

The Publisher of *Belle Armoire*® & *Sew Somerset*® is launching

(apron • ology)

Aprons with an Attitude

A Call For Artwork

No longer relegated to hanging in the kitchen pantry today's aprons are meant to be seen. As women are multitasking and multitasking, the apron has morphed from functional to flirty. Now apron styles range from laundress to entertaining hostess to hip & fashionable outerwear. Personality and style permeate today's aprons. Ask any woman what the word "apron" conjures up and answers range from cute, playful and adorable to sexy, saucy and fabulous.

Apron•ology™ will be a gallery of delightful photographs and illustrations featuring exciting apron designs with easy-to-understand techniques and templates that will be fun for the DIY-er to recreate. *Apron•ology* will also feature ideas on how to repurpose vintage aprons, and how to wear them with just the right attitude and style.

Apron enthusiasts are invited to submit and be a part of this exciting publication. Here's what we're looking for:

- Aprons of all sizes, styles and shapes with brief instructions on how they are made. (If including a template, submit your apron with template designs unique to your apron.)
- Aprons used in new and innovative ways. Some ideas include using aprons to:
 - Hang as window treatments
 - Wrap gifts
 - Alter and create into new wearables or décor items
 - Aprons stylishly worn as an enhancing accessory. For example, put one under or over a skirt, skinny jeans or to give that dress just the right panache. (These aprons can be either original or altered designs.)

Submissions due no later than **September 15, 2008** to:

Apron•ology
22992 Mill Creek, Suite B
Laguna Hills, CA 92653

Please read submission guidelines published in our magazines or on the Web site at www.stampington.com. For further information, contact Managing Editor Bonnie Sanchez at bsanchez@stampington.com. For questions relating to art management, contact the Art Management Coordinator Jennifer Jackson at jjackson@stampington.com.

working title

Apron by
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