

***The Sewing Guru***

***Online Sewing Courses***

***Welcome Pack***

***Sewing  
Guru***

*TheSewingGuru.com ©*

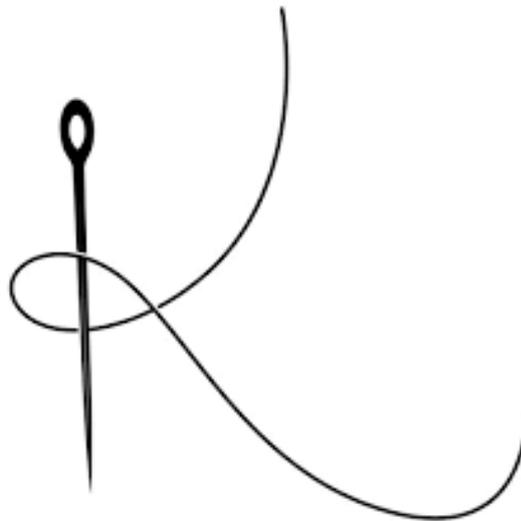
*Thank You!*

*Dear Fellow sewing enthusiast.*

*First of all, we would like to thank you for your support.*

*We really appreciate that you have decided to opt in and take an interest in our online sewing courses. We have spent the last 9 years creating this unique platform to teach you the art of sewing and tailoring. We hope that we can inspire you and with a little help from us, you achieve the sewing projects that you want to create.*

*We introduce to you The Sewing Guru.*



## ***Why The Sewing guru is perfect for you!***

*The Sewing guru concept is designed to teach you, the sewing enthusiast the best and easiest way to learn to sew. The Sewing Guru concept (explained on page 9) really does work and once mastered, will give you the confidence of how to create any garment that you choose to make.*

*This system has been tried and tested with every eventuality in mind.*

- Are you new to sewing?*
- Are you more advanced in sewing and would like to learn more?*
- Do you want to learn sewing alterations to clothes?*
- Do you want to learn bespoke tailoring?*
- Do you want to learn to create women's clothing?*
- Do you want to learn to create men's clothing?*
- Do you want to learn pattern construction?*
- Have you seen a piece of clothing on television, but don't know how to make it?*

*If you answer yes to all of the above, the sewing guru is perfect for you.*



*Michael Coates - Modern Bespoke tailor.*

## ***The Sewing guru, the perfect learning tool.***

*The Sewing Guru sewing course is extremely versatile. Perfect for the beginner all the way through to the high end professional.*

*We hold your hand, so to speak through every stage of the garment creation. From the measuring process, pattern construction and manipulation, toile or slopper creation to step by step garment construction. Highly detailed, yet easy to follow you will be creating master pieces before you know it.*

*The Sewing Guru site is the best and totally unique in its class of teaching. No more searching for a certain technique, its all in one place this is why we think the sewing guru is the only tool you will ever need to master the art of sewing and tailoring.*

### ***Watch, Learn, Sew with The Sewing Guru.***

*The Sewing Guru is of a mix and match concept for garment production. For example the process for attaching a centre vent in a dress is the same as that of a jacket. A concealed zipper in a skirt is the same technique of that within a dress. So once you learn every technique in sewing you can pretty much create any design or style of garment that you wish.*



*Michael Coates - Creating a bespoke tailored jacket.*

## ***Michael Coates - Very Experienced Tailor***

*You may ask, what does Michael know about the industry of sewing and tailoring?*

*Michael has a degree in Fashion Design, of which he studied in 3 different colleges.*

*The Cleveland College of Art & Design - Gaining a National Diploma in Fashion.  
Salisbury College of Art & Design - Gaining a Higher National Diploma in Fashion.  
Somerset College of Arts & Technology - Gaining a Honours Degree in Fashion.*

*After fashion academy and gaining his degree, Michael set up a chain of tailoring shops and had a manufacturing base in eastern Asia. This is also when he liaised with some of the best tailors in the world and gained even more knowledge.*

*Michael has appeared on television numerous occasions demonstrating how to use sewing and embroidery machines.*

*With Michael's vast knowledge of tailoring & pattern construction you will learn the techniques of how garments are produced in the industry of clothing manufacture.*



*Michael Coates - On television on one of the shopping channels.*

## ***Dear Sewing Enthusiast!***

*First of all let me say welcome to The Sewing Guru, the complete online sewing course. Maybe you are just starting out in sewing or perhaps you are coming back to sewing after a long break. Maybe you've inherited a 1960's Singer Sewing Machine and fancy giving it a go! Either way, you've decided to learn about the art of sewing and you are now beginning a wonderful journey into my world, the World Of Sewing and Tailoring*

