



CLASSIC ART STAMPS
THE STAMPERS' SAMPLER
SOMERSET STUDIO
BELLE ARMOIRE

FOR IMMEDIATE RELEASE

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ARTISTS EXPLORE THE APRON AS AN ARTFORM IN NEW MAGAZINE

Laguna Hills, CA – January 16, 2009 – Since the launch of *Belle Armoire* magazine in 2001, art and crafting publisher Stampington & Company has been at the forefront of emerging trends in wearable art. Through special publications, such as *Altered Couture*, *Haute Handbags* and *Belle Armoire Jewelry*, they have continued to explore artistic movements within the world of art-to-wear through specific niche artforms. On February 1, 2009, they will release the premier issue of *apron•ology*, an annual special publication that focuses on artfully-made aprons.

The premier issue of *apron•ology* features more than 100 aprons created by top artists as well as talented newcomers. This 144-page publication showcases aprons that were created using a number of inventive techniques, including beading, embroidery, stamping, painting, appliqué, and quilting, and includes full-color photographs and easy-to-understand instructions for all aprons. Templates are included for select aprons, as are tips for repurposing vintage aprons and incorporating aprons into your wardrobe. Notable artists highlighted in the premier issue of *apron•ology* include Michelle Ward, Lindsay Mason, Rebecca Sower, and Dawn Edmonson.

“Aprons are extremely popular right now. We’ve taken that trend and given artists and crafters ideas for elevating the apron as an artform,” says Stampington & Company’s Publisher and President, Kellene Giloff. “Readers of *apron•ology* will see the apron as they’ve never seen it before – from luxurious interpretations that are beaded or made of cashmere to more traditional forms that have been updated with unconventional

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surface treatments. Seeing aprons through the eyes of these talented artists is sure to inspire art-to-wear enthusiasts of all skill levels, especially as they recreate their favorite aprons at home.”

Apron•ology will be available beginning on February 1, 2009 on newsstands or directly from Stampington & Company online at www.stampington.com or over the phone at 1-877-782-6737. For more information about this release, including print-ready images, visit www.stampington.com/press.

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About Stampington & Company

Stampington & Company® is the publisher of *Belle Armoire*, *Belle Armoire Jewelry*, *Altered Couture*, *Haute Handbags*, and 25 other premier art and crafting publications. The company also produces exclusive collections of rubber art stamps and artist papers. Information about Stampington & Company publications can be found on the Web at www.stampington.com.