

# New Brother Dealer Combines Experience and Creativity to Launch New Business Ventures



**Tapping into their talents after an economic downturn has proven to be a successful turn of events for Jefferey and Kathy Garrett, owners of AppliqueCorner.com and The Sewing Corner, a new Authorized Brother dealership in Destin, Florida.**

In 2011, amidst both of their successful careers, Jefferey and Kathy found themselves re-evaluating their future. They turned to Kathy's artistic talents and creative abilities and combined them with Jefferey's technology and sales background to form AppliqueCorner.com, a web-based business where sewing and crafting enthusiasts have been flocking to for its vast selection of appliqué and embroidery designs and unmatched educational support.

"Kathy drives the business," Jefferey said. "Within a short time, AppliqueCorner.com grew to over 200,000 followers. The demand increased beyond our wildest dreams." To keep up with their growing customer base, Jefferey and Kathy spearheaded the Everything Applique Conference (EAC), an all-inclusive event where their followers could unite to take their experience to the next level. "We believe in sales through education," Jefferey stated. With over 600 attendees, the annual EAC has grown to a national level and has become a source of education, support and sewing fellowship. The three-day event kicks off every spring and offers over 120 classes with instruction on subjects that include hands-on projects, software, digital cutting, machine

maintenance and best business practices, just to name a few. Brother International Corporation participates as a co-sponsor of the event and represents the "vendor village," where sponsors and vendors showcase their products. Jefferey said this past spring, Brother presented hands-on classes featuring the ScanNCut2, with customers returning rave reviews.

In between conferences, Jefferey and Kathy work with various dealers across the country, educating sewers, and demonstrating "how-to" embroidery and appliqué projects. "It was through our years of partnering with dealers and the exposure to different lines of machines that we discovered the incredible technology behind Brother sewing machines," said Jefferey. "We keep extremely busy. Crazy is our normal and we love it that way," he added.

Earlier this year, they acquired a fabric company with an expansive inventory and weaved their new acquisition into The Sewing Corner, which opened this past

June. With over 6,000 square feet, The Sewing Corner devotes half of its space to education, while the other half serves as a showcase for a full line of Brother sewing, quilting and embroidery machines. "Public demand and our ongoing relationship with Brother over the years convinced us to open The Sewing Corner," Jefferey said. "We took our existing relationship and elevated it into a partnership."

Jefferey and Kathy attended their first Brother Back to Business Conference in Nashville this past August, and Jefferey said it was apparent from the start how Brother is committed to excellence. He said how humbled they felt by the kindness they received from both Brother and the other dealers and their willingness to help them get off on the right foot. "We were impressed from start to finish," Jefferey said. "After seeing the technology and innovation that goes into Brother machines, we knew we made the right decision. It's so easy to get behind the brand."







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The Sewing Corner sells to customers across sewing lines and Jefferey says they strive to capture first-time users. "We are proud to offer Brother sewing machines to meet the needs of every customer at every skill level," he explained. "Our professionally trained team is focused on educating every customer and we are dedicated to transferring knowledge through our classes and themed events." He explained how his wife Kathy is at the heart of their education program. "Her creative mind and extreme talent have driven us to this point," Jefferey said. "Her passion is education, and she never stops learning."

Jefferey is proud to say he and Kathy run a faith-based business and explained how their goal is to provide superior service and a welcoming environment. "Sewing is a peaceful process, so it was important to us to create an environment that brings serenity and comfort," he stated. Tapping into his technical side, Jefferey explained how he integrated a high-tech edge to the store to work alongside the softer side of the business: "We installed high-definition televisions, cameras, and an incredible sound system to provide our customers with the ultimate experience."

As a new dealer, Jefferey said he's impressed with how Brother designs their machines to grow with individual users. "Whether a customer is purchasing an entry-level machine or a high-end one, Brother features flow up the line, adding to what the customer already knows," he explained. "As we learn our customers' needs, it will make it that much easier to sell them the perfect machine."

Looking to the future, Jefferey and Kathy remain steadfast in their dedication to education. "Our vision is to open multiple stores and continue educating our customers," said Jefferey. "We are committed to working through trends. As our customers develop a different set of expectations, we are confident Brother will be there with the technology to deliver what they want."

Brother believes in building solid relationships with its family of dealers by providing them with the tools they need to run a successful business. Whether it's new dealers like The Sewing Corner or established dealers across the country, Brother says its dealers can count on them every step of the way with educational materials such as product videos, sell

sheets and marketing material to keep them informed on the latest products from Brother. Taking it one step further, the company offers a dealer support site where they can access free material online, day or night.

Brother believes communication is the key to success, so it comes as no surprise that the company has expanded its communication by utilizing email and social media to support its dealers and promote its events. They continue to distribute newsletters, product announcements, updated information on products and promotions, as well as the hottest sweepstakes—all to drive customers to the stores. This broad reach is proving to be a great opportunity to increase brand exposure by marketing Brother products to both local businesses and dealers. To receive email blasts or newsletters from Brother, the company encourages its dealers to sign up at: [www.brother-usa.com/HomeSewing/BrotherClub/](http://www.brother-usa.com/HomeSewing/BrotherClub/). It's the kind of support one can only expect from Brother. With Brother at your side, you have endless opportunities for growth!