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MICHAELS WEAVES CRAFT FABRIC INTO ITS PRODUCT MIX

Pre-cut fabrics offer crafters