### ***Learning how to sew is Easy! Michael's story....***

*Learning how to sew is easy! well it should be easy, but in the real world it can be a real struggle. If you've tried any sewing courses, sewing classes or read sewing books before, you may have found:*

- *You wanted to learn sewing tips and sewing techniques to get a professional finish but found that all too often, your clothes ended up looking, well home made!*
- *The projects within the sewing classes were not what you wanted to do, make, or you found too difficult!*
- *The sewing lessons are too complicated to follow!*
- *The sewing instructions are confusing and lack visual aids!*

*When i started out sewing in 1991, i faced these problems too. But thanks to Don Johnson (yes.....you read right!) i discovered how to sew and with a little dedication, just how easy it is to learn.*



*Michael Coates - Bespoke tailor and founder of the sewing guru*

## ***Don Johnson Teaches me How to Sew!***

*It was 1988, and as a young man i was a huge fan of the TV series Miami Vice. Don Johnson's character Detective James Sonny Crockett was a style icon, and i really wanted to own his signature white suit.*

*With every episode i watched my desire for the suit grew stronger and stronger until one day.....BANG.....i decided i must have it! And so the search began.*

*For months i went from shop to shop, but was always met with the same blank, slightly confused stare. Then one day i wandered into the men's retailer Burtons. I approached a member of staff, fully expecting the usual reaction, but this time it was different.*

*I showed the assistant a photo of the white suit that i was looking for and said " i am looking for a suit like this, do you have one in stock?"*

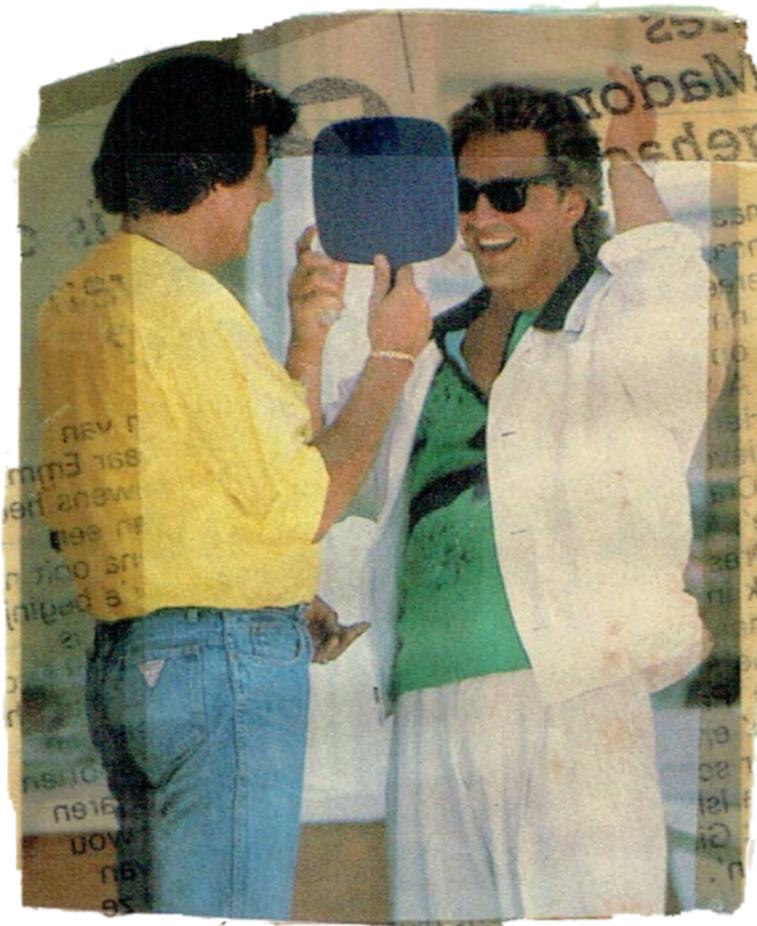
*"Let me go and check out back sir" came the reply, and off he wandered. My heart skipped a beat. Could this be the moment i finally laid my hands on the object of my desires?*

*"I'm sorry sir", the sales assistant said , "we don't have anything like that".*

*Defeated, deflated and downtrodden i turned and walked out of the shop. The suit would never be mine.*

## ***And then it struck me!***

*If i couldn't buy the suit then I'd make it. Just one problem though. I didn't know how to sew....*



