

The Look

Patterns

Carmel Studio

Creative Design

Sewing Seminars

Fabric

Notions

September, 2012



**GET
YOUR
LOOK!**

Guess what?



Casual Elegance has an
amazing new website!

Please visit our same address at
info@casualelegancefabric.com

We are so excited. Many new attractions!

WHAT TO EXPECT!

- * ALL of Loes Hinse's patterns—Design and Studio on the new site
- * Fabric organized in 'types'
- * Fabric arranged alphabetically according to color
- * Code numbers not needed to order
- * Credit card processing online
- * Shipping choices online
- * More pictures
- * More inspiration

Undoubtedly, there will be things that will need to be changed.

Please be patient with us!

We will make every effort to help you navigate the changes!

Loes Hinse Studio
P.O. Box 1430
Seaside, CA 93955

P 888.554.5637 E loeshinse@yahoo.com
F 831.309.6225

.loeshinse.com
Studio located on SanCarlos Street
Carmel, California

Casual Elegance
P.O. Box 6453
Chico, CA 95927

P 530.343.6838 E casele@sunset.net
F 530.894.5321

.casualelegancefabric.com
Business located at 2500 Durham Dayton Hwy.
Durham, California

In case you haven't heard ...

Loes' new site is ...

loeshinse.com

A visit to her new site is a MUST!

**Don't have time to sew?
Order it online already made!
Need inspiration?
Her site will give you that!
Have a question?
Call Loes!**

**Loes will be closing her
'old' website soon.
Remember ... ALL of
her patterns
are now on the
Casual Elegance website!**

**Shawl Jacket Pattern
Loes Hinse Design
Nearly gone
Will be **out** of print
If you love this jacket...**

Order NOW!

**Need to update your wardrobe?
Need some help sewing garments for yourself?
Need a break?**

Come to a Loes Hinse Seminar!

Information on page 13



Letter from the editor

Visiting Loes Hinse's Studio in Carmel, California, is a treat most people do not get to experience. When entering the door, the first impression is one of beautiful clothes hung in coordinating groups. Sometimes, you are struck with the thought, "I would never put those together!" And then you realize how well they do work together. Loes has an incredible eye for color seeing multiple colors in one shade. Those multiple subtle colors are key to her mixes.

Here and there you see garments hung for display always enhanced by the perfect accessory. Loes' scarves are legendary. And the jewelry, made by her, is unique. Once again her eye for color is amazing. And you are struck with the design and uniqueness of each piece.

As many of you have experienced, Loes' clothing design and fabric choices are truly timeless. A garment you made or purchased last year works well with new garments made or purchased this season.

Although, her pattern designs are timeless and remain available in their original form, Loes is known for her "Tweaks" which are design changes not published as a regular pattern. In this edition, we feature instructions for two tweaks — a sleeve tweak using the Mallorca Jacket pattern and a front vent tweak using the Boot Skirt pattern. As with all of Loes' Tweaks, you need the original pattern. By the way, this 'needing the original pattern' is also true of the "Multiples" which are different from tweaks in that "Multiples" are published patterns incorporating a change to the original pattern.

The Mallorca Jacket is classic. And we think you will enjoy the new sleeve which eliminates the tucks at the sleeve cap and divides the original sleeve into two pattern pieces—front and back. The new sleeve is a very smooth fitting, classic sleeve. And it is easy to do!

Back to Loes' Studio. In this edition, we have included pictures of two actual racks displaying her clothing. Next, the clothing is grouped with information on patterns and fabric used. You will definitely see how she builds wardrobes with her mixes and matches. She has done the work for you! Just follow her plan.

P.S. The cover photo is a front window display at Loes' Studio.

**ALL OF LOES HINSE'S PATTERNS ARE NOW AVAILABLE ON THE
NEW CASUAL ELEGANCE WEBSITE.**

LOES WILL SOON BE ELIMINATING HER OLD WEBSITE.

Let's go shopping in Loes' Studio!



Let's see what's on that rack!

