



**SHOP ACTIVITIES**

**BOOKMARK STITCH-ALONG**  
1st Saturdays 1-3 pm

**WED. NIGHT SIT & STITCH**  
most Wednesdays 5-9 pm

**SMALL PROJECT STITCH-ALONG**  
3rd Saturdays 1-3 pm  
young stitchers welcome if accompanied by an adult.

**STITCH-AWAY EVENTS**

Accents Away  
Stitcher's Connection

*With Accents Away you can't go wrong  
As you gather with friends to stitch along*

*Stitching online or watching at work Accents Away is the place to be!*

**TO BE ANNOUNCED. . . .**

**SHOP SERVICES**

**Accents Exclusive Charts**  
designs by Accents  
available from Accents

**Custom Framing Options**  
Conservation Framing  
Creative techniques  
Shop-choice special pricing

**Personalized Charting**  
from \$3 - priced by difficulty  
charting of elements such as  
names, dates, chart rear-  
rangements, special requests

**Special Orders**  
We do our best to obtain  
requested items

**Finishing Services**  
**Stockings, pillows, etc**  
\$20-\$35 average cost  
You provide fabric & ribbons

**Gift Certificates**  
available in any amount



**A SURE WINNER  
SCORE WITH THESE BOOKMARKS**  
new from Accents Inc

**WIN—AIM—KICK!** Three easy designs to interest both football fans and readers. Each bookmark has a verse to fit the motif between the uprights: I get a kick out of football; to win the game read the play book; aim for the fleur de lis between the uprights! Chart is \$4.50 and contains all three designs. Designs are stitched on 14 count perforated paper, 14 count vinyl weave and 16 count selvage band. Bookmark sleeves are sold separately in the shop.

**A TRIBUTE TO THE WINNERS  
CELEBRATE THE SAINTS VICTORY**  
new from Accents Inc



Stitch your favorite Saints design, then add the Superbowl XLIV Champions information and date, so you'll never forget the 2009 season! Chart is \$3.50.

**FYI:** Both the Score with Bookmarks and Celebrate the Saints Victory charts are available in the shop and on the Accents website "Teams" page. I did add charts to website over the weekend, but some photos still need to be uploaded. However, that won't affect the ability to order the chart(s) online.  
**Coming next week:** a new LSU chart from Accents

**WHAT IS A CHART WORTH?  
A QUESTION FOR YOU. . . FEEDBACK REQUESTED**

I have been hearing that the price of charts is too costly. I understand that feeling but am able to explain that the price today is based on the higher percentage that the designer pays to the distributor. Although a shop does mark-up from the "wholesale cost", the profit from that mark-up goes mostly into overhead costs. I promise you that most designers are not getting wealthy on the price of the charts. [On a \$10 retail chart, the designer winds up with, perhaps, \$3.50 (or less) **and** the production costs has to come out of the \$3.50.] I distribute charts for four local designers through Needle News. This weekend I spent time determining the actual cost to produce a chart for retail sale and discovered that, much to my dismay, the wholesale price of

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*Continued...* many charts was less than the cost of producing them. Much as I want to keep the pricing low, I must increase the costs to at least cover my cost. I am aware that when prices increase, consumers feel that they are being excessively charged. Within that frame of mind, consumers feel justified in doing things they wouldn't usually do (such as “copying & sharing” charts). Which means that designers sell fewer charts, causing their already low rate of return to be even lower, causing them to reconsider whether they want to work as hard as they do producing charts. Over the years, many of the better designers have opted to no longer produce charts.

And that brings me to my feedback request. Is there a dollar amount that is more than you're willing to spend for a chart? On what do you base that amount? (i.e. detail of design; clarity of chart; subject of design; number of pages in the chart; combination of factors, etc.) Has the economy affected your stitching spending? Do you look for charts online in order to save money (not because you are a collector). And finally, what do you think about the new designs that are being released? Are you seeing a lot of designs that appeal to you or do you look at the new releases and realize that you really aren't interested in any of them?

I'm most interested in what you think and what motivates you. It helps me know on what to base my purchasing decisions from distributors and my pricing decision on Accents charts.

... gayle



**CLASS FOR YOUNG BEGINNER STITCHERS**  
**SATURDAY, JULY 10TH 10:30-12:30**



This Saturday is the 4th of July weekend. If you don't have plans, let me teach your child ages 7 and up to do counted cross stitch. I'll provide the fabric, thread, and needle, chart and instruction for \$2 per child. We'll work on 8 or 11 count fabric with perle cotton. Hoops (*optional*) may be brought in or will be available for purchase. Call (504) 888-2458 to reserve a space

**AVAILABLE AT ACCENTS FOR YOUNG STITCHERS—ALL UNDER \$10**



**Appreciate your own uniqueness and self worth. You have something to give the world.**



(located inside Galerie Severn)

(504) 888-2458

www.accentsinc.com



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