*The white linen suit that inspired me to start sewing*

## ***The Quest Begins...***

*I got home that day and started to research the best places to learn how to sew. At the time the only available option was either enrolling on a sewing course or going to an art college. So i applied to a sewing college, got accepted, and began my journey on the road to becoming a professional tailor.*

*The first day of college i was so excited. The world was my oyster and the suit would soon be mine and then everything changed.*

*You see what they don't tell you is that learning to sew in a classroom is a very long, difficult process. Let me walk you through a typical sewing lesson so you can see what i mean:*

- 1. The sewing teacher calls the class up to the front and demonstrates a sewing technique.*
- 2. The class return to there seat and practice the sewing technique.*
- 3. The sewing teacher wanders around, making the odd correction but because of the time constraints and sewing class size, they cannot attend to everyone's needs.*
- 4. The sewing class finishes and you have a rough idea of the sewing technique, but you don't really get it.*

*So its incredibly difficult to really master the sewing basics and without the basics you can't hope to make good quality items (or THE SUIT).*

*This didn't stop me from trying though. I practiced sewing on my own but the results weren't pretty....*

*Gradually, though, things changed.*

*Each day of sewing i got better and better. My sewing techniques improved, my sewing skill was refined, and the quality of the clothes i made went from home-made to professional.*

*I finished the sewing college after 6 years of study and graduated successfully and then set up the first of my tailoring shops.*

*And what of the white suit i hear you ask... By the time i had the skill to make it, the TV series had finished and fashions had shifted. So i never did get to look like Don Johnson (although between you and me i still think about that suit everyday).*

*But.....*

*Something more remarkable happened. Shortly after i had a life changing revelation.... Sewing lessons online!*

## ***Learning to Sew Can Be Easy.***

*Why should learning to sew be so difficult?*

*This is a question that plagued me all the way through college and my career as a tailor or giving sewing lessons or sewing tuition.*

*Customers would ask me what the best way to learn how to sew was, and in all good conscience i couldn't recommend any sewing classes, tailoring classes or good sewing DVDs because i wanted them to have great results quickly and not spend years trying to master the basics of sewing techniques.*

*This got me thinking – how i could help them how to sew and then i “got it”*

*One evening i was watching Gordon Ramsay (celebrity UK chef and restaurant owner) teaching people how to cook on television. He was at home, in his kitchen, going through all the techniques you need to make his own dishes..... And that's when it struck me.....Teach how to sew in a visual way.*

## ***Sewing Video Learning***

*If i could just put down the essential skills required to master the fundamentals of sewing and tailoring techniques in a simple to follow format. I could help all my customers achieve there desired goals. No more sitting around sewing classes, struggling to remember the technique that's just been shown. My sewing videos, you can pause, rewind and watch as much as you wanted.....*

*But how to do it?*

*There was one clear goal in mind – the sewing lessons had to be easy to follow, informative and teach you the techniques of how we create garments in the sewing or tailoring industry.*

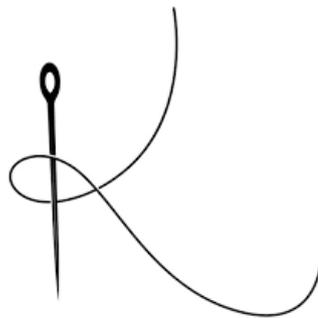
## ***The Sewing Guru, 9 years in the making!***

*I set to creating The Sewing Guru a sewing tuition and tailoring site teaching you how to create garments from scratch in a step be step sewing video format.*

*I also created a complete sewing course for the beginner and advanced sewing lessons to teach you the basics in sewing and tailoring and to give you the confidence in the world of sewing.*

*The Sewing Guru is like having a sewing teacher with you when ever you need them. Now 4 years on, I have created hundreds of sewing videos and completed 16 sewing video collections along with a beginners sewing course and a sewing machine course. The Sewing Guru will continue to grow with more sewing lessons and techniques to every eventuality in learn how to sew.*

*Well this is my story and hope that you have enjoyed it. Below is an overview of the Sewing Guru site. The number one online sewing course and the easiest way to learn how to sew.*



## ***The World Of The Sewing Guru!***

*Let us introduce the easiest method in learning to sew available on the Internet. Welcome to the world of online sewing and tailoring, welcome to The Sewing Guru.*

*The Sewing Guru is an online sewing course that is available to you when ever you need it. The concept is simple, Watch, Learn and Sew.*