	<p>Sicilian Tanks in Black/White Vertical Textured Knit</p> <p>Mallorca Jacket in Cream Chenille</p> <p>Instruction for Sleeve Tweak on page 8.</p> <p>Paris Jacket in Black Microfiber</p> <p>Boot Skirt in Black Microfiber (background)</p>		<p>Cap Tee Tops in Plum Jersey</p> <p>Boot Skirt in Black Microfiber</p> <p>Cap Tees in Cream Jersey</p> <p>Bianca Tops in Black Rayon Jersey</p>		<p>Oxford Pants in Gray Poly w/Mini Stripe Texture or use Bilbao Pant</p> <p>Oxfords in Black Microfiber or use Bilbao Pant or use Black Tencel</p>
	<p>Oxfords</p> <p>Mallorca Jacket</p> <p>Both in Mocha Tencel</p> <p>Now also on website...</p> <p>Brown Tencel (Darker than Mocha)</p> <p>Loes is now using the darker brown. Great with the brown/tan heatherknit on next page.</p>		<p>Cream Blouse Pattern of your choice</p> <p>Blouse shown is new design available at fall Seminars.</p> <p>Mallorca Jacket in Black White Tweed with Sleeve tweak</p>		<p>Cream Chenille Jacket again</p> <p>Sicilian Tanks in Black Rayon Jersey</p>

More shopping!



More shopping from previous page!

	<p>Sweater Coat in Black Tencel</p> <p>Bianca Tops in Plum Jersey Cream Jersey</p> <p>Black/Tan Heather Knit (larger photo Later)</p>		<p>Mallorca Jacket and Oxford Pants (or Bilbao)</p> <p>in Gray Poly w/Mini Stripe Texture</p> <p>Bianca Top in Charcoal & Gray Tie-Dyed Knit</p> <p>Or Perfect Tee</p>		<p>Cap Tees in Muted Peach Rayon Jersey</p>
	<p>Bianca Tops in Black Rayon Jersey and Black/Taupe Striped Jersey</p> <p>Cap Tee in White Knit</p> <p>Oxford Pants (or Bilbao) in Taupe Tencel or Brown Tencel is great with the Bianca Top in photo</p> <p>Bianca Top in Brown/Gold Tan Heather Sweater Knit</p>		<p>Cardigans in BlackKnit And Cream Knit</p> <p>See June Edition of The Look for Instructions.</p> <p>Between cardigans, a short sleeve white Bianca and Black Jersey Sicilian Tanks</p> <p>At bottom on left, Boot Skirt in Mocha Tencel</p>		

MALLORCA JACKET SLEEVE TWEAK

This new sleeve features a two part sleeve. Sleeve tucks are eliminated.

NOTE: You must have the Mallorca Jacket Pattern, No. 1004, Loes Hinse Studio, to make this tweak.

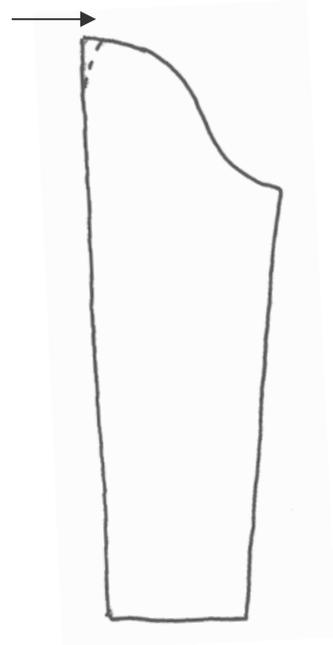
With the exception of the sleeve, refer to the original jacket pattern for cutting and construction and techniques.

CUTTING NEW SLEEVES

1. **Redraft** new sleeve pattern piece. Using the sleeve from original pattern, fold sleeve pattern piece in half marking center at top of sleeve.
2. **Eliminate** tucks.
3. **Trace** around back half of sleeve.
4. **Trace** around front half of sleeve.

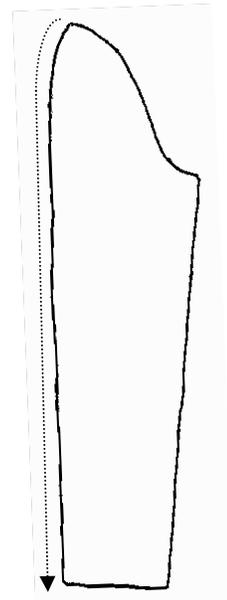


5. While still folded, **measure** in 3/4" at top of sleeve cap. **Draw** a line angling back to fold. See dotted line in illustration.



6. Starting at top of sleeve on new angled line, **add** a 3/8" seam allowance entire sleeve length. See dotted line.
7. Cut sleeve into **two** pattern pieces—back and front on new cut line (dotted line). Mark front and back.
8. Right sides together, **serge and sew** new sleeve seam closed. **Press** seam to back.

Note: If using heavy fabric, sew an open sleeve. Serge raw edges. Press seam open.



JACKET CONSTRUCTION

9. **Construct** jacket per pattern instruction up to sleeve insertion.
10. **Insert** new sleeves, matching sleeve seam with shoulder seam.
11. **Complete** jacket per pattern instructions.



You've seen what's
on the racks.

