

## MICHAELS FORECASTS 2014's TOP CRAFT TRENDS

Handwriting, patterns and raw materials provide fresh DIY inspiration

**(IRVING, Texas)** – The New Year brings new do-it-yourself inspiration, and [Michaels](#), North America's largest arts and crafts specialty retailer, has identified the top trends that will influence DIY projects from home decor and paper crafts to entertaining and gifting in 2014.

“Our trend team travels the globe and takes cues from the worlds of fashion, home decor and art to find new themes that will excite and inspire our customers,” said Michaels Vice President, Trend and Design Idalia Farrajota. “For 2014, we see both a nostalgic look back and bold individuality among our top trends.”

The Michaels trend team has identified these top three craft trends for 2014:

**Handwriting:** The art of handwriting reappears in DIY projects as crafters turn off the electronic devices and put pen to paper for handmade notes, invitations and greeting cards. Calligraphy adds an elegant touch for more formal occasions. Handwritten pages also can embellish lamp shades, furniture, decoupage boxes and frames or other projects to add a touch of old-world charm.

**Patterns:** What's old is new when it comes to patterns, including stripes, polka dots and floral prints. Polka dots are modernized with colorful pops of metallic against organic or neutral surfaces, while the iconic sweet romance of floral remains nostalgic with cabbage roses, delicate pinks and white, full blooms and natural arrangements. Bold stripes rule in 2014 with a twist – white on color. Tools like stencils, decoupage and paint daubers make it easy to create the patterns on any home decor or other craft project.

**Raw:** Blank, unfinished surfaces and materials such as birch wood, cork, burlap, canvas and wood are becoming a project staple. Crafters are toning down the embellishments to create simple and sophisticated projects incorporating materials in their natural state. The raw trend is as limitless as the imagination and appears in home decor, gifting, entertaining, celebrations and more.

Project ideas that incorporate 2014's top craft trends can be found at [www.michaels.com](http://www.michaels.com).

### About Michaels

Irving, Texas-based Michaels Stores, Inc., is North America's largest specialty retailer of arts, crafts, framing, floral, wall decor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,135 Michaels stores in 49 states and Canada and 122 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®. For more information visit [www.michaels.com](http://www.michaels.com) or [www.facebook.com/Michaels](http://www.facebook.com/Michaels) or follow Michaels on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

Media Contact: Loren Rutledge or Jordan Lee  
817-329-3257

[Michaels@spmcommunications.com](mailto:Michaels@spmcommunications.com)