*Think of our sewing classes like having a sewing teacher by your side at all times whenever you are sat behind your sewing machine.*

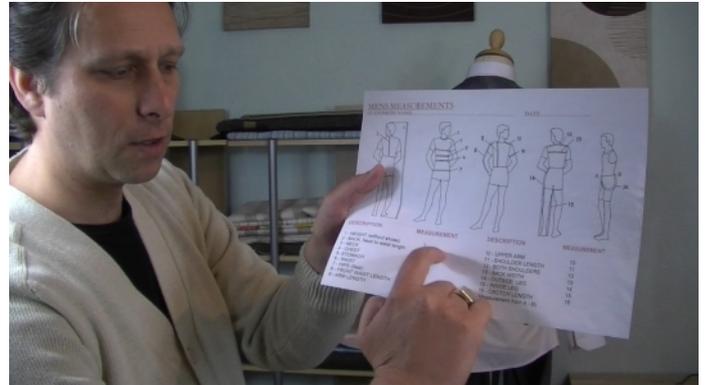
*Michael, your host at The Sewing Guru will teach you the methods and techniques in sewing in order for you to create fabulous garments for your self. Our online sewing lessons are the best way to learn to sew.*

# The Sewing Guru Concept

*Step 1 - Measure*



*Step 2 - Take note of your measurements*



*Step 4 - Create Your Toile*



*Step 3 - Purchase a commercial pattern*



*Step 5 - Create Your Garment*



*With the Sewing Guru 5 step system, you can create any garment.*

*As The Sewing Guru is completely visual, with this system you can create any garment guaranteed.*

*We show you step by step how to create any garment, every step of the way. There is nothing left out.*

*The Sewing Guru 5 step concept system.*

## **What a sewing guru membership includes - The Sewing Guru Video list**

### ***The Sewing Machine Course for the beginner***

*10 exercises to learn how to use the sewing machine*

*10 e-books to accompany all 10 videos*

### ***The Complete Sewing Course for the beginner.***

*Beginners course with 21 exercises and 21 e-books includes reading a pattern*

### ***Advanced Sewing Lessons***

*10 Advanced follow on Sewing lessons & 6 e-books including:*

*The Dart, The pleat, The facing & The hem*

*The Piped Pocket - parts 1 & 2*

*The Welt pocket - parts 1 & 2*

*The Front-Slant Pocket Parts 1 & 2*

### ***Complete Collections.***

*Collection - How to measure - 2 videos with worksheets*

*Collection - Pattern Construction - 13 videos and garment worksheets*

*Collection - The Gents Tailored Trousers - 10 videos*

*Collection - The Gents Tailored Jacket - Standard - 15 videos*

*Collection - The Gents Tailored Jacket - Industrial - 14 videos including accessory patterns*

*Collection - The Gents Waistcoat - 7 videos including a welt pocket pattern*

*Collection - The Gents Shirt - 8 videos*

*Collection - The Dress - 8 videos including 2 different techniques on the centre vent*

*Collection - The Skirt - 7 videos*

*Collection - Ladies Trousers - 11 videos*

### ***Extended Collections including pattern construction***

*Extended Collection - The Gents Tailored Jacket-Shawl Collar- 32 videos*

*Extended Collection - Classic pyjamas for ladies and gents - 19 videos*

*Extended Collection - The Ladies Tailored Jacket - 28 videos*

*Extended Collection - Classic Denim Jeans - 20 videos This collection includes 20 e-books*

*Extended Collection - Gents Waistcoat with Lapels includes 3 lapel styles - 20 videos*

*Extended Collection - Classic Ladies Tunic - 19 videos*

*Extended Collection - The Gents Tailored Trousers - 30 videos*

## ***Sewing Alterations videos.***

*51 standalone sewing alterations videos are complete but many more will follow in the future. The idea is to include every sewing alteration possible so that every eventuality can be addressed.*