Let's take a closer look
at some of Loes'
great tops.



Above: Black/ Pale Tan
Heather Knit
Below: Black/Golden Tan
Heather Knit

Above: Charcoal/Gray
Tie-Dyed Knit
Below: Dark Plum Jersey



The Bianca Top is Loes' choice
for her retail clothing line.

If preferred, you can use
the Perfect Tee pattern.

Accessories complete the look.

Have leftover fabric?
Make a scarf!

Scarf at right made
from Gray/Taupe Stripe Jersey.

Loes suggests for both heather knit
tops on left,
serge around bottom once with knife.
Serge around two more times
without knit.





**New black and white
tweed makes this
perfect jacket for fall.**

*The combination of black and white threads
results in a subtle silver hue.*

Loes used the Mallorca Jacket pattern, including the
'sleeve tweak' lowering front neckline.

Scarf can be made from
Dark Red Rayon Crepe or Dark Plum Jersey.

Or check your stash!



**The Mallorca
in Cream Chenille**

Buttoned or not!

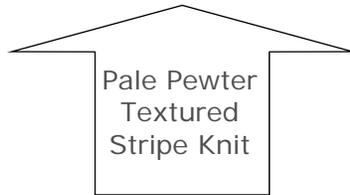
Scarf made from mocha
rayon chiffon.

Or use a knit.



A table full of great tops!

Long sleeve Bianca Tops



Why not attend a Loes Hinse Sewing Seminar in Carmel, CA?



FOUR days of Loes' hands on instruction.
Individual consultation.
Copy patterns offered exclusively to seminar attendees.
And much more!

Call or email Loes or Sharon for details.

Additional information sent on request. Openings in first Oct., 2012, seminar.



A la Loes!

Scarves are so important to
“The Look”

Long black boot skirt
Short sleeve Bianca
with lower Cap Tee neckline

TIP FROM LOES

Mixing tops and skirts

- * a short top with a long skirt
- * a long top with a short skirt



ONE SCARF...

three more ways

Book Skirt Tweak

Featuring a long center back slit, this Boot Skirt Tweak provides a new look using an old favorite!

NOTE: To incorporate this tweak, you will need the Boot Skirt Pattern, #5009, Loes Hinse Design.

Use View A

1. **Eliminate** slit in front of skirt and redraft onto the back. Back will now have two pieces with seam allowance and slit.
2. **Lengthen** slit 5" toward waist.
3. **Keep** darts on back panels.
4. Front pattern piece will now be **on fold**. There will be no center front seam.
5. **Lengthen** skirt to 36" finished length.
6. Use a 1 1/2" **hem**.
5. **Follow** pattern instructions to finish skirt.

NOTE: Loes suggests curving in a little on side seams near hemline. Don't make this skirt too short.

That's it! A new sophisticated twist on the Boot Skirt.

The Look

A simple, classic look derived from Loes Hinse's philosophy and techniques.

It's as simple as that!

ALL PATTERNS PRESENTED IN "THE LOOK" ARE EXCLUSIVE TO LOES HINSE.
ALL FABRIC, CHOSEN BY LOES, IS INTENDED TO ENABLE THE SEWIST AN OPPORTUNITY
TO DUPLICATE SUCCESSFULLY LOES' CLOTHING.

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LOES HINSE

Loes, an experienced designer, showcases her style with a timeless look of simplicity and elegance in her clothing line and in her pattern production.

Starting in the Los Angeles area, Loes designed clothing for her boutique in Santa Monica. After a couple of moves, she moved to Carmel, CA, where she still continues her clothing line. The sewing world discovered her unique designs which resulted in the start of her sewing pattern business. Her "Design" line as well as the newer "Studio" line continue to be "go to" patterns for loyal customers all over the world.

CASUAL ELEGANCE

Owned by Sharon Lyon, this fabric resource makes available to the home sewer fabric exclusively chosen by Loes to duplicate her retail clothing line as well as to insure sewing success using her patterns.

What is different about the "Loes Look?"

As a home sewer, it is easy to be distracted by colorful, exciting bolts of fabric. You simply must purchase it! Once mixed in with your stash, you realize what am I going to do with this stuff. You look in your closet to see what you have sewn or purchased, and often it is a mismatch of garments.

Sewing to obtain the "Loes Look" sometimes takes discipline. You have to abandon the old ways of buying fabric with no plan. Loes' garments present a plan. You will never need to wonder what to wear. It all works together. Yes, the colors are not bold. Their subtlety adds to their flexibility. Add some colorful accessories, and the 'look' becomes very flexible. It works! Make it "Your Look."