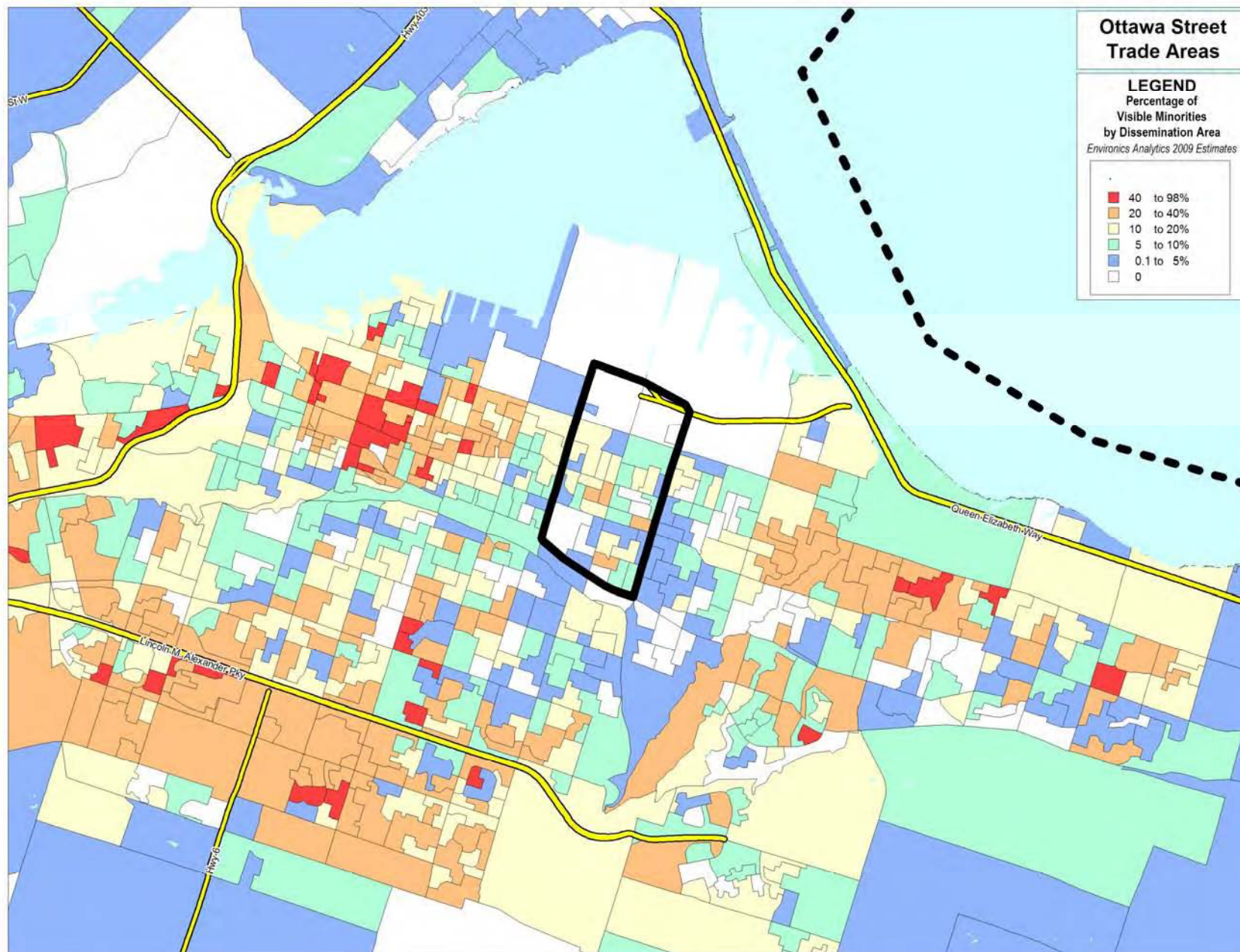
University Educated



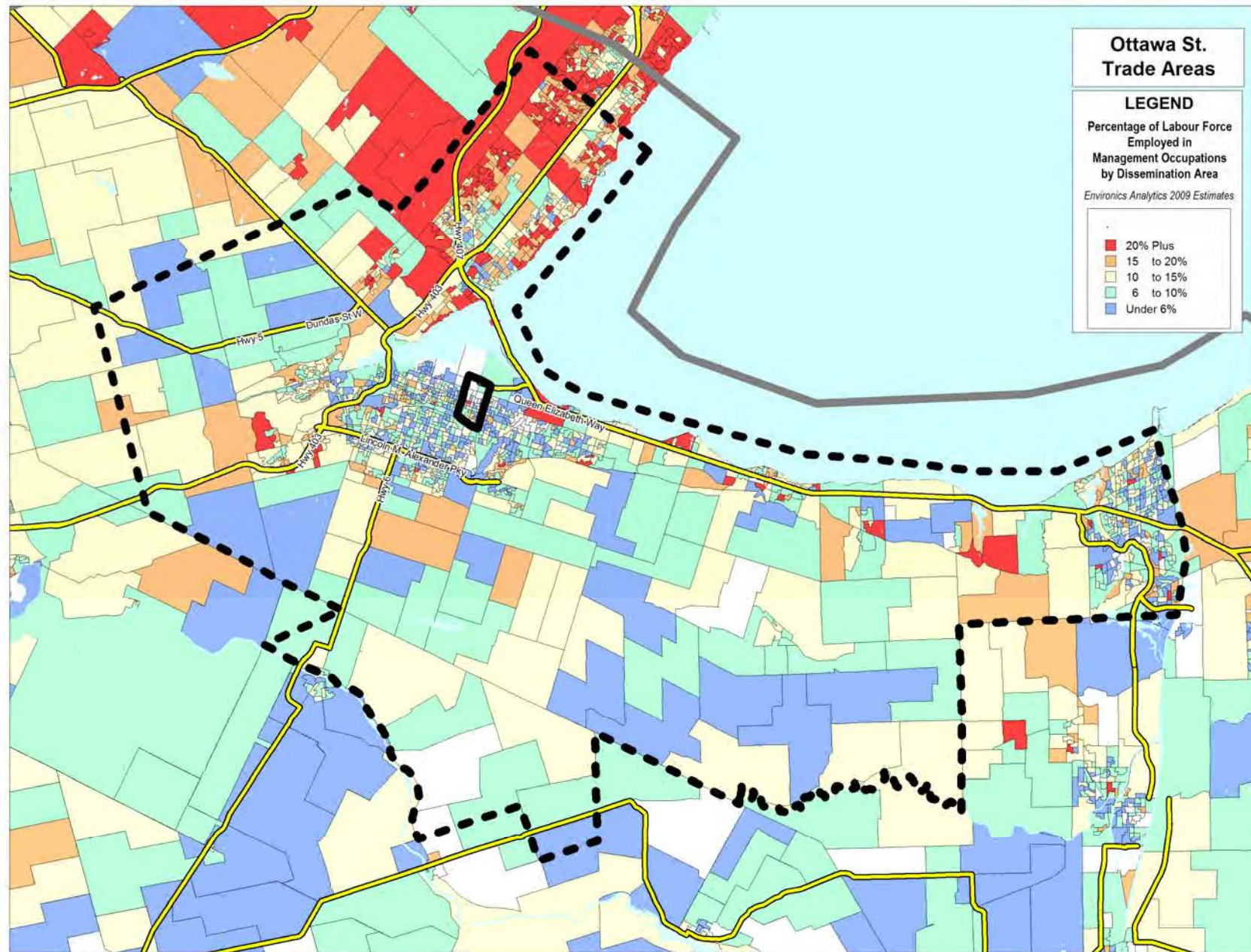


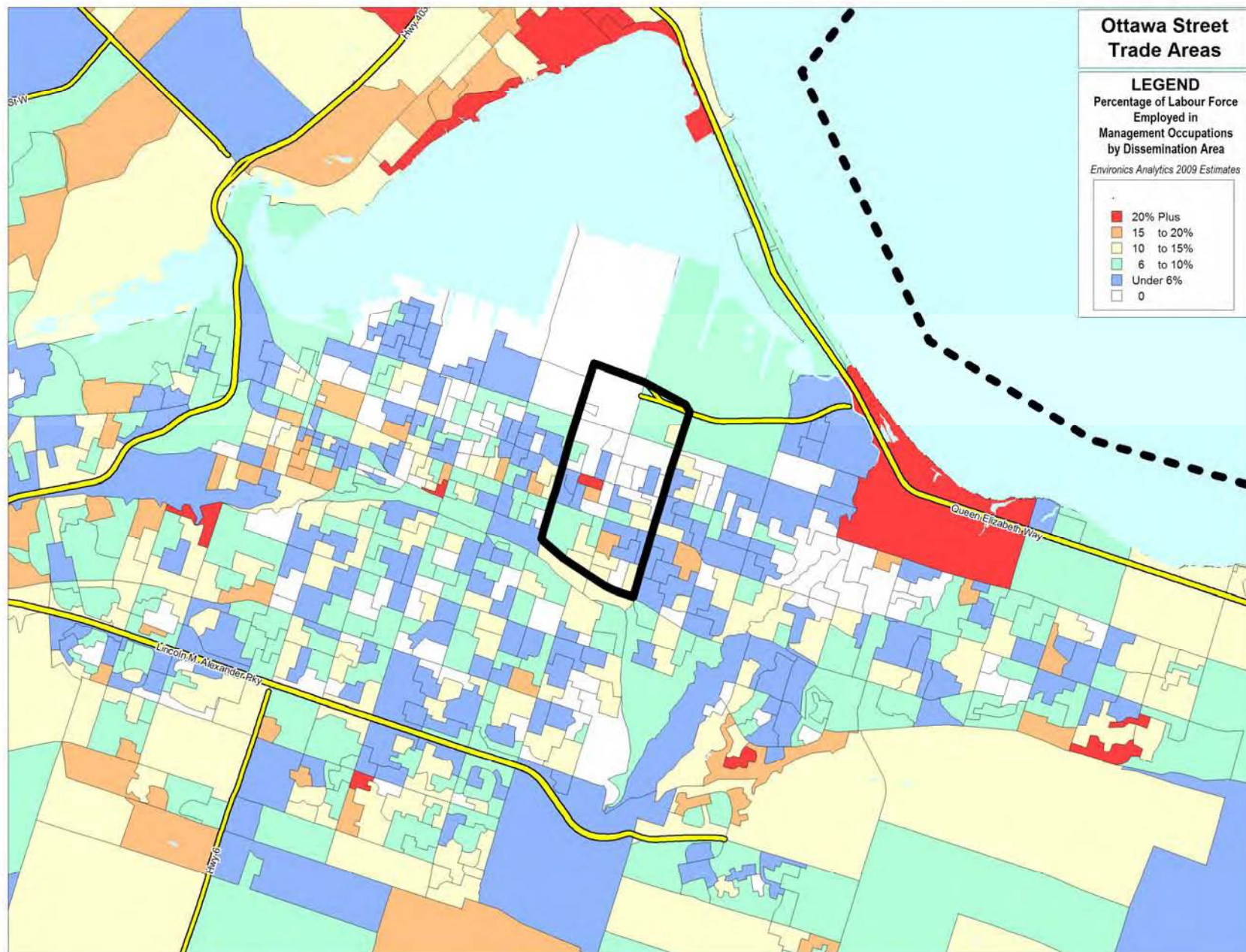
**Visible
Minorities**



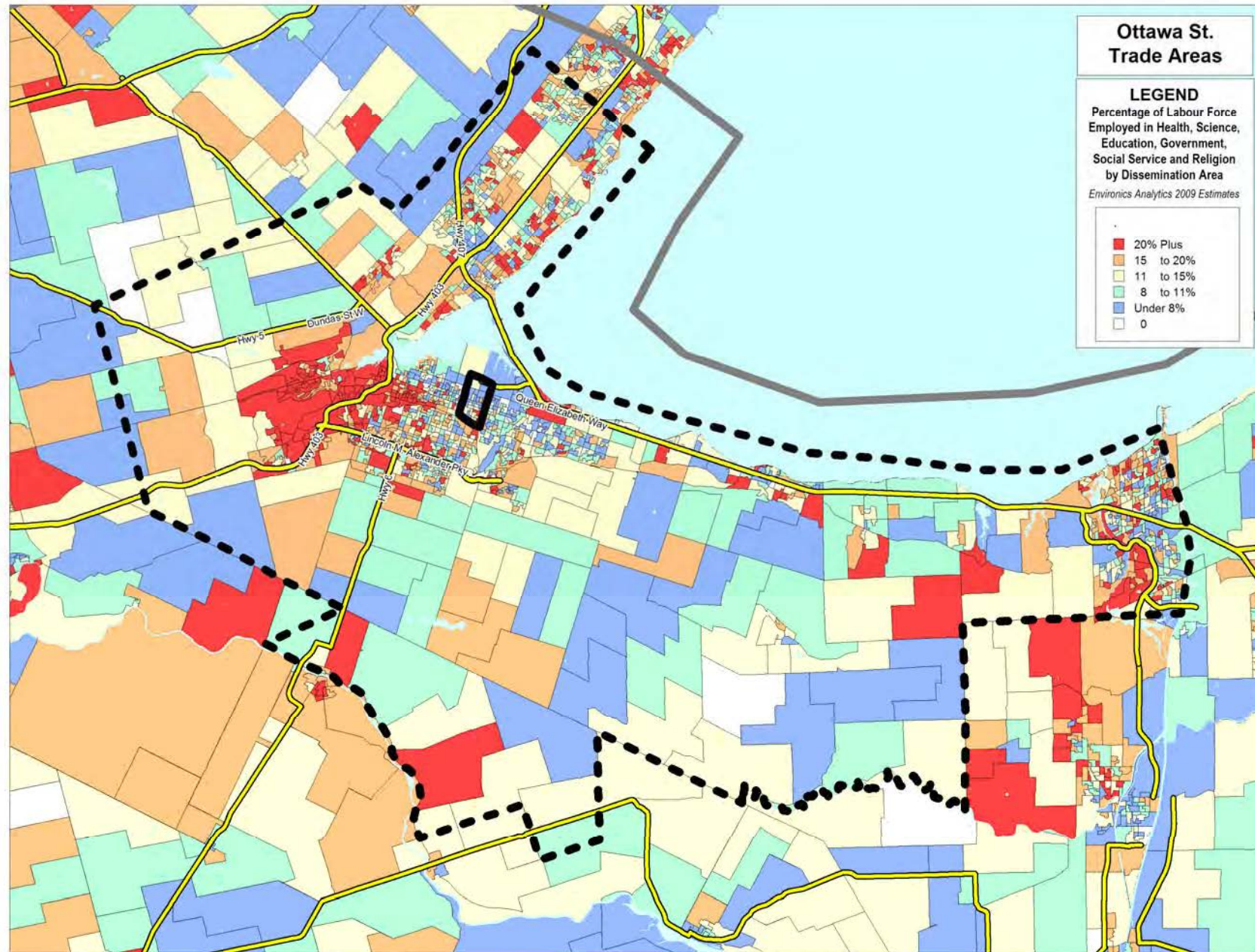