### ***Sewing alterations categories:***

*Tailored Jacket alterations category*

*Casual Jacket alterations category*

*Coat alterations category*

*Trousers alterations category*

*Shirt alterations category*

*Waistcoat alterations category*

*Skirt alterations category*

*Dress alterations category*

*Leather alterations category*

*Curtain alterations category*

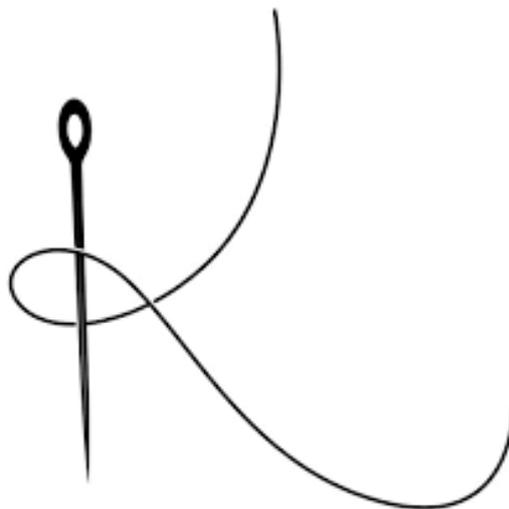
*Advanced alterations category*

### ***The Pet Wear - Doggie Coat Course:***

*9 stand-a-lone doggie coat collections with patterns*

*7 stand-a-lone doggie accessories collections with patterns*

*21 Mix and match doggie coat collections including patterns for each collection.*



*The patterns that we have used for the different collections are all commercial patterns and can be purchased from one of the suppliers below. As they are online they should ship to your country.*

***Our pattern list:***

*Beginners course: Apron collection - Simplicity 2626*

*Gents standard jacket collection - Vogue men 2836*

*Gents trousers collection - Vogue men 2836*

*Gents trousers extended collection – Vogue men 2383*

*Gents jacket with the shawl collar - Vogue men 2383*

*Gents waistcoat - Simplicity 4762*

*Ladies jacket - McCall's (palmer pletsch) classic fit M6172*

*Denim jeans collection - McCall's (palmer pletsch) classic fit M5894*

*Pyjamas collection Simplicity (easy to sew) 3971*

*Ladies trousers collection - Butterick (fast and easy) B5391*

*Ladies dress collection - NewLook 6567*

*Ladies Tunic collection - Butterick (six sew fast & easy) B4684*

*All of the commercial patterns that we use are readily available from any haberdashery shop that sell patterns or they can be purchased online.*

*A list of the pattern suppliers websites:*

*Simplicity        <http://www.simplicitynewlook.com/simplicity-patterns/>*

*Butterick        <https://butterick.mccall.com/>*

*McCalls        <http://www.mccall.com/home.html>*

*Newlook        <http://www.simplicitynewlook.com/new-look-patterns/>*

*Vogue        <http://voguepatterns.mccall.com/>*

*Please note that these websites can change at any time but do work at time of print.*

## **Full online support**

*A full member of the sewing guru, will have full online support via email. Any queries regarding the site structure and any sewing advice will be answered via our “contact us” form within 24 hours. These queries will be answered by our dedicated the sewing guru team.*

### **Our full online support includes:**

*Any computer tech relating to how the site works, mainly video playback and PDF downloads of patterns and e-books.*

*Login problems*

*Sewing tips and tricks*

*Patterns and suppliers and pattern construction in general.*

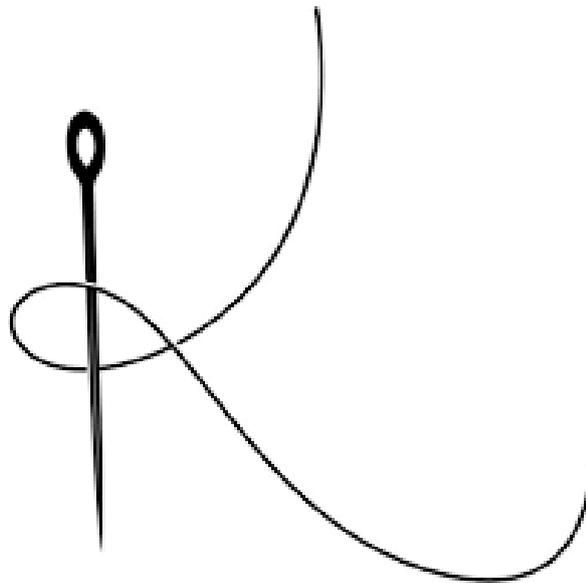
*Sewing products such as sewing machines, threads and tools.*

*Help guide on the sewing guru site.*

### **Contact:**

*Email through the contact us form on the site.*

*<http://www.thesewingguru.com/sewingguru-site/contact-us/index.html>*



*Once again, thank you for your interest in the sewing guru. We hope that you are inspired by this welcome pack and become a member of The Sewing Guru.*

*We would like to wish you every success in all of your sewing projects.*

*Kind regards... Michael Coates. Founder of [www.thesewingguru.com](http://www.thesewingguru.com)*