

February 5, 2009

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## **JILLIAN LEWIS OF 'PROJECT RUNWAY' SEASON FOUR AND BROTHER INTERNATIONAL CORPORATION TEAM UP TO SUPPORT THE AMERICAN HEART ASSOCIATION**

*Designer Constructs Red Garment on Brother's Quattro™ 6000D for the 'Go Red Style Show'*

BRIDGEWATER, N.J. (February 1, 2009) — Brother International Corporation has teamed up with designer Jillian Lewis of "Project Runway" Season Four again, but this time to support the American Heart Association's Go Red For Women movement. Lewis has constructed a beautiful red dress on the Brother Quattro™ 6000D, the newest top-of-the-line sewing, embroidery, quilting and crafting machine. Lewis will model this dress during the 'Go Red Style Show,' a charity event that is part of the Sewing & Stitchery Expo on March 1, 2009. All proceeds from the style show will go toward the American Heart Association's battle to reduce the impact of heart disease, the #1 cause of death for women in the U.S.

Brother and Jillian Lewis' participation in the 'Go Red Style Show' will help draw attendees to the first fashion show at the Expo that benefits a charity organization. When approached by Brother to be involved, Lewis was happy to design and model a predominantly red garment to help support such a great organization. After much thought and many sketches, Lewis decided to design a unique red dress for the style show.

"The dress can be described as short A-line, flame red ombré, triple-tier dress made of Italian viscose/silk. The textile was selected because it was more of a reflection of the nature of humanity, which is why we dedicate this dress to Go Red For Women. The textile is very expressive and powerful, so much so that the details in the construction needed to be minimal, stitching on the Quattro™ was a breeze as the machine handled the delicate silk with ease," explained Lewis.

During the 'Go Red Style Show,' Lewis plans to model the short A-line dress as a floor sweeping gown by wearing it over a double-tier long skirt. The versatility of this dress is very unique, as it can be worn as a gown, as a short dress with opaque tights, or as a long skirt with a slouchy hand-knit sweater. The dress will also be included in Jillian Lewis' fall line, in stores July 30, 2009.

For aspiring designers, Lewis suggests Brother's line of Limited Edition "Project Runway" sewing and embroidery machines. The Innov-ís 40 and Innov-ís 80 computerized sewing machines

are affordable, easy to use, and feature-packed for both the beginning designer and the advanced sewer. For more design capabilities there is the LB6770 PRW, the first computerized sewing and embroidery machine in the Limited Edition “Project Runway” line. The embroidery embellishment on the LB6770 PRW is accomplished with few steps and minimal skill. Brother innovation delivers high-tech performance and step-by-step instruction for beautiful embroidery work that any fashionista can achieve.

In fact, the Limited Edition “Project Runway” machines are similar to the Brother Pacesetter 2300 machine that Jillian Lewis began sewing on at the age of 16. This machine carried Lewis through her collegiate career at Parsons School of Design, and was used to create her first complete line shown on “Project Runway” Season Four. Lewis notes the Pacesetter 2300 “will go down in history” as a huge asset to her for creating clothes to wear to school, developing her senior thesis and preparing for “Project Runway” Season Four.

“Jillian Lewis is a perfect example of the Brother brand promise. Brother has been at Jillian’s side as a beginner sewer and continues to be as she develops her career as a successful designer,” said Dean F. Shulman, a senior vice president of Brother International Corporation, and head of the company’s home appliance division. “We are happy to work with her, as always, and feel the red dress she has created is perfect for the benefit of the American Heart Association.”

To test drive one of the Limited Edition “Project Runway” machines visit the Quality Sewing & Vacuum location near you or [www.qualitysewing.com](http://www.qualitysewing.com) for details. For more information on Brother’s extensive line of home sewing and embroidery products, visit [www.brother.com](http://www.brother.com). To learn more about Jillian Lewis’ new fall line, set to hit stores in July, visit [www.jillianlewisny.com](http://www.jillianlewisny.com). Information about women and heart disease can be found at [www.GoRedForWomen.org](http://www.GoRedForWomen.org)

#### **About Brother International Corporation**

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices.

Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics.

Brother offers a diversified product line that includes fax machines, Multi-Function Center<sup>®</sup> machines, P-touch<sup>®</sup> Labeling Systems and both color and black & white laser printers for home, office and industry.

Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Ohio, Canada, Brazil, Chile, Argentina and Mexico. For more information, you can visit the web site at [www.brother.com](http://www.brother.com).

\*Prices set by dealers may vary.

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Sketch of the Red Dress Jillian Lewis created on Brother's Quattro™ 6000D for the 'Go Red Style Show'