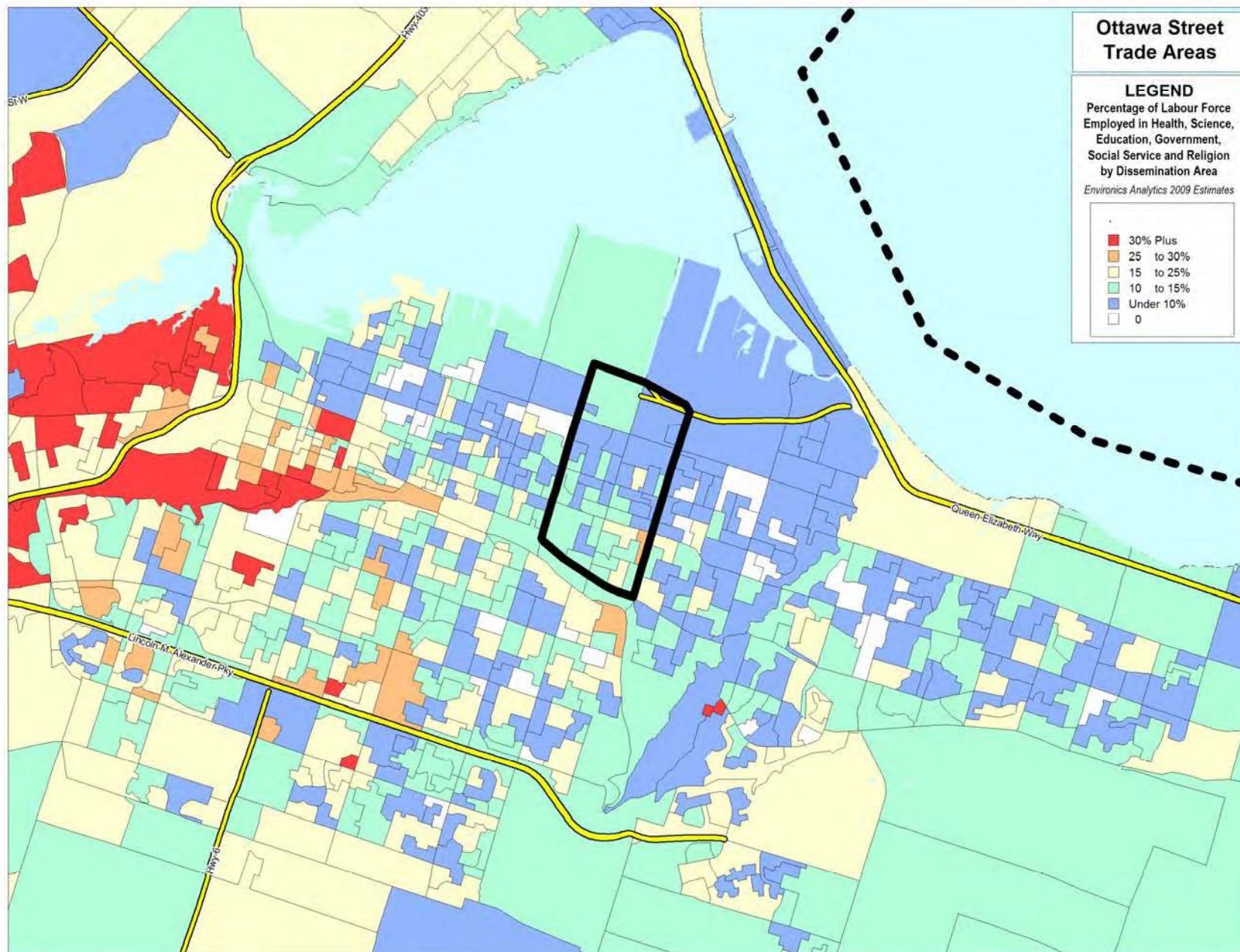
Management Occupation



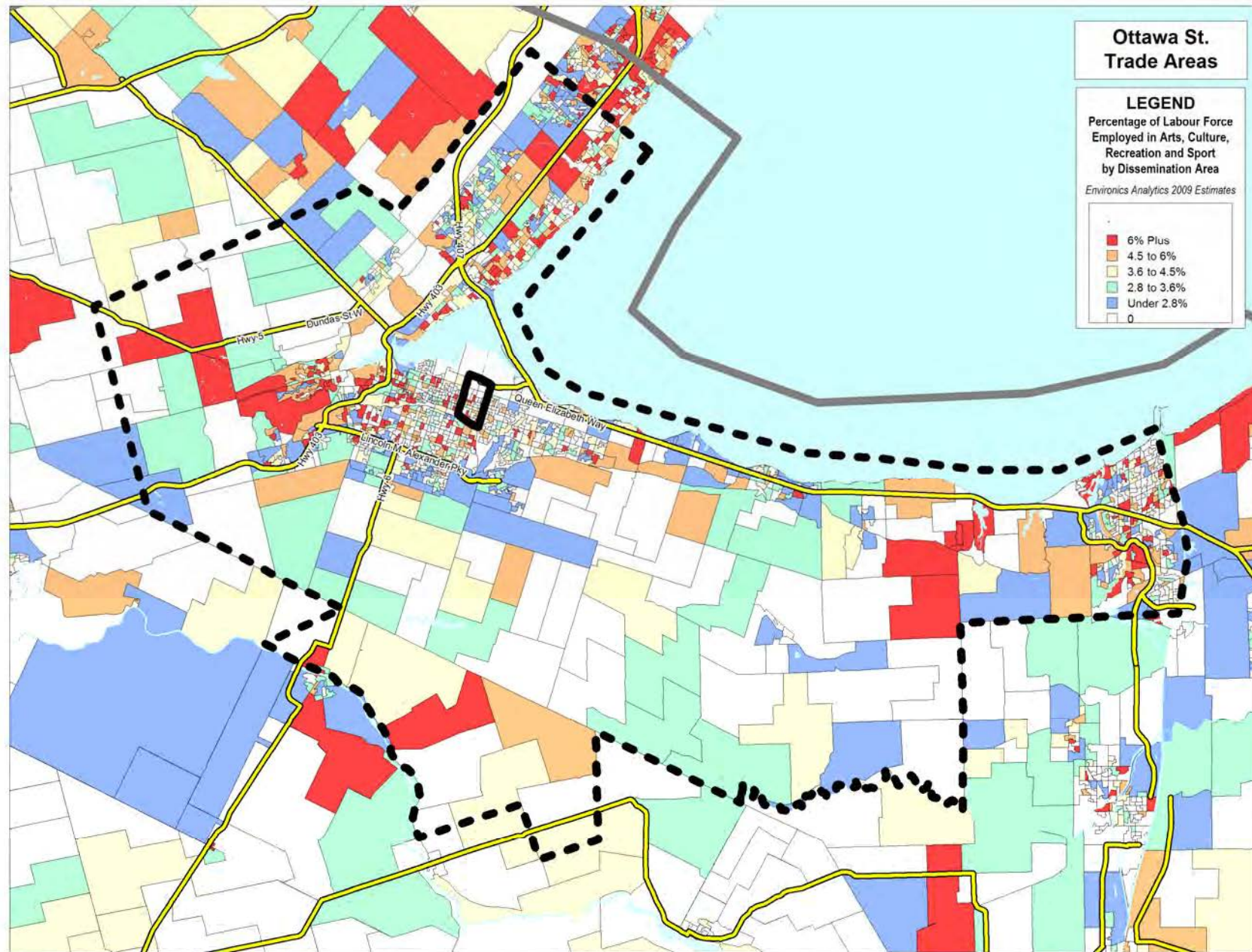


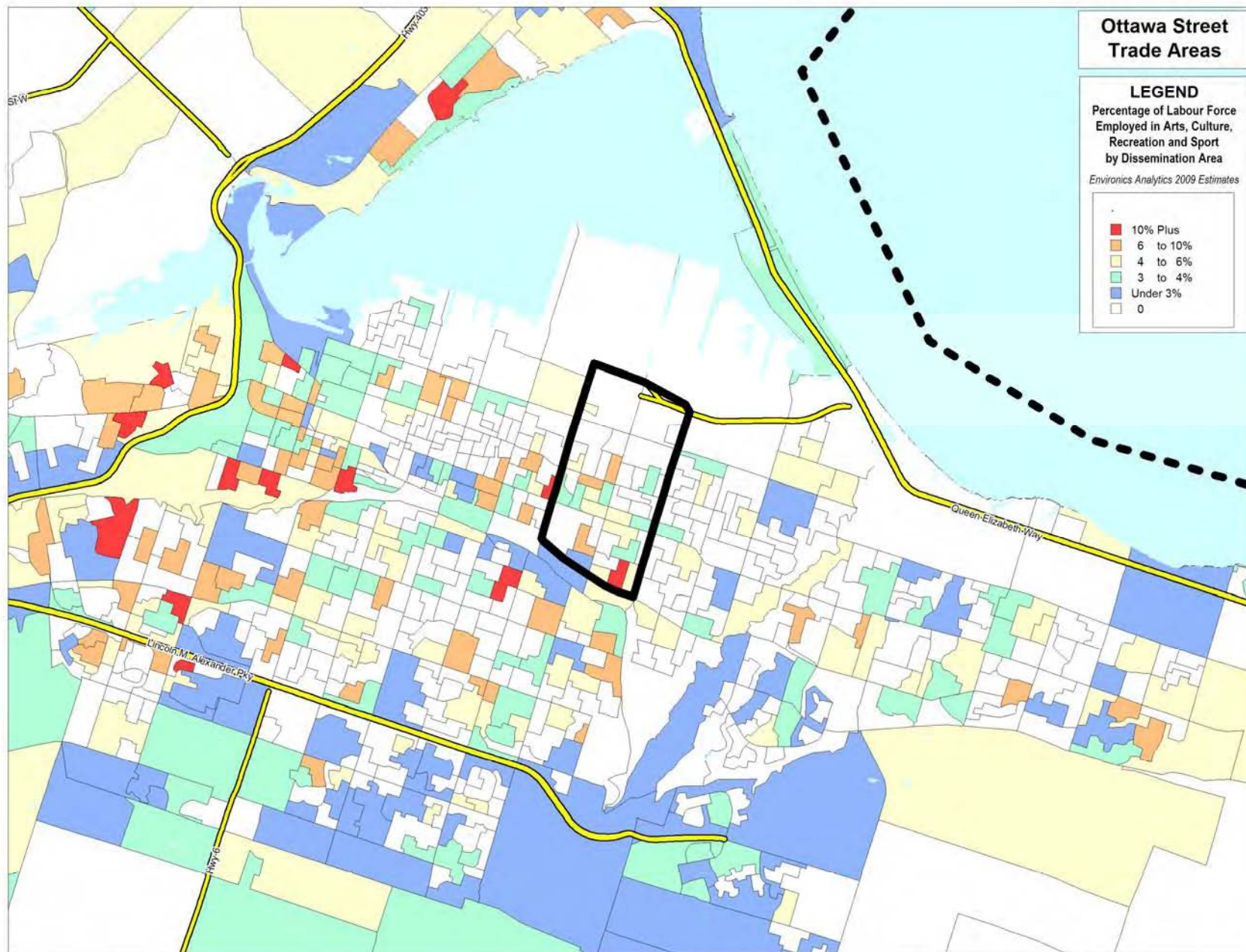
Government and Quasi Government Occupations



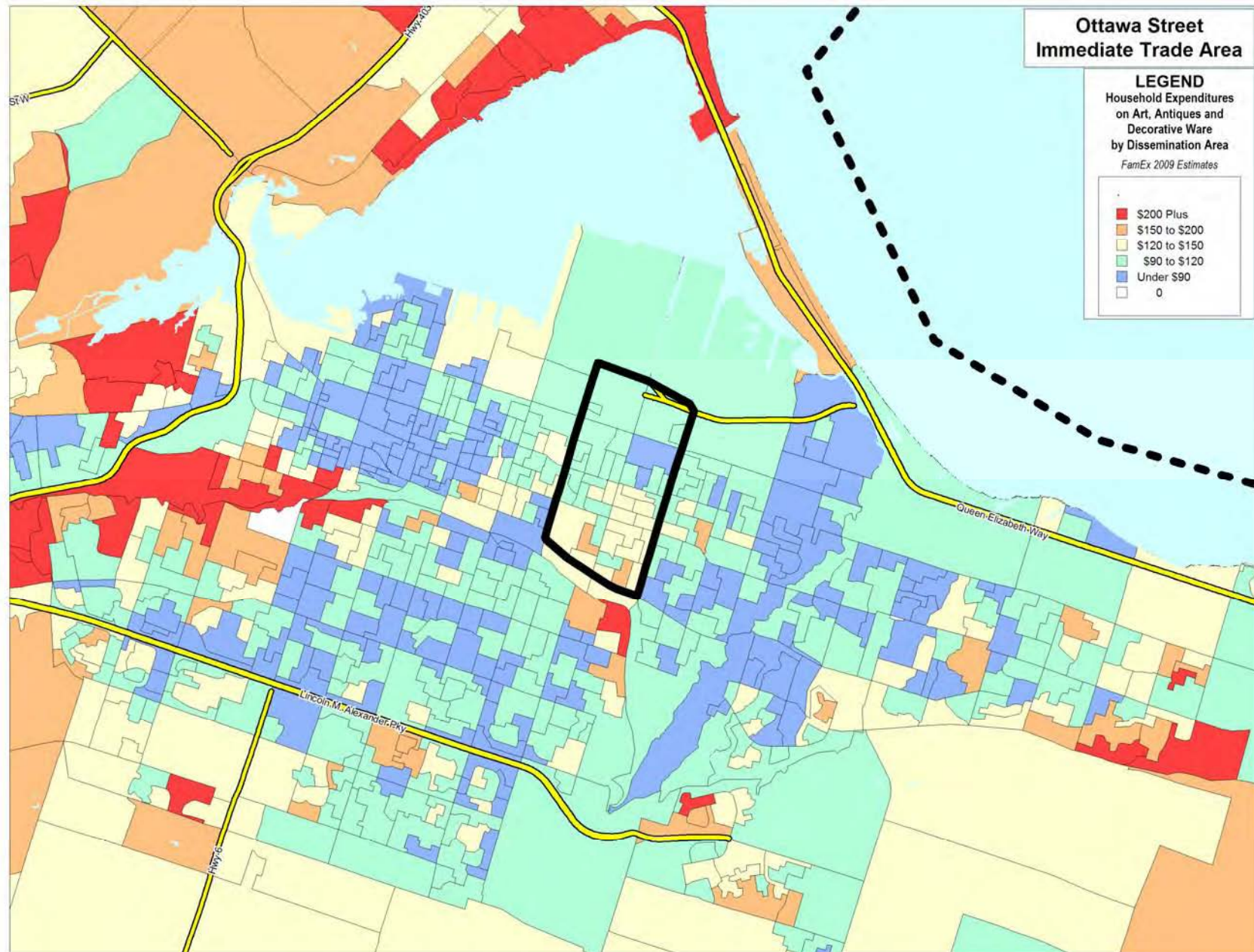


Arts, Culture, and Recreation Occupations

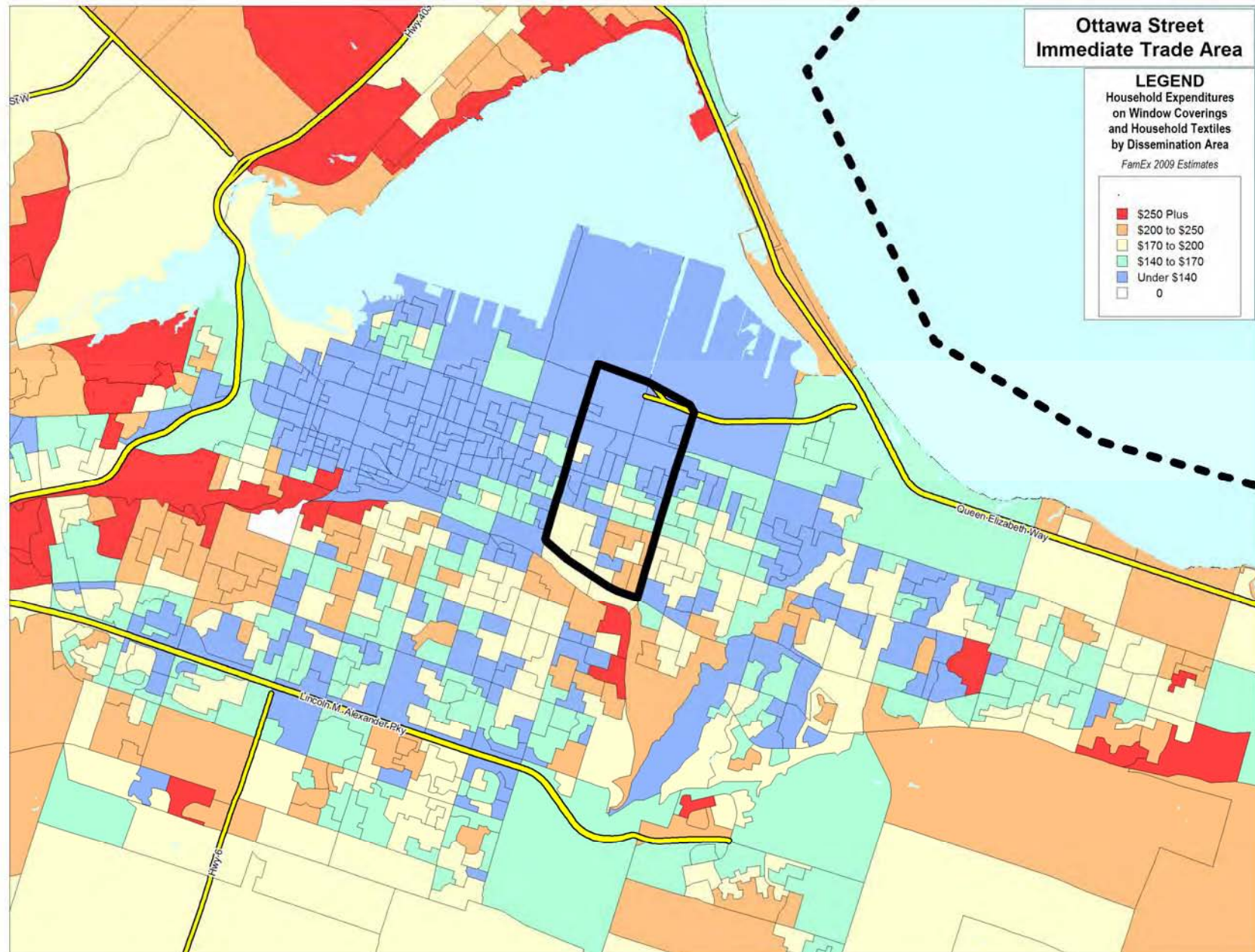




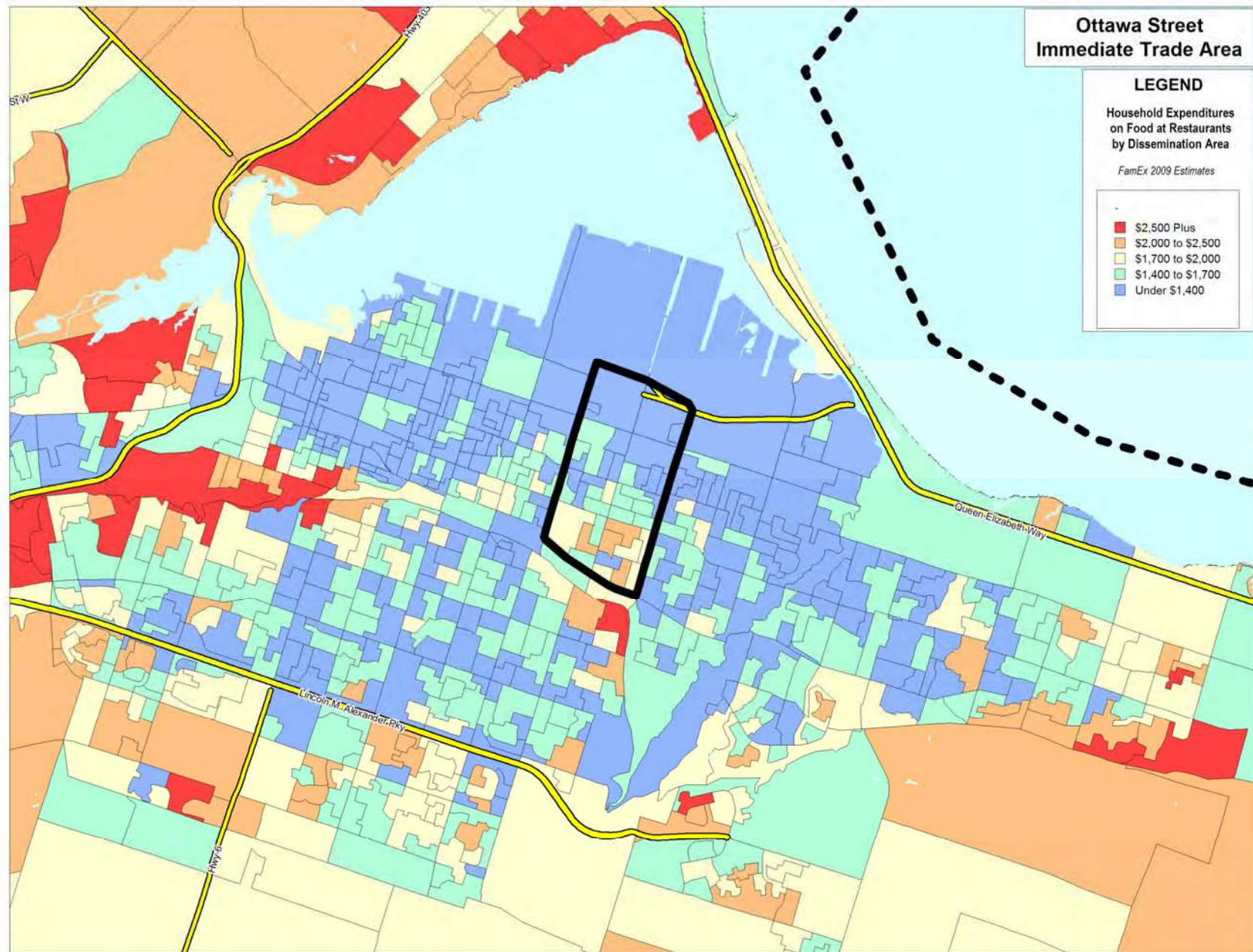
Art, Antiques, and Decorative Ware



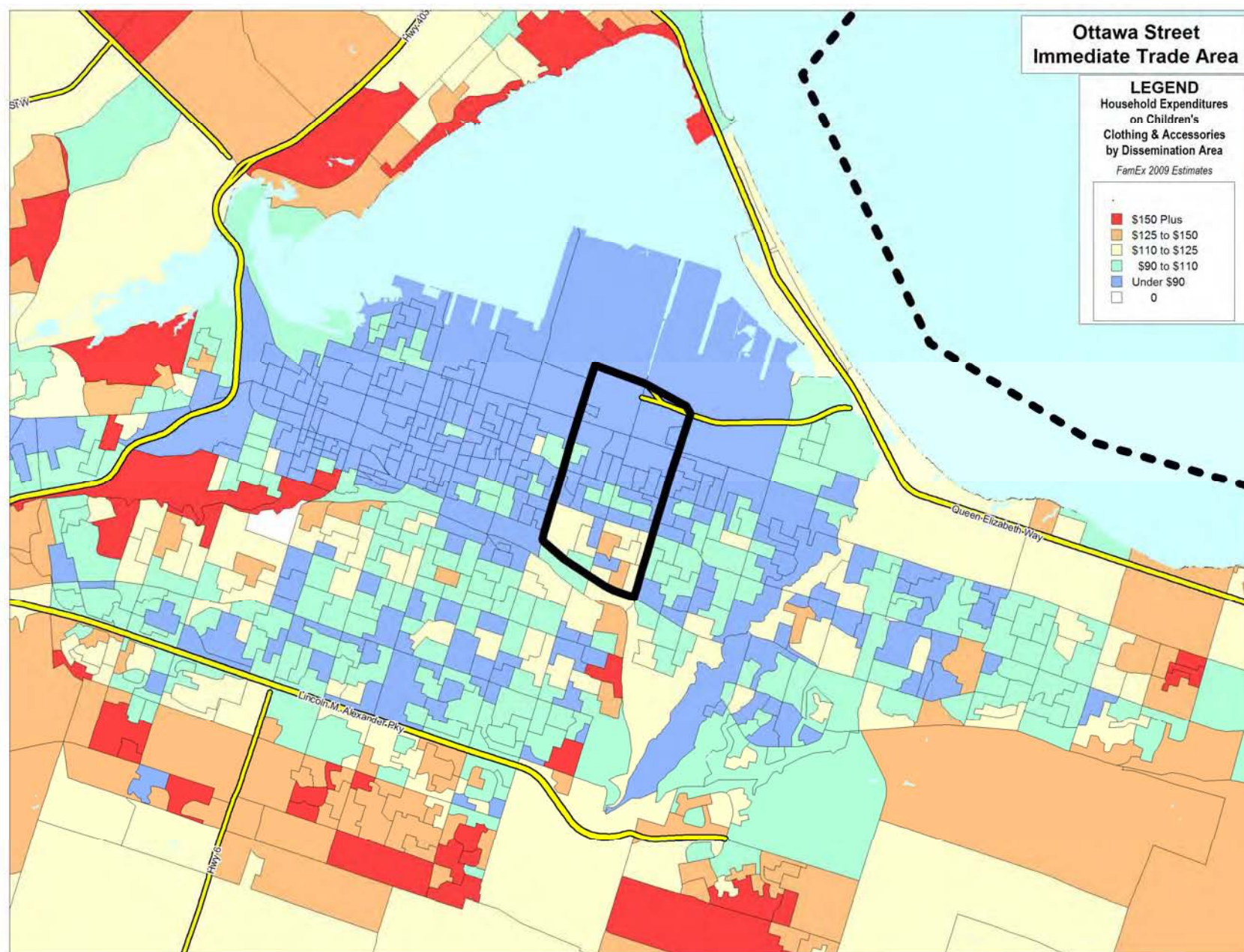
Window Coverings and Household Textiles



Food and Restaurants



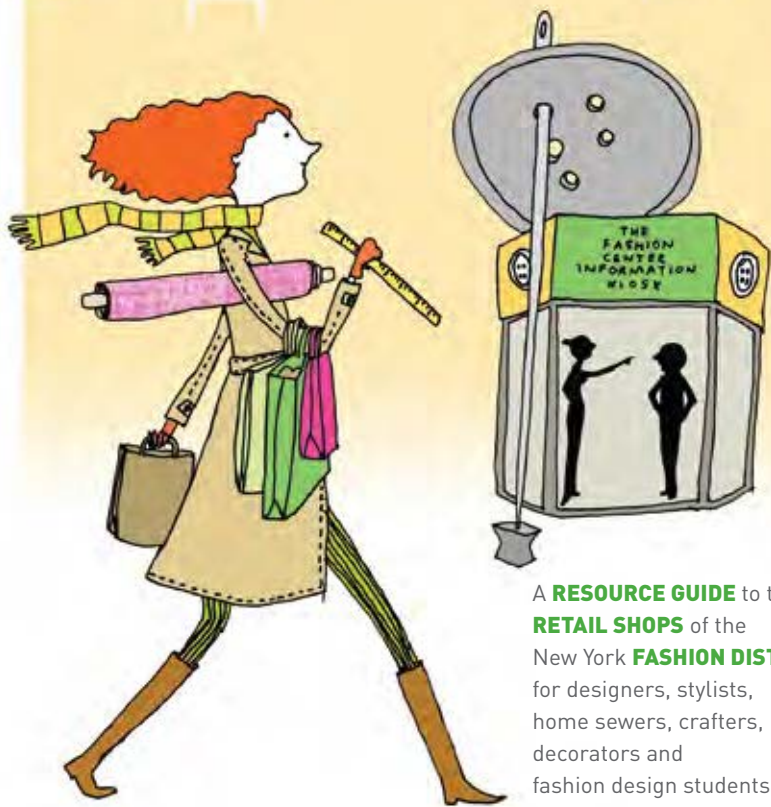
Children's Clothing and Accessories



Appendix C

Example – The Source Book

FASHION DISTRICT SOURCE BOOK



A **RESOURCE GUIDE** to the
RETAIL SHOPS of the
New York **FASHION DISTRICT**
for designers, stylists,
home sewers, crafters,
decorators and
fashion design students.

About The Fashion Center Business Improvement District

Fashion Center Business Improvement District's **Fashion District Source Book**

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Written by Jocelyn Simms and Victoria Somers. Edited by Gerald Scupp. Design by Worldstudio

The Fashion Center "Button" logo is a registered trademark of the Fashion Center District Management Association, Inc.

The Fashion Center Business Improvement District is a not-for-profit corporation established in 1993 to promote New York City's apparel industry and to improve the quality of life and economic vitality of Manhattan's garment district.

Through programs in the areas of marketing and promotions, economic development, physical improvement and beautification, and community service, efforts are made to ensure New York's position as the fashion capital of the world.

Funded by the district's 450 property owners and over 5,000 businesses, The Fashion Center services the heart of America's fashion industry in midtown Manhattan. Drawing upon the talents of industry and civic leaders, and working closely with the City of New York, programs are developed to make the neighborhood clean and safe and to strengthen local businesses.

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Programs include:

- The Fashion Center Information Kiosk, the source for New York fashion industry information
- www.fashioncenter.com, a comprehensive website of district and industry information
- Tools of the Trade, business education courses provided through the Enterprise Center of the Fashion Institute of Technology
- The Fashion District Arts Festival, an annual district-wide celebration of the arts
- Publications such as buyers guides, newsletters, and a district map
- Street beautification, signage and lighting projects
- District safety and street cleaning operations

THE FASHION CENTER

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www.fashioncenter.com

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Information Services telephone:

212.398.7943

Information Services email: info@fashioncenter.com

fashioncenter.com

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Getting Here From There

Finding the Fashion District is easy:
it is right in the middle of Manhattan.
If you can make it to Times Square,
you're just a few steps from the fashion
capital of the world!

Generally, it's between 34th and 42nd
Streets, Fifth to Ninth Avenues. If you're
taking public transportation into the
city, note that the district is conveniently
located near Pennsylvania Station and
the Port Authority Bus Terminal. Grand
Central Station is just a few blocks to
the east.

If you're already in the City, just about
every bus or subway will bring you here.
Avoid taking a taxi here because the mid-
town traffic will saddle you with a fare
that can bust anyone's budget. Save the
money for another yard or two of fabric!

For transportation specifics, check out
the Metropolitan Transportation Authority
(MTA) website at [http://mta.info/nyct/
subway](http://mta.info/nyct/subway) and <http://mta.info/nyct/bus>.
But if you don't have time, these are the

main bus and subway lines that will get
you to stations at either 34th Street/Her-
ald Square or 42nd Street/Times Square:

Bus: M4, M5, M6, M7, M10, M16 M20,
M24, M27, M34, M42, and M104

Subway: 1, 2, 3, 7, 9, A, C, D, E, F, N,
Q, R, V and the shuttle between Grand
Central and Times Square

There's no excuse not to visit!

A few other notes on finding your way
around the City:

- "Uptown" and "Downtown" are relative terms, meaning north and south.
- "Midtown", a grid of numbered avenues and cross streets, refers to Manhattan between 14th and 59th Streets.
- 5th Avenue divides Midtown into East and West Sides (the Fashion District is on the West Side).
- Cross street addresses are numbered outward from 5th Avenue, going up by a hundred each block.
- Avenue addresses run from south to north.



Finding Your Way Around

Once you get to the Fashion District you'll find that everything's in walking distance, but the side streets seem to get longer as the day wears on. Plot out a path between stores before getting here so you don't have to backtrack.

The district is easy to navigate once you figure out the parameters. When looking for specific things like fabric, notions, patterns, etc., you'll see that they tend to cluster so you can limit your shopping to a more specific area.

In general, most users of this book will find what they need between 35th and 40th Streets, from Seventh to Eighth Avenues for fabrics and trim, or from Fifth Avenue to Avenue of the Americas for beads and findings. When in doubt, just stroll around one of these areas and you'll find just what you need or an idea for something else.

To locate addresses of side street stores, the Manhattan grid makes this one easy. An address with 0-99 is between Fifth

Avenue and Avenue of the Americas (aka Sixth Avenue). The 100's are between Avenue of the Americas and Seventh (Fashion!) Avenue, the 200's between Seventh and Eighth Avenues, and the 300's between Eighth and Ninth Avenues.

And if you're wondering how far you're walking, figure about one mile for every 20 north/south avenue blocks or every five east/west street blocks. When you're covering that much concrete, think comfort, not style, when you choose your shoes.

There are no park benches or much else in the way of public places to take a break other than the concrete steps of 1411 Broadway plaza (Check out the lunchtime crowd of showroom workers to see who's wearing what these days!). However, like everywhere else in the known world, you're never far from a Starbucks for a caffeine fix. And look up! – there are often quiet mezzanine levels in the coffeeshops and delis if you need a place to sit and regroup.

Jocelyn and Victoria's Fabulous Tips for Fashion District Shopping

Buying in Bulk? Even if you're making a retail purchase you might be able to maneuver wholesale prices if you're buying a large enough quantity. Always ask about student discounts or any other discount you can think of, you never know.

Cash On Hand. Take advantage of the better deals you might get for paying in cash, especially in some of the smaller shops. Negotiate a price, and then ask if they can do any better if you pay cash.

You Are Special! Having a hard time getting service or swatching? The key is to act important. A little white lie can go a long way. Don't let on that you are working on home sewing projects. Give the impression that you are sourcing fabrics for a design company. Say things like, "When we go into production we'll need a lot more, but for now we need just a few yards." Otherwise, some stores may be reluctant to cut you a lot of swatches or assist you in searching for what you want.

Think Small. Don't overlook the small mom and pop establishments. Not only can they have unique finds, they are usually less busy than the bigger stores and truly value your patronage. They will often make the extra effort to get what you need even if they don't have it in stock.

If You Don't See It... Take advantage of the employees who work in the stores-- they are incredibly knowledgeable. Not only do they somehow know where every single fabric is located in their store, they can give great advice on fabric usage, drape, and content. Don't be shy....explain your project and get an expert insight. And we all know how New Yorkers like to express their opinions.

Second Chances. For all of you indecisive shoppers who get home and realize that you can't live without that bolt of Sea Island cotton that you left behind, you need not worry! Basically, all of the stores ship UPS, so just call them up, and it's yours. This is also great if you come to the garment center just to swatch and get ideas. And this leads us to our next fabulous tip...

Get Organized. Keep your swatches organized by store as you shop! Have the store staple them to a card with their name and number so if you decide in a week that you want to purchase something, you will know exactly who to call. It also helps to take note of where in the store you got the fabric so when you call to order it you can easily explain the fabric to your sales rep.

Call Ahead. Be aware that much of the fashion district is either closed on the weekends or has limited hours. A few quick calls can save you a lot of time.

Going Out of Business. If you are looking for super-cheap muslin, or super-cheap anything for that matter, to drape or make trial muslins (we are not promising you'll find the best quality) keep your eye out for stores that are "Going out of business". Their fabric will be drastically marked down. Stock up while you are at it.

What's New? Stores come and go and it's always refreshing to check out new sources for inspirational fabrics, etc. Stop by the Fashion Center Information Kiosk for the latest list of suppliers.

NOTES

The Fashion Center Information Kiosk

This big button can be a big help to New York shoppers. Whether you are seasoned at sourcing or if you are new to the neighborhood, make the Fashion Center Information Kiosk your first stop before you shop the fashion district.

The Kiosk contains all kinds of fashion industry and district information, from where to buy buttons, bows and bolts of cloth, to trade show listings and where you can rent out a showroom. This is an incredibly useful service not only to first time visitors and tourists, but New Yorkers also use this as a resource everyday to help out with their projects, businesses, or personal shopping experiences.

There are several ways to access the Information Kiosk. However, you should know that the Kiosk, which fields thousands of inquiries from across the country and around the world, is run by only one person (even she needs a

break now and then). So while you can call, fax, or drop in, you will usually get the best, and often quickest, results by e-mailing.

Tell them you're looking for beads, brocades or bridal, and they'll send you the most recent list of area shops. Try to do it a few days ahead of your visit so you can make a few advance calls for store hours, minimums, or availability of product.

But drop-ins are always welcome at the Kiosk, a local landmark in a glass booth adorned with the world's largest button and needle. So stop by and they'll help you figure out where to find what you need. (Oh, and the oddly placed button holes in the button actually are an 'F' for Fashion...just in case you were wondering.)

**The big button on the corner of 7th Ave. and 39th St., Open 10am-4pm Mon-Fri
p. 212-398-7943, f. 212-398-7945
info@fashioncenter.com**

How to Use This Book

We've devoted each chapter of this book to a certain category of fashion supplies. Many stores carry more than one type of product and fit into several categories, so you might find some of them in more than one chapter.

A general note from the authors about the nature of garment district retail fabric and supply stores:

The garment center (or as the publishers of this book like to call it, "the fashion district") is mainly comprised of small Mom and Pop establishments. In fact, most of the shops listed in this book fit into this small business category.

In general, these stores tend to specialize in one thing or another (e.g., type of fabric), but also carry some assortment of the basics as well. At first glance, they all appear to be very similar. As you begin exploring them, however, you will realize, as we have, that each one is a gem, unique in its own way.

Hopefully this book will help you distinguish between the shops until you have the experience to be judgmental and choose your own personal favorites.

Fabrics

Fashion Fabrics

A&M Fabric

ALSO: TRIMS

214 W. 39th St., Ground fl.
M-F 9-7, Sat 11-6, Sun 11-5
212.354.4525

BEST PLACE TO GET ORIENTAL PRINTS

A&M has all kinds of fabrics and trims, including many unique imported Asian silks. The selection that A&M provides is a bit quirkier than others, so we definitely recommend exploring its shelves of international fabrics.



AK Corp USA

257 W. 39th St., Ground fl.
M-F 9-6, Sat 10-5
212.944.5693, AKFabrics.net

Check them out for wool, silk, cotton, linen, stretch, denim, synthetics, rayon, acetate, taffeta.



WE LOVE!



SAVINGS

Amin Fabrics

ALSO: COSTUME

268 W. 39th St., Ground fl.
M-F 9-6:30, Sat 10-6:30
212.764.5184

Another resource for fancy novelty fabrics. We've read some good reviews about this store – always a good sign.

Ayazmoon Fabric

ALSO: COSTUME

214 W. 39th St., Ground fl.
M-F 9-7, Sat 10:30-6:30,
Sun 11:30-5
212.869.3315, ayazmoon@aol.com

Imported designer fabrics.



B&J

ALSO: COSTUME • LEATHER

525 7th Ave., 2nd fl.
M-F 8-5:45, Sat 9-4:45
212.354.8150, BandJFabrics.com

MOST ORGANIZED FABRIC STORE

Small and organized, this is also a great place to go for high-end European fabrics. If you aren't into rummaging around, this is the place for you. For example, if you're looking for "cotton plaids", they'll be in the "cotton plaids section". Obvious? Not necessarily so in some other places. But in B&J, everything is in its designated place. Instead of being a warehouse style store, many of their fabrics are displayed by big swatches hanging on racks. You won't have any of that "well if you move these bolts around it could be hiding under here, or maybe it's up there, let me go get a ladder..." kind of thing. They aren't always as accommodating about swatching as we would like, but there's always a way to get what you want. If all else fails, there are designated times for student swatching. Call for the current schedule.

\$: Moderate to expensive (because they specialize in natural fabrics)



Bazar Fabrics Inc. (a.k.a. Butterfly Fabrics)

ALSO: COSTUME

256 W. 39th St., Ground fl.
M-F 8:45-6:30, Sat 9:30-5:30
212.575.5640

The archetypical small shop featuring imported novelties, silks, and theatrical fabrics.

Better Choice Fabrics and Trimming

ALSO: TRIM

260 W. 39th St., Ground fl.
M-F 9:30-6, Sat 10:30-6
646.366.0133, bfabrics@aol.com

This small shop specializes in ethnic, mainly Middle Eastern fabrics and trims. Luxurious and beautifully embellished, the fabrics they carry are great for saris.

Chic Fabric



ALSO: BUTTONS • TRIM

225 W. 39th St., Ground fl.
M-F 9:30-6:30, Sat 10-6, Sun 11-5
212.398.9451

All types of closeout fabrics and an assortment of buttons and trimmings.

Circle Visual

ALSO: TRIM • HOME DÉCOR

225 W. 37th St., 16th fl.
M-F 9-5
212.719.5153, circlevisual.com

This is a one stop resource for fabric trims, cut and sewn products, screened and digitally printed images, and decorative items such as banners, table cloths, curtains, boxes, platforms, and trees. The store is extremely flexible with custom orders and quick to deliver. Don't be afraid of the thirteenth floor – you might have good luck up there!

City Fabrics

ALSO: TRIM • COSTUME

239 W. 39th St., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-5
212.391.1161

What caught our eye in this store was the array of colors of satin they offered. Of course Mood has more, but sometimes you need the less expensive prices that a store like City Fabrics can provide. Not everyone cares about using designer fabrics. They have some cool oriental print satins too, something Mood does not.

Day to Day Fabrics

ALSO: LEATHER • FUR • HOME DÉCOR

214 W. 39th St., Ground fl.
M-F 9-7, Sat 10-6, Sun 1-5
212.575.1577

Designer fabrics, leather, suede, fur, upholstery, drapery, lace, crypton super fabrics; they have it all.

What's Crypton?

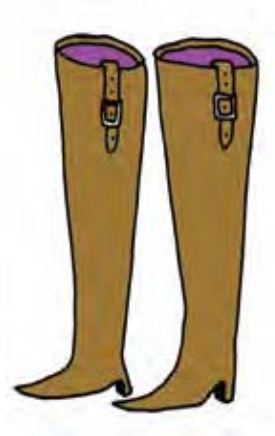
(n). crypton super fabric ('krip-"tän) - a fabulous, new engineered fabric. With its patented process, Crypton is leading

the performance textile industry, as it is the only textile that is stain, water, and bacteria resistant. The key to this super fabric is its weaving process coupled with its proven barrier; nothing gets through Crypton to the cushion – nothing. It's an easy-to-clean fabric that stays fresh, looking better than any other textile out there.

Designer Creator

584 8th Ave., Ground fl.
M-Sat 10-7:30, Sun 11-7:30
212.221.1499

All types of fabrics.



Dinny Fabrics

274 W. 40th St., Ground fl.
M-Sat 10-7
212.302.7160

All kinds of fabric and textiles, laces, satin.

Ebad Fabrics

ALSO: HOME DÉCOR • LACE

550 8th Ave., Ground fl.
M-F 9-7, Sat-Sun 10-7
212.869.7826, ebadfabrics.com



Its two floors hold all kinds of fabric from \$0.50/yd. to \$50/yd. When we stopped in to check it out we spoke with some of the customers and found Ebad to be a favorite among many of them. One Brooklynite I talked with said she swears by the store, because, as she put it, "They have everything. It's totally worth the hour commute." Now that's loyalty! They have everything from African lace to faux fur and including velvet, upholstery, bridal and fleece.

Fabric Czar USA Inc./ Beckenstein Fashion Fabrics



257 W. 39th St., Ground fl.
M-F 9-5:30, Sat 10-5
212.475.6666, fabricczar.com

BEST PLACE TO GET MEN'S FABRICS

This is the most impeccably organized store that you will ever see and holds the finest menswear fabrics in the city. It's the only store dedicated totally to menswear fabrics, so definitely make this your first stop. You'll feel privileged.



Fabric House, Inc.

ALSO: COSTUME

214A W. 39th St., Ground fl.
M-F 9-7, Sat 10-6, Sun 11-5
212.944.7016

Elegant costume fabrics are the specialty of this retailer. Costume and designer fabrics in cotton, linen, rayon, acetate, stretch, spandex, vinyl, lace, embroidered, microfibers; costume and designer's fabrics from India and Korea.

Fabrics for Less

ALSO: COSTUME

239 W. 39th St., Ground fl.
M-F 9:30-6:30, Sat 10-6, Sun 12-5
212.391.7504



Super cheap prices and a friendly staff. What more do you need? Because it is so cheap here, this is a great place to come for draping fabrics or fabrics for trial muslins. You can buy the actual weight fabric you want instead of always using muslin. They also have some nice menswear fabrics.

\$ Up to 70% off!

Fabrics Garden

ALSO: COSTUME

249 W. 39th St., Ground fl.
M-F 9:30-7:30, Sat 10-7 Sun 12-5
212.354.6193

They have all kinds of designer fabrics and laces; an assortment of beautiful and special novelty, embellished fabrics. Stretch, bridal and designer fabrics, curtain, drapery; silks, woolens, cottons, linen, latin class for DKNY and CKNY, special bridal section, soiree satin, peau de soie, crepe satin, charmuse, chiffon, crepes, taffetas, organza. You really ought to stop by, after all, it was featured in *New York's 50+ Best Little Shops*.

Fabrics Kingdom

554 Eighth Ave., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-6
212.764.3260

Natural, Linen, Silk, Polyester; Also available in curtain and drapery sizes.

Fashion Fabric, Inc.

**ALSO: PATTERNS • COSTUME • TRIM
HOME DÉCOR**

270 W. 39th St., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-5
212.869.0235

This shop is stocked with designer fabrics and patterns, your typical small shop variety of sequined, beaded, and embroidered textiles (carries quilting cottons too). Great color selection of silk dupioni at \$10/yd and silk charmeuse at \$15/yd.

G&R Fabric, Inc.

ALSO: TRIM • HOME DÉCOR

239 W. 39th St., Ground fl.
M-F 9:30-6:30, Sat 10-5:30
212.997.2284

All kinds of fabrics: leather, faux fur, fox, ethnic, sequin, velvet, curtain, upholstery, 90" laces.

Gray Lines Linen, Inc.



260 W. 39th St., Ground fl.
M-F 9-6:30, Sat 10-5
212.391.4130

BEST PLACE TO BUY LINEN

Like linen? Come on over because this is the store for you. Gray Lines only sells linen, so you can imagine how many different varieties they carry. 100% linen of the European variety. Can't do better than that. (But if you can't find it here don't forget to try B4U Fabrics, another great linen supplier.)

\$7-\$15/yd. (impressive!)

Hamed Fabrics Inc.

ALSO: COSTUME • LEATHER

251 W. 39th St., Ground fl.
M-Sat 9-6:30
212.302.2440

Cotton, Silk, Linen, Wool, Leather, Rayon, Acetate, Nylon, Polyolefin, Stretch, Spandex, Vinyl made in Korea, Japan, France, Swiss, India; All kinds of hand cut laces.

John Malone Textiles

ALSO: TRIM

488 7th Ave., Suite 12G
M-F 10-6
212.719.2100

Silk, wool, cotton; blends, solids, prints, lace, embroidered, bridal, theatrical, dance, curtain, drapery, upholstery; beads, laces, ribbons.

Lennox Textile Corp.

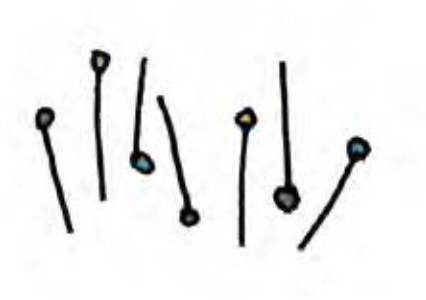
244 W. 39th St., Ground fl.
M-F 10-6, Sat 10-5
212.840.8804

All kinds of fabrics. Stop in and see.

Meeta Fabrics Inc.

584 8th Ave., Ground fl.
Mon-Sat 10-7:30, Sun 11-7
212.221.1499

A variety of fabrics, lots of bright colors and sequins. Probably a good shop if you're a belly dancer.



Metro Textile Corp.



265 W. 37th St., Suite 908
M-F 8-6
212.209.0004

Fashion fabrics at close out prices including silk, wool, cotton, linen, acetate, velvet, rayon, nylon, stretch, vinyl.

Mood



**ALSO: HOME DÉCOR • TRIMS • LEATHER
FUR • LACE • NOTIONS**

225 W. 37th St., 2nd-4th fl.
M-F 9-7, Sat 10-4
212.730.5003, moodfabrics.com

**BEST VARIETY/SELECTION
TRENDIEST HOME FURNISHING**

This 25,000 sq/ft fabric mecca is first on our list for good reason. It is THE place to go in NYC for fine designer fabrics. But buyer beware – it is not unheard of to lose half of your day wandering its three floors. It is a great place for slow or browsing shoppers to visit and that's not just because of the air conditioning. Unlike a few of the smaller stores, you never feel rushed or pressured by employees looking over your shoulder trying to persuade you to make purchases.

So why is this our favorite store?
It comes down to selection, quality, and staff.

Selection: Mood carries a huge (and we mean HUGE!) selection of high end European fabrics handpicked from today's top designers such as Calvin Klein, Donna Karan, Perry Ellis, Marc Jacobs and more. If there isn't enough fabric on the bolt you want, just ask if they have more in stock at their warehouse. Return visits are a must if you're in the neighborhood because they always seem to have new fabrics coming in from Europe. The lace section is fabulous with incredibly decadent finds, ranging up to \$400/yd., and the novelty silks, chiffons, cashmeres and metallics, are to die for. And did we mention the tweeds...?

Quality: We've found that in fabric stores, a large amount of goods can mean a sacrifice in quality, i.e., low end junk we wouldn't use for doll clothes. In Mood's case, however, they have somehow managed not only to have a lot of fabric, but actually a lot of GOOD fabric. You will find mostly natural fabrics here. If you are desperately seeking sparkly polyester, you have come to wrong place my friend. But tacky synthetics aside, if you can't find it here, you probably wouldn't want it anyway.

Staff: Knowledgeable, creative and accommodating, Mood's employees are simply a great resource. If you have something in mind that you need but you're not exactly sure, flag down a Mood staffer instead of wandering around aimlessly. They'll save you time in narrowing down your search. And don't be shy about explaining your project; they give great advice. If only there were Mood employees for all of life's little problems.

\$: Moderate to pricy, but totally worth it.
*Great for a last stop on your shopping excursion – they're open evenings until 7pm!

Moon Tex

261 W. 35th St., Ground fl.
M-F 9-7, Sun 10-5
212.631.0970

Fabric, fusible interfacing, and lining.

Neon Fabrics, Inc.

ALSO: COSTUME

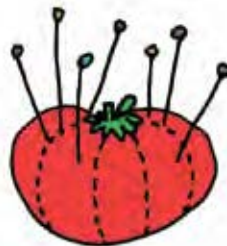
239 W. 39th St., Ground fl.
M-F 9-7, Sat-Sun 10-6
212.221.9705, NeonFabrics.com

All kinds of fabrics; laces, beaded, poly, cotton, linen.

New York Elegant Fabrics

222 W. 40th St., Ground fl.
M-F 9-6, Saturday 10-5
212.302.4980, nyelegant.com

Sequins, Fake Fur, Shirting, Cotton, Silk, Linen, Wool, Stretch, Laces, Synthetics, Rayon, Acetate, and Taffeta.



Nousha Tex

ALSO: LACE

253 W. 35th St., Ground fl.
M-F 9-7, Sun 10-5
212.268.7770

Fine fabrics, wovens.

Paron Annex

ALSO: COSTUME

206 W. 40th St., Ground fl.
M-Sat 9-5:45, Th 9-7
212.768.3266, paronfabrics.com

BEST DEALS

Don't get all snooty because this is a "clearance" store. After all, it's Paron's clearance store and you wouldn't want to miss what could be some of the best deals in town. Whenever Paron updates their stock, they move some fabric next



door to Paron Annex and mark it down to 50% off! All of it, every day. As long as you don't mind your Chanel tweeds or \$70/yd. silks to be "so two seasons ago" this store is essential to stretching your designing dollars. It's the Century 21 of the garment district.

Paron West

ALSO: PATTERN • COSTUME • LEATHER

202 W. 40th St., Ground fl.
M-Th 8:30-7, F 8:30-6, Sat 9-5,
Sun 11-4
212.768.3266, paronfabrics.com

Yes it's a small store, but think of it this way: they have all of the nice stuff with all of the junk weeded out. It's true: if it doesn't measure up to luxury standards, they don't sell it. They seem to put more care into hand picking the fabrics to carry than many other stores and therefore do half of your work. You'll end up choosing from only the best designers such as Chanel, Isaac Mizrahi, Bill Blass, Calvin Klein, Tamotsu, Anne Klein, Carolina Herrera, Donna Karan, and Ralph Lauren.

Need a few more reasons to shop here?

- The knowledgeable staff is fluent in Russian, Spanish, Italian, Polish, Hebrew, Portuguese, Brooklynese and certainly communicated clearly with a couple of students from Ohio.
 - Constantly updated stock.
 - Their motto: "If we don't have it, we'll find it." Not a myth, we've seen it happen. Even by the next day.
-

Prestige Textiles

258 W. 39th St., Ground fl.
M-F 9-6:30, Sat 10:30-6
212.997.3900

Domestic upholstery and drapery fabrics. Specializing in chenilles, sheers and trims. On site decorator and drapery workroom.

Rosen & Chadick Fabric



561 7th Ave., 2nd fl.
M-F 8:30-5:45, Sat 9-4:30
212.869.0142

This store is impeccably organized and has two large floors full of fabric. It's like a mini-Mood and may someday be just as fabulous. We shall see.

* appeared to have many fabrics suitable for menswear, which can be hard to find.

Royal Fashion Center, Inc.

ALSO: TRIM

214 W. 39th St., Ground fl.
M-F 9-6:30, Sat 10-6
212.398.0215, royalfabric.com

This is a large store that offers everything including laces, beaded laces, trimmings, silks, linen, organza, cotton, linen, wool, and vinyl. They specialize in silk shantung embroideries, organza and chiffon embroideries, and silk taffetas in great striped designs. Two thumbs up for this beautiful assortment!

* Don't forget your student ID, it will get you 10% off here!!!!

Safa Fabrics

ALSO: HOME DÉCOR • LACE

237 W. 35th St., Ground fl.
M-F 10-5, Sat-Sun 9-7
212.239.3415

They carry lace, tapestry, silk, brocade, drapery, and home furnishing, but it's the handwoven silks that set this store apart from the others. They also carry a lot of lace voile.

Swan Fabrics

ALSO: TRIM

244 W. 39th St., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-5
212.764.4116

Specializes in European haute couture fabrics, lace, and trims. Most of their silks are made in France, England, Italy, and India.

Textile Kingdom, Corp. \$

ALSO: PATTERNS • TRIM • HOME DÉCOR NOTIONS

554 8th Ave., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-6
212.764.3260

You can find a little bit of everything here... zippers, faux flowers, fabric, trims and a small selection of old, used patterns. If you like to rummage around for deals and treasures, this is your store. Fabrics come in drapery sizes too.

Usha Fabric

270 W. 39th St., Ground fl.
M-F 10-5
212.997.8570

They have all kinds of fabric including poly chiffon, charmeuse, satin, crepon orgenza, cotton, linen, China silk, taffeta even tissue lame and men's suiting.

Vogue Fabrics, Inc.

240 W. 39th St., Ground fl.
M-F 9:30-7:30, Sat 10:30-6:30,
Sun 12:30-5:30
212.921.1867

Vogue specializes in eveningwear/special occasion fabrics, very embellished (beaded, embroidered, sequined) and fancy. Think: prom. It's all polyester, so it's pretty and pocket book friendly.

Weavers Fabrics Inc.

ALSO: COSTUME

257 W. 39th St., Ground fl.
M-F 9:00-6:30, Sat. 10:00-5:30
212.840.1492

Importer of exclusive novelties. They say that they specialize in silk, woolen, velvets, laces, linen, embroideries, cotton, sheer, brocades, theatrical and bridal fabrics, plaid, silk blends.



Stretch Fabrics

Spandex House



ALSO: COSTUME

263 W. 38th St., Ground & 2nd fl.
M-F 9-6:30, Sat 10:30-5:30,
Sun 11:30-5
212.354.6711, SpandexHouse.com

BEST ASSORTMENT OF STRETCH FABRICS

Spandex House holds one of the largest collections of spandex in the world. From stretch velvet to lace to hologram spandex and fishnet, if it stretches, you'll find it here. You can find a lot of theatrical costumes and display fabrics. It might seem scary at first (picture wall-to-wall dance recital costumes for 8-year-olds), but head upstairs and you will find some quality fabric.

Spandex World



ALSO: COSTUME • FASHION FABRICS

228 W. 38th St., Ground fl.
M-F 9-6, Sat 10-5
212.391.2310, spandexworld.com

Smaller than Spandex House, but same idea. Costume and designer fabric; Spandex, stretch, and you can also pick up some fake fur, sequins, leather. Fabrics start as low as \$5/yd.

Stretch House Inc.

ALSO: COSTUME • FASHION FABRICS

218 W. 37th St., Ground fl.
M-F 9-6, Sat 10-5
212.868.0944, stretchhouse.com

Great source for any type of spandex or stretch fabric.

Stretch It Inc.

ALSO: COSTUME • FASHION FABRICS

263 W. 38th St., Ground fl.
M-F 9-7, Sun 10-5
212.626.7800

Surprise! Not only do they have more stretch fabric than most stores, they have woven linings, interlining, lycra, fusibles, waft, muslin, kraft, fake fur, chiffon of all kinds and blends.

Stretch World Inc.

ALSO: COSTUME • FASHION FABRICS

252 W. 38th St., Ground fl.
M-F 9-7, Sat 10-6
212.398.3004, stretchworld.com

Like all of the specialty stretch stores, it has fabrics for swimwear and costumes, holographic images, sparkles, stretch velvets, spandex and lycra.



Leather

B&J

ALSO: COSTUME • LEATHER

525 7th Ave., 2nd fl.

M-F 8-5:45, Sat 9-4:45

212.354.8150, BandJFabrics.com

MOST ORGANIZED FABRIC STORE

In addition to all of those great things we've said about this place already, add great selection of leather as well.



Day to Day Fabrics

**ALSO: FASHION FABRICS • FUR
HOME DÉCOR**

214 W. 39th St., Ground fl.

M-F 9-7, Sat 10-6, Sun 1-5

212.575.1577

Designer fabrics, leather, suede, fur, upholstery, drapery, lace, crypton super fabrics; they have it all.



Global Leathers

ALSO: FUR

253 W. 35th St., 9th fl.

M-F 9-5

212.244.5190, globalleathers.com

BIGGEST ASSORTMENT OF LEATHER

Big inventory of amazing skins in every color of the rainbow. Their assortment of leather includes suede, metallic, pearlized, exotic, embossed, novelty, laser cut and perforated. It's pretty cool to see, even if you aren't into leather. And if you are into leather...enjoy!



Leather Impact

256 W. 38th St., Ground fl.

M-F 9:30-5

212.302.2332, leatherimpact.com

Leather Impact is one of the few stores that lets you swatch (2-3 per visit), a critical quality for all the stores we like. and a friendly staff. Check them out for leather, suede and furs embossed, perforated, metallics, pearlized, and embroidered. Also a variety of shearling, goat hairs (curly, borrego, short hair, long hair); Mongolian lamb; cow hair hides, calf hair hides, leather lacing and strips; Reptiles and exotics like ostrich and alligator.

Leather Suede Skins

ALSO: FUR

261 W. 35th St., 11th fl.

M-F 9:30-5

212.967.6616

LeatherSuedeSkins.com

Small, friendly store filled with any type of leather imaginable. Skins from every animal, every color of the rainbow, and every weight can be found here, including patents and suede. It's an amazing store with an attentive staff.

Mood



**ALSO: HOME DÉCOR • FASHION FABRICS
TRIMS • LACE • FUR**

225 W. 37th St. 2nd-4th fl.

M-F 9-7, Sat 10-4

212.730.5003, moodfabric.com

BEST VARIETY/SELECTION TRENDIEST HOME FURNISHING

Mood's leather department is impressive. What did you expect? It has its own sales person and offers a large selection of colors, weights, and varieties of quality leather. Mood's connections with European suppliers are evident once again, in its array of leathers.

New York Elegant Fabrics

ALSO: HOME DÉCOR • FUR

222 W. 40th St., Ground fl.

M-F 9-6, Sat 10-5

212.302.4800, nyelegant.com

EASIEST STORE TO NAVIGATE

Although they are mainly a fabric store, they carry a few good leathers including lamb skin. It's worth a look.

Paron West

**ALSO: FASHION FABRICS • PATTERNS
COSTUME**

206 W. 40th St., Ground fl.

M-Th 8:30-7, F 8:30-6, Sat 9-5,

Sun 11-4

212.768.3266

manhattanfabrics.com

paronfabrics.com

Paron offers only scraps of leather, and does not give swatches. However, if you are only doing detailing on a garment or bag, it is perfect.



Fur

Day to Day Fabrics

ALSO: **FASHION FABRICS** • **LEATHER**

214 W. 39th St., Ground fl.
M-F 9-7, Sat 10-6, Sun 1-5
212.575.1577

Designer fabrics, leather, suede, fur,
upholstery, drapery, lace, crypton super
fabrics; they have it all.

Fur and Furgery Inc.

ALSO: **TRIM**

211 W. 37th St., Ground fl.
M-F 9-6, Sat 9-4
212.244.7601 or 212.244.7603
FURANDFURGERY.com

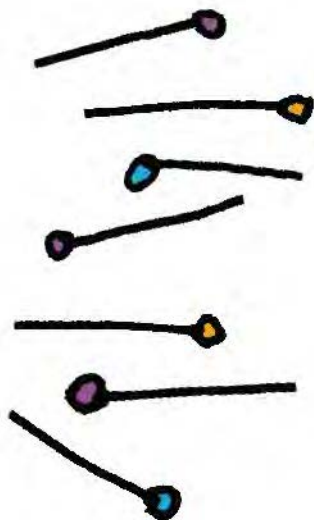
Fur and fake fur apparel, trims, textiles,
accessories and millinery.

Global Leathers

ALSO: **LEATHER**

253 W. 35th St., 9th fl.
M-F 9-5
212.244.5190, globalleathers.com

If you ever finish looking at the fantastic
leathers, you can browse their fabulous
furs including shearling.



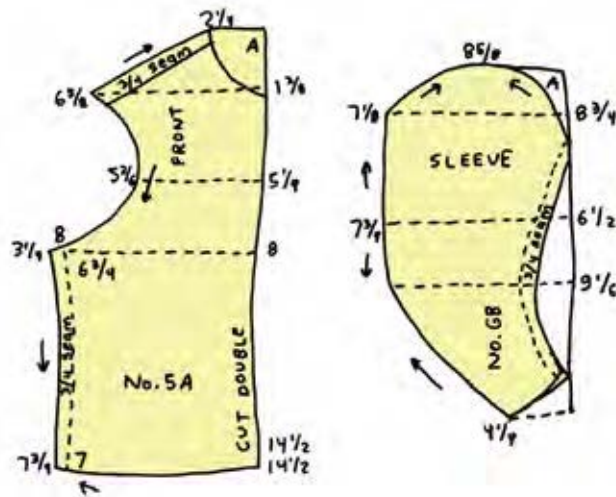
Mood

ALSO: **FASHION FABRICS** • **TRIM**
LEATHER • **LACE**

225 W. 37th St., 2nd-4th fl.
M-F 9-7, Sat 10-4
212.730.5003, moodfabrics.com

BEST VARIETY/SELECTION
TRENDIEST HOME FURNISHING

Yes, they have fur too.



Home Décor

Amin Fabrics



268 W. 38th St., Ground fl.
M-F 9-6:30, Sat 10-6:30
212.764.5184

They carry the usual assortment of closeout fabrics, but you can always find some upholstery and other home décor fabrics when you need them.

Day to Day Fabrics

ALSO: LEATHER • FUR

214 W. 39th St., Ground fl.
M-F 9-7, Sat 10-6, Sun 1-5
212.575.1577

This store carries crypton super fabrics which are great for upholstery since they are stain and bacteria resistant. Super.

- crypton super fabrics—see pg 18.

Fashion Fabric, Inc.

**ALSO: PATTERNS • COSTUME • TRIM
FASHION FABRICS • NOTIONS**

270 W. 39th St., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-5
212.869.0235

The basement is filled with home décor textiles. If you can get past the fact that you are literally in a basement, you will have a field day with their massive amount of cheaply priced textiles.

G&R Fabric Inc.

**ALSO: FASHION FABRICS • FUR
LEATHER • TRIM**

239 W. 39th St., Ground fl.
M-F 9:30-6:30, Sat. 10-5:30
212.997.2284

They offer a variety of upholstery and other fabrics, but you'll want to come here for the 90" lace. This size lace is great for drapery and hard to find elsewhere.

Mood



**ALSO: FASHION FABRICS • TRIM
LEATHER • FUR • LACE**

225 W. 37th St., 2nd-4th fl.
M-F 9-7, Sat 10-4
212.730.5003, moodfabrics.com

BEST VARIETY/SELECTION TRENDIEST HOME FURNISHING

I know, you are probably tired of hearing us rave about Mood, but let us just say this regarding its home décor section: it is very fashionable, very stylish, and very New York. Check it out.

New York Elegant Fabrics

**ALSO: FASHION FABRICS • FUR
LEATHER**

222 W. 40th St., Ground fl.
M-F 9-6, Sat 10-5
212.302.4980, nyelegant.com

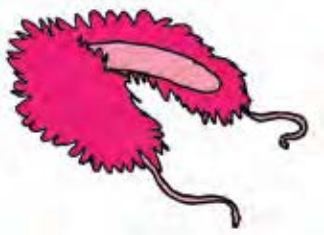
Part of their second floor is devoted to home decor, and they even have cushion filling.



Prestige Textile, Inc.

258 W. 39th St., Ground fl.
M-F 9-6:30, Sat 10:30-5:30
212.997.3900

Prestige specializes in upholstery and drapery and has a bigger but more traditional selection than Mood. They are best known for chenilles, sheers, and trims which they import from Europe. What sets them apart are their custom window treatments, duvet covers, pillow shams and table cloths. Where else can you get a free consultation and estimate by an in-house decorator?



Fabrics Kingdom, Corp.

ALSO: FASHION FABRICS • TRIM
PATTERNS • NOTIONS

554 8th Ave, Ground fl.
M-F 9-7, Sat 10-7, Sun 11-6
212.764.3260

It's not a home décor store; however, they carry drapery width fabrics. This is fabulous if you like to get creative with home decorating. Note: They definitely take liberties using the word "kingdom" in their name.

Safa Fabrics

ALSO: FASHION FABRICS

237 W. 35th St., Ground fl.
M-F 10-5, Sat-Sun 9-7
212.239.3415

Jobber of laces, tapestry, silk, brocade, drapery, home furnishing.



Lace

Tip: Visit the stretch fabric stores for stretch lace!

B&J

ALSO: **COSTUME** • **LEATHER**

525 7th Ave., 2nd fl.
M-F 8-5:45, Sat 9-4:45
212.354.8150, BandJFabrics.com



Dinny Fabrics

ALSO: **FASHION FABRICS** • **TRIM**

274 W. 40th St., Ground fl.
M-Sat 10-7
212.302.7160

Selling both wholesale and retail, you can find bridal fabrics, laces, trimmings, appliqués, gloves, sequins, costume jewelry, artificial flowers etc.

Ebad Fabrics

ALSO: **FASHION FABRICS** • **HOME DÉCOR**

550 8th Ave., Ground fl.
M-F 9-7, Sat & Sun 11-6
212.869.7826, ebadfabrics.com

Ebad carries African Lace voile, which is quite a novelty and not the sort of thing you expect to find walking up Eighth Ave.



Lace Star, Inc.

ALSO: **FASHION FABRICS** • **TRIM**

215 W. 40th St., Ground fl.
M-F 9-6
212.840.0555

BEST LACE

Walk in and be prepared to be speechless. If lace had a heaven, this would be it. You can find laces in colors, patterns, and beaded in ways that you didn't know existed. And nothing looks cheap, which is the thing that impressed us the most. But then again, it is all imported from Italy and France and one yard of this beaded delight will cost you no less than \$250! Start saving up now. They say they have been rated the best lace store in the country and you can understand why – this place is absolutely incredible.

Mood



ALSO: HOME DÉCOR • FASHION FABRICS • TRIM • LEATHER

225 W. 37th St., 2nd - 4th fl.
M-F 9-7, Sat 10-4
212.730.5003, moodfabrics.com

They even have a special section for expensive novelty laces.



Nousha Tex



ALSO: FASHION FABRICS

253 W. 35th St., Ground fl.
M-F 9-7, Sun 10-5
212.268.7770

Noshu Tex has a good bit of lace voile, which is not common on streets other than 35th.

Rosen & Chaddick

561 7th Ave., 2nd fl.
M-F 8:30-5:45, Sat 9-4:30
212.869.0142

Lorem Ipsum

Safa Fabrics

ALSO: FASHION FABRICS

237 W. 35th St., Ground fl.
M-F 10-5, Sat & Sun 9-7
212.239.3415

This store specializes in lace voile, not regular lace.



Sposabella Lace



ALSO: FASHION FABRICS • BRIDAL TRIM • BUTTONS

252 W. 40th St., Ground fl.
M-F 9:30-6, Sat 9:30-5
212.354.4729, SposabellaLace.com

BEST BRIDAL

Yes, it may be a bridal store (and arguably the best in the city at that), but don't be afraid to come here for all of your lace needs. You can be assured that their product is top quality and fabulous. The added bonus is that the owner is so nice and helpful. Who doesn't need a little attention from someone like that once in a while? See the bridal section for more on Sposabella.

Bridal

B&Q Arts Co.

ALSO: TRIM • LACE

210 W. 38th St., Ground fl.
M-F 10-6, Sat 10-5
212.869.2930

Selling both wholesale and retail, you can find in this store bridal fabrics, laces, trimmings, appliqués, gloves, sequins, costume jewelry, artificial flowers etc..



Jin Guang Import & Export

ALSO: BUTTONS • TRIM

60 W. 38th St., Ground fl.
M-F 9:30-6:30, Sat 9:30-6
212.302.3934

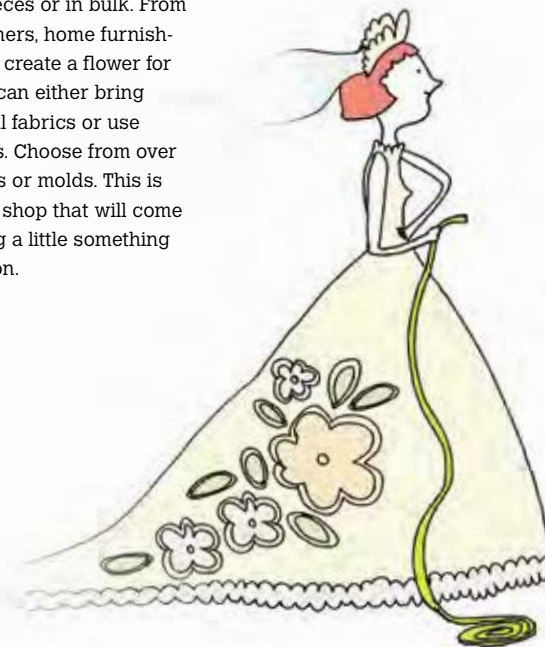
Selling both wholesale and retail this store carries bridal fabrics, laces, trimmings, appliqués, gloves, sequins, flowers and buttons.

M&S Schmalberg, Inc.

ALSO: TRIM

242 W. 36th St., 7th fl.
M-F 8:30-4:30
212.244.2090
customfabricflowers.com

This shop creates custom fabric flowers in one of a kind pieces or in bulk. From bridal fabrics, leathers, home furnishings, etc... they will create a flower for any occasion. You can either bring in your own special fabrics or use something of theirs. Choose from over 1,000 in house dyes or molds. This is definitely a unique shop that will come in handy for adding a little something extra to any creation.



Sposabella Lace



ALSO: FASHION FABRICS • BUTTONS
TRIM • LACE

252 W. 40th St., Ground fl.

M-F 9:30-5 for veils and headpieces, 9:30-6 for fabric, Sat 9:30-5

212.354.4729

SposabellaLace.com

We would have to say that "wow" sums up our complex feelings for this place. This is definitely the best bridal shop in the city. They only do bridal and evening, and their fabrics are all designed and manufactured by the company. Custom made veils and head pieces dripping with Swarovski crystals are a specialty of Sposabella. They have any bridal lace you could want, many which are completely hand embroidered and beaded. Absolutely high end, absolutely luxury. Bring in the picture of the couture or designer gown that you have your eye on and Sposabella will make it happen minus the designer price tag. And don't be intimidated by the pricey image that the store projects. Frank Senas, the CEO, is always happy to work out discounts. (It's true, the last time we were there buttons, appliqués and lace were an amazing 50% off!)



NOTES

This image shows a single sheet of white paper with horizontal blue lines, similar to standard notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Trim Stores

Though most fabric stores have at least a few trims, as we have denoted with our trim symbol. However, in this section we are focusing on the stores that specialize in this product.



Action Trim, Ltd.

247 W. 38th St., 8th fl.
M-F 10-4:30
212.391.8670, actiontrim.com

Manufacturer of woven label and hangtags in USA & China

Active Trimming Group

ALSO: **BUTTONS** • **NOTIONS**

247 W. 38th St., Ground fl.
M-F 8-6:30
212.921.7114

This is a store with a wide variety of notions and trims. Here you will find they are an importer of trims, notions, nylon webbing, snap tape, bra cups, beaded fringe, cutting mat, thread, buttons, tassels, patches, laces, etc...

Artistic Ribbon and Novelty Co.

22 West 21st St., Ground fl.
M-F 8-4:30
212.255.4224, artisticribbon.com

Artistic Ribbon offers a range of ribbon suitable for numerous custom applications from basic satin grosgrain, sheer and velvet, to dot and checked, plaid and tartan. They also have a closeout bin stuffed full of rosebuds and ribbon with drastically reduced prices. Ribbon services include cutting of strips, dying, printing, and custom bows.

B&Q Arts Co.

ALSO: **BRIDAL** • **LACE**

210 W. 38th St., Ground fl.
M-F 10-6, Sat 10-5
212.869.2930

Selling both wholesale and retail you can find bridal fabrics, laces, trimmings, appliques, gloves, sequins, costume jewelry, artificial flowers etc...

Bobbi Trim Ltd.

132 W. 36th St., 8th fl.
M-F 9-6
212.216.0022
Pono4BobbiTrim.com

This small store is quite a find; it has all kinds of trims and can definitely help you out just as much as any other trim store out there despite its small size. The variety of ribbons, and other trims is incredible.

Cody's Tassels and Trim

ALSO: **FASHION FABRICS**

200 W. 39th St., Ground fl.
M-F 9-5:30, Sat 12-4
212.354.3046

Just as the name implies, this is the place to come for tassels. It's a clean, attractive store that is small enough that you won't feel overwhelmed. They have a few bolts of unique fabrics as well.

Daytona Braids & Trimmings

ALSO: BUTTONS • LACE

251 W. 39th St., Ground fl.
M-F 9-6:45, Sat 9:30-5:15
212.354.1713 or 212.268.0083

This store has a large variety of trimmings for both wholesale and retail. They carry ribbons, passementeries, cluny laces, ric rac, braids, cording, frogs, feathers, buttons, maribou, and fringe.

Elvee Rosenberg Inc.

11 W. 37th St., Ground fl.
M-F 8:30-5
212.575.0767, ElveeRosenberg.com

Stop in for all types of fashion beads, simulated pearls, cabochons, sterling silver, Austrian crystal, and related jewelry parts.

Excel Zipper and Trim

ALSO: TRIM

244 W. 39th St., 2nd fl.
M-F 8:30-5
212.354.6111, zippersandtrim.com

Stop by for zippers, seam binding, ribbons, elastics.

Gettinger Feather Corp.

16 W. 36th St., 8th fl.
M-F 9-5
212.695.9470, gettingerfeather.com

BEST BRIDAL

This is a great place to go if you are looking for feathers. There is a sales minimum of \$20 with a variety of different kinds of feathers including peacock, ostrich, pheasants, goose, rooster, natural and colored feathers; exotic and domestics; fans and boas. You'll be tickled pink!

Hyman Hendler & Sons

21 W. 38th St., Ground fl.
M-F 9-5
212.840.8393, HymanHendler.com

This is a strictly ribbon establishment, and an impressive one at that. It can be a bit expensive, but you can't beat it; they literally have every single ribbon in every color, print, width, and material that you can think of. The best part is that here you can find great quality ribbon made of fibers such as 100% cotton, or silk, which compared to your typical synthetic grosgrain, is quite luxurious.

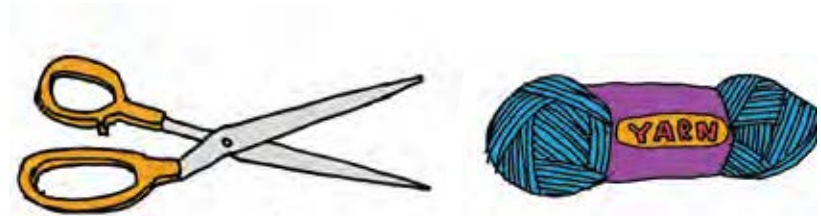
\$ pricey

Jin Guang Import & Export

ALSO: BUTTONS • BRIDAL

60 W. 38th St., Ground fl.
M-F 9:30-6:30, Sat 9:30-6
212.302.3934

Manufacturer of hats and sequin accessories, sequin appliqués, feathers, trimmings, buttons, flowers, and bridal accessories.



John Malone Textiles

ALSO: FASHION FABRICS

488 7th Ave., Suite 12G
M-F 10-6
212.719.2100

Ribbons, beads, and lace trims.

Joyce Trimming Inc.

ALSO: BUTTONS

109 W. 38th St., Ground fl.
M-F 8:30-6:30, Sat 10-5
212.719.3110, ejoyce.com

Joyce carries a wide selection of rhinestones and beads as well as Swarovski crystals and metal studs. They also have plenty of other items such as patches, buttons, paillettes in every color, and trims galore. They also allow two swatches per visit, no cheating!



Lin's Trimming

ALSO: BUTTONS

256 W. 38th St., Ground fl.
M-F 10-6, Sat 10-5
212.764.2166

Lin's carries beaded trims, rhinestones, feather trims, ribbons, buttons, custom designs, and artificial flowers.

M&J Trimming

ALSO: BUTTONS

1010 6th Ave, Ground fl.
M-F 9-6, Sat 10-5, Sun 12-5
212.204.9595, mjtrim.com

BIGGEST SELECTION OF TRIMS (AND OUR FAVORITE!)

In here you can find just about anything you wish. It's the largest trim store in Manhattan and will help you with anything you are looking for. Even if you aren't in the need of trimming, it can be very inspiring just to browse. They carry: Swarovski rhinestones, ribbons, buttons, home décor, beaded trims, buckles, handles, lace, fur and feathers, fringe, beads, tassels and more!



M&S Schmalberg, Inc.

ALSO: BRIDAL • HOME DÉCOR

242 W. 36th St., 7th fl.
M-F 8:30-4:30
212.244.2090
customfabricflowers.com

This shop creates custom fabric flowers in one of a kind pieces or in bulk. From bridal fabrics, leathers, home furnishings, etc... they will create a flower for whatever use you have in mind. You can either bring in your own special fabrics or use something of theirs. Choose from over 1000 in house dyes or molds. This is definitely a unique shop that will come in handy for adding a little something extra to any creation.

Margola Corp... dba Geisler Ganz

48 W. 37th St., Ground fl.
M-F 9-5:45
212.695.1115, margola.com

Here there is a sales minimum of \$50, but they have many trimmings you might not be able to find elsewhere. They are a manufacturer and importer of rhinestones, buckles, metal, crystal, casting, and beads (crystal, plastic, seed, bugle, and wood).

New York Zippers & Trimming Corp.

ALSO: **NOTIONS**

320 W. 37th St., Ground fl.

M-F 8:30-7

212.971.0701 or 212.967.5257

nyzipper.com

They feature nylon, plastic, metal, invisible, and dye to match zippers (!), sewing thread (spun poly-cotton blends), drawstring cording, flat cording, and plastic tipped shoelaces, tapes, elastics, fasteners, labels and much much more.

Pacific Trimming Inc.

ALSO: **BUTTONS • NOTIONS**

218 W. 38th St., Ground fl.

M-F 8:30-7, Sat 10-6

212.279.9310 or 212.268.3333

pacifictrimming.com

This store has everything you could possibly want for sewing projects. If you ever need to find a certain button or closure for a garment, this is the place to go. We cannot sing its praises enough; it just always has what we need. It is a bit hidden (like a little secret), but seek and you shall find.

Panda Trimmings

247 W. 38th St., Ground fl.

M-F 8-6, Sat 8-3

212.302.9434, zipperbank.com

Stop in for thread, notion, name label printing, elastics, zippers, trims, needles, buttons, invisible zippers, scissor sharpening, print care labels, hangers, polybags, seam bindings, garment bags, all kinds of sewing supply and cleaner supply.

So – Good Inc.

28 W. 38th St., Ground fl.

M-F 9-5

212.398.0236 or 212.768.1325

There is a sales minimum of \$10 here, but buying in bulk is not necessarily a bad thing. They have everything you need now and what you will need later such as ribbons in satins, velvets, gros-grain, stripes, dots, jacquards, picots, metallics, and so on and so forth.

Sposabella Lace



ALSO: **FASHION FABRICS • BUTTONS
BRIDAL • LACE**

252 W. 40th St., Ground fl.

M-F 9:30-6, Sat 9:30-5

212.354.4729, SposabellaLace.com

Primarily bridal trims, but we suppose it could be suitable for certain evening wear as well.



Tinsel Trading Co.



ALSO: **BUTTONS**

1 W. 39th St., Ground fl.

M-F 9:45-6, Sat 11-5

(sometimes; call first)

212.768.8823 or 212.730.1030

tinseltrading.com

This classy, beautiful store houses a fabulous collection of ribbon, appliqués, beads, buttons, thread, flowers, leaves, fringe, sequins, tassels, and passementerie. One thing is for sure—the people who run this place have a definite sense of fashion and taste, and it is reflected in their products. They also have numerous vintage trims, especially of the metallic variety, though these usually need to be ordered.

Trims de Carnival

ALSO: **BUTTONS**

40 W. 38th St., Ground fl.
M-Sat 9:30-5:30
212.730.2774 or 212.730.2775
tdcnewyork.com

This store is full of fancy little trims.
From buckles to appliqués to buttons
and straps...they are all adorned with
rhinestones. If glam is the look you are
going for, they will have what you need.



Vardhman, Inc.

ALSO: **NOTIONS • BUTTONS**

269 W. 39th St., Ground fl.
M-F 10-7, Sat 11-6, Sun 12-5
212.840.6950, vardhman.us

This store has knitting yarn and other
knitting accessories to go with it. You
can also find handbag handles and
frame, hardware, and imported buttons
made of bone, horn, shell, wood, glass,
metal and coconut.

NOTES

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Patterns

Patterns are not as prevalent as you might think, but then again, this isn't exactly the golden era of home sewing.

Fashion Fabric Inc.

ALSO: NOTIONS • FASHION FABRICS
COSTUME

270 W. 39th St., Ground fl.
M-F 9-7, Sat 10-7, Sun 11-5
212.869.0235, fashionfabric.biz

They don't have a huge selection of patterns, but compared to other stores, it's an up-to-date, thorough collection of what Vogue and Butterick have to offer.

Paron West

ALSO: FASHION FABRICS • COSTUME
HOME DÉCOR • TRIM • BRIDAL

260 W. 40th St.
M-Th 8:30-7, F 8:30-6, Sat 9-5,
Sun 11-4
212.768.3266

They carry Burda and Quicksew pattern sets.

Sew Fast Sew Easy

ALSO: NOTIONS

147 W. 35th St., Suite 807
M-Sat 12-6
212.268.4321, sewfastseweasy.com

Sew Fast Sew Easy has some really cool, up to date patterns with clear (yes, by clear we mean maybe someone besides a pattern maker can actually understand the directions). Many of their products are tailored to novice sewers and come in sewing kits to make your projects go more smoothly. You can also buy sewing machines and dress forms here, as well as take sewing lessons. SFSE is a great resource for sewers of all levels.

Textile Kingdom, Corp.

ALSO: NOTIONS • FASHION FABRICS
TRIM • HOME DÉCOR

554 8th Ave
M-F 9-7, Sat 10-7, Sun 11-6
212.764.3260



Beading Stores

While a lot of stores, especially trimming stores, carry a selection of beads, the shops in this section specialize in them.



Beads World, Inc.

1384 Broadway, Ground fl.
M-F 9-7, Sat-Sun 10-6
212.302.1199, beadsworldusa.com

This store has a wonderful supply of beads. Here you will find many different kinds of beads, as well as sequins, stones, cords, strings and other supplies. You gotta love these stores that dedicate themselves to one sort of item – so much to choose from.

Fun 2 Bead

1028 6th Ave., Ground fl.
M-Sat 10-8, Sun 10-6
212.966.2748, fun2bead.com

It certainly is! Fun 2 Bead is right up there with New York Beads Inc. in that it has everything a bead lover could want: beads, findings, tools, silver, books, videos, beading services, Swarovski crystals, pearls, pendants and more.

Genuine Ten Ten

1012 6th Ave., Ground fl.
M-F 10:30-7:30, Sat 11-6:30,
Sun 12-6:30
212.221.1173, j-genuine.com

Genuine is not your typical bead shop, but a treasure trove of jewels, pearls, and semi-precious stones to die for. Absolutely gorgeous. Oh, and they have beads too.

Lavaliere Sterling & Stones Inc.

1006 6th Ave., Ground fl.
M-Sat 9-7:30
212.278.8133, lavalierenyc.com

Check them out for semi-precious stones, findings, sterling silver, accessories, and beads.

Margola Corp... dba Geisler Ganz

ALSO: TRIM

48 W. 37th St., Ground fl.
M-F 9-5:45
212.695.1115, margola.com

Margola has some beautiful crystal, plastic, seed, bugle, and wooden beads, but they do have a sales minimum of \$50 (ouch!) which isn't easy on the student shopper.



New York Beads Inc.



ALSO: TRIM

1026 Sixth Ave., Ground fl.
M-F 9-7, Sat-Sun 10-6
212.382.2994 or 212.382.2986

We adore this basic bead store because it is the quintessential one-stop shop. Not only does it have an amazing variety of beads, it has trims, chains, findings, d-rings, key-rings, tools, cases, thread, beautiful boxes, and anything else you would need for a beading project.



World Beads & Trimming Inc.

ALSO: TRIM • BUTTONS

25 W. 38th St., Ground fl.
M-Sat 9-6:30
212.730.1228 or 212.944.5709

Yes, they have your typical beads and typical beading essentials like wire and pliers, but it does not stop there. Browse its aisles for elegant stones, sterling silver beads, and other fancy items that will drive the jewelry-obsessed into a frenzy.

NOTES

Buttons



Botani U.S.A.



263 W. 36th St., Ground fl.
M-F 9-6
212.244.3222, botaniusa.com

We love this little button shop because you can find a lot of great stuff here. This is another one of those stores that is small in size but has the variety of a large store. So if you're a button aficionado (and you know who you are), stop by Botani to enjoy their beautiful collection.

B.T. Button Inc.

327 W. 36th St., 7th fl.
M-F 9-6:30, Sat 9-4
212.239.7053

They specialize in fabric covered buttons, which are surprising very hard to find in the garment center. Don't waste your time trying regular button stores for these specialty items. Just come here!

Lou Lou Button

ALSO: **NOTIONS**

69 W. 38th St., Ground fl.
M-F 9-7, Sat 10-6
212.398.5498

Manufacturer and importer of plastic buttons, metal, casting, and thread.

M&J Trimming

ALSO: **TRIM**

1008 6th Ave., Ground fl.
M-F 9-6, Sat 10-5
212.204.9595
mjtrim.com

M&J has a whole room devoted to buttons, from novelty to classic. Many of their buttons have a playful edge, and they carry over 10,000 different styles. Check it out.



Periche Inc.

327 W. 36th St., 8th fl.
M-F 9:30-5
212.244.4531

At Periche you can buy buttons and covered buttons for both retail and wholesale. Since covered buttons are a hard find in the garment center keep this store in mind.

Tinsel Trading Co.



1 W. 37th St., Ground fl.
M-F 9:45-6, Sat 11-5
(call for Sat schedule)
212.768.8823 or 212.730.1030
tinseltrading.com

This store has a definite sense of fashion and taste, and it is reflected in its buttons.



Vardhman, Inc.

269 W. 39th St., Ground fl.
M-F 10-7, Sat 11-6, Sun 12-5
212.840.6950, vardhman.us

Stop in and take a look at some fabulous imported buttons made of bone, horn, shell, wood, glass, metal and coconut.

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notions



American Sewing Supply

224 W. 35th St., Suite 500B
M-F 9:30-5:30
212.239.3695 or 212.239.3696

Here you will find professional supplies and equipment for tailors, pattern makers, cleaners, alteration, dressmakers, bridal shops, and home sewers. Catalog available upon request.

Excel Zipper and Trim Co.

244 W. 39th St., 2nd fl.
M-F 8:30-5
212.354.6111, zippersandtrim.com

Trims, seam rippers, needles, thread, rulers, pattern paper, muslin....you name it, they've got it.

Leader Thread Corp.

229 W. 36th St., 4th fl.
M-F 8-4:30
212.695-3662 or 212.563.1928
leaderthread.com

Sewing and embroidery thread, zipper, velcro, elastics, care labels, snaps, hooks, drawcord, pins, seam binding, boning, button envelopes, Dennison guns and bullets.

Millennium Steel & Rack Rentals

340 W. 39th St., Ground fl.
M-Sat 8-4:30
212.594.2190

Ok, so rolling racks aren't really notions but frankly, we didn't know what other category to put this in. Rolling racks aren't a typical home sewer accessory, but if you need a place to keep all the garments you are making or like to keep your fabric folded over hangers, it's a great investment. Also, hanging patterns is an easy way to keep them organized, accessible, and crease free. You can buy or rent.

Panda Thread

ALSO: **TRIM** • **BUTTONS**

247 W. 38th St., Ground fl.
M-Sat 8-6
212.302.9434 or 212.302.9488
zipperbank.com

Panda is a small store with a large supply which you can buy in bulk or individually. Here you will find notions such as zippers, needles, trims, buttons, scissors, name label printing...and so much more. We've heard that a lot of industry professionals use Panda.



Sew Fast Sew Easy

ALSO: **PATTERNS**

147 W. 35th St. Suite 807
M-Sat 12-6
212.268.4321, sewfastseweasy.com

They have some great merchandise: the Lace Tanga Kit (sounds fun), magnetic seam guides, needle punches, peter-shams, sewing baskets of all sizes, canvas totes, knitting needles, scissors, seam rippers, tape measures, tracing wheels, and survival sewing kits (both left and right handed). Whew. And best of all, a lot of this is in their Stitch N Bitch line, so it is both cute and useful. Then they have the Dritz Body Double Mannequins and quite a selection of machines and sergers. See the Sew Fast Sew Easy Article on pg 78.



Sil Thread, Inc.

ALSO: **BUTTONS**

257 W. 38th St., Ground fl.
M-F 8-6, Sat 9-3
212.997.8949

Sil has all those necessities like thread, hangers, polybags, shoulder pads, all kinds of tags, iron, seam binding, scissors and sharpening, cutting and pattern papers, elastics, wash care labels, YKK zippers, velcros, shipping tags, garment bags.

Steinlauf & Stoller, Inc.

ALSO: **TRIM • BUTTONS**

239 W. 39th St., Ground fl.
M-Th 8-5:30, F 8-5
212.869.0321
steinlaufandstoller.com

MOST POPULAR PLACE TO BUY NOTIONS

This notion store is a fabulous little shop. Although it is small, the prices are very good, and they always seem to have what we've needed for personal projects or business. If you can't find something you need, just ask the friendly workers because some items appear to be somewhat hidden. We've heard many people rave about this store, and a lot of designers we know are completely loyal to it. They have those 2,000 yd. factory spools of 100% cotton sewing thread that are so hard to find, and they will make custom length zippers while you wait!



Travel Auto Bag Co., Inc.

264 W. 40th St., 11th fl.
M-F 9:30-4:30
212.840.0025 or 212.302.8267
travelautobag.com

This is the kind of place where you can order things for home or business such as display forms, store fixtures, mannequins, showroom displays, garment bags, sample cases on wheels, softside cases and more. Another great industry store with a loyal following.

Vardhman Inc.

ALSO: TRIM • BUTTONS

209 W. 39th St., Ground fl.
M-F 10-7, Sat 11-6, Sun 12-5
212.840.6950, vardhman.us

The most unique thing about this little notions store is the fact that it sells knitting supplies—surprisingly hard to find in the garment center.



NOTES

Handwritten notes area with horizontal lines.

Sew On and Sew Forth

**You know it's love by the symptoms:
a tingling sensation, sweaty palms,
a desire that keeps you wanting more.**

Of course for others, it's more practical: don't be dependant, do it yourself. Whatever your reasons for wanting to knit, stitch, sew, quilt, bead, etc., it always helps when someone shows you how to get started.

So if you're ready to unleash your inner Martha, here are a few places in and around the Fashion District that will help you along:

Sew Fast Sew Easy!

147 W. 35th Street, Suite 807
New York, NY 10001
212.268.4321
www.sewfastseweasy.com

Sew Fast Sew Easy covers the market for home sewers and provides some of the best sewing lessons in town, on-site, on-line, or on-video. They teach for both home sewing machines and sergers, and best of all, if you are looking to buy,

you can test drive and get acquainted with any of the machines they sell! Through SFSE you can learn:

- How to use 7th Ave. sewing skills
- How to get your own custom fit
- How to buy the best fabric for your project
- How to identify different types of fabric
- How to cut properly
- Pattern and sewing terms
- Special pressing techniques
- How to mark and sew hems

But that's not all. They also carry patterns packaged into easy to use sewing kits. We hear the instructions are great – a big plus for any of you just beginning. Then there are the Sew Fast Sew Easy books, the notions, the dress forms, the sewing baskets, and the machines.

Ahhh...sewing machines. Not as common as you may think in the fashion district. But you can check them out in their showroom or through their website.

And p.s., it's not just sewing. SFSE, originators of the Stitch 'n Bitch Café, also has lessons, patterns and supplies for knitting, crocheting, and making accessories. Check out www.sewfastseweasy.com for the full scope of skills they teach. Be all that you can be.

Fashion Institute of Technology

7th Avenue and 27th Street
New York, NY 10001
212.217.7999, www.fitnyu.edu

Learn to knit at FIT? They'll swear on a stack of Vogues that these courses are offered for "professional development", but this looks to us like a good opportunity for a crafter or home sewer to sharpen their skills with some of the industry's best.

Visit the FIT website and under non-credit classes check out the Wearable and Decorative Arts section for courses such as:

Bauble, Bangle, and Bead Stringing

Beaded Jewelry Charm Bracelet Workshop

Creative Stitch Technique

Beaded Jewelry Creations with Swarovski Crystals

Wire-Wrap Jewelry Workshop

Collectible Jewelry

Beaded Wire Earrings

Beaded Jewelry Studio

Hand-Made Costume Jewelry:

From Design to Creation

Knitting for Pleasure

Knitting for Novices

Beginners' Machine Knitting

Machine Knitting II

Advanced Machine Knitting: The Ribber

Advanced Machine Knitting Weekend

Crochet for Pleasure

Learn to Sew Like a Pro

Hand Sewing, Mending, and Alteration Essential

Floral Ribbon Trim for Accessories

HandbagDesigner101.com

www.handbagdesigner101.com
Telephone: 866-206-9067 x2342

Looking to hop on the handbag craze? Do you think you've got what it takes to create the bag to hold what you've got? Contact local fashion accessories expert Emily Blumenthal (creator of trendy Yasmena handbags, among others) to set up affordable bag business consultations. You can start by checking out her website for the aficionados and start-ups, www.handbagdesigner101.com. It's a great source for sources, trends, ideas, and events for all you baggies out there.

Best Places to Swatch Fabric

Mood Fabrics

225 W. 37th St., 2nd fl.
212.730.5003

Mood, the landmark fabric store, will swatch anytime, but you must have a salesperson help and cut it for you. However, the salespeople are more than willing to help you if you need it, and there is a huge variety of fabrics to choose from.

NY Elegant Fabric Inc.

222 W. 40th St.
212.302.4980

Elegant will swatch for you between 10 am–12 noon on weekdays. This is one of the easier places to find someone to help you swatch. The fabrics are plentiful, and because the store is not as busy as some of the others, it's less hectic finding a salesperson to help you. In our opinion, the less-stress factor makes this one of the best places to swatch. (bonus: they have little pre-cut swatches on each bolt ready to take!)

Paron Fabrics

West 206 W. 40th St., Ground fl.
212.768.3266

Paron will also swatch for you, as long as you ask a salesperson for help. There is a lot of variety in their selection of fabrics, and the workers are friendly, knowledgeable, and always willing to give you the help you need.

B & J Fabrics

525 7th Ave., 2nd fl.
212.354.8150

B & J, another famous fabric shop, opens at 9 am and has the same policy as most of the others...you can swatch anything as long as you find someone to do it for you. If you're a student, B & J provides special weekday morning hours. Give them a call for the current schedule.

Know Your Fabrics

Cottons

FLANNEL cotton is plain or twill weave. On one or either side there is a slight nap.

FLANNELETTE is a soft cotton fabric with a nap on one side.

GAUZE, similar to cheesecloth, is sheer and lightly woven.

GINGHAM is a lightweight, washable fabric that is woven in checks, plaids or stripes.

MUSLIN is a plain weave cotton fabric. It comes in all different weights and is usually natural.

ORGANDY is a crisp cotton fabric, known for being sheer.

OUTING FLANNEL is soft cotton that is napped on both sides. Often used for sleepwear.

OXFORD is shirting fabric with a lustrous, soft finish. It often has narrow stripes and is woven in plain or basket weave.

PIMA COTTON, from Egyptian cotton, is one of the finest cotton fabrics in quality.

POLISHED COTTON has a shiny appearance due to a chemical finish. It is either a satin or plain weave cotton.

POPLIN is a plain weave fabric with a rib that goes across the cross grain.

SATEEN is a satin weave cotton fabric.

SEERSUCKER is a lightweight cotton fabric crinkled into lengthwise stripes.

TERRY CLOTH is a looped pile fabric that is either woven or knitted. This material is used for towels and such due to its absorbency.

VELVETEEN is an all-cotton, short pile fabric resembling velvet.

Silks (and silk weaves)

BROCADE is a jacquard weave with an embossed effect and contrasting surfaces.

CANTON CREPE is a soft crepe fabric with small cross grain ribs. It is similar to crepe de chine but heavier.

CHARMEUSE is a satin weave silk with a crepe back

CHIFFON is transparent soft and light silk.

CHINA SILK is a plain weave silk that most people identify as the touch of silk.

This fabric comes in a variety of different weights.

DOUPIONI is reeled from double cocoons nested together. The threads are uneven and irregular. It is identifiable by both touch and sight.

GEORGETTE sheer crepe silk, is heavier than silk and has a crisper feel to it.

ORGANZA is similar to cotton organdy, but it is transparent and is also made from silk.

SILK SHANTUNG is a dupioni type of silk that comes from the Shantung Province of China. Is also irregular to touch.

SILK BROADCLOTH is a plain weave silk in many different weights; crisper than regular silks.

SILK LINEN has a linen look and feel to it but is made with a nubby yarn in a plain weave. There are a variety of weights. It is different from Dupioni in that the nubby lines run both lengthwise and crosswise.

Wool

BEAVER CLOTH is a napped heavy woolen overcoating; it is pressed down to resemble beaver fur.

BOTANY/MERINO WOOL is fine wool made from worsted wool yarn. It is soft and luxurious, resembling cashmere

BROADCLOTH is an all woolen/worsted fabric that has a slight feel of velvet to it.

CHINCHILLA CLOTH is a heavy, almost spongy woolen fabric with a long nap that has been rubbed into a curly, nubby finish.

FELT fabric is a compact sheet of entangled, wool, fur, sometimes cotton fibers. The felt is made by processing a mat of fibers with moisture, heat, and pressure. It is not a woven fabric.

FLANNEL wool is a soft, lightweight fabric with a small nap on one or both sides.

GABARDINE is a tightly woven, high sheen wool twill.

HERRINGBONE WOOL is woven in a twill that is reversed at normal spacing; this will create a sawtooth line.

HOUNDSTOOTH CHECK has a four pointed star check in a broken twill weave.

LAMBSDOWN is a heavy knit fabric that has a thicker fleeced nap on one side. It can be used for blankets.

LODEN FABRIC is thick, soft, waterproof and windproof wool used in outerwear.

MELTON is a heavy, thick, short napped fabric without a finish press or gloss.

TWEED is rough textured wool, originally homespun and slightly felted. This fabric is sturdy with a mottled color.

VIRGIN WOOL is wool that has never been processed into fabric and is usually an off white.

Credits



Victoria Somers

Victoria is a recent graduate of Kent State University, where she majored in fashion design to indulge her passion for sewing and draping fabrics. After spending a semester at KSU's New York studio, Victoria decided to leave her hometown of Oil City, Pennsylvania to pursue her dreams of becoming a Seventh Avenue designer.

Jocelyn Simms

A native of Moon Township, PA, Jocelyn graduated in May 2007 with a degree in fashion design from Kent State University, where she won the National CFDA Portfolio Scholarship Contest. While she also studied in Florence, Italy, Jocelyn's immersion in fashion in our district for a semester convinced her to start her career as a designer in New York City.



Photos: Gary Hanwood, Kent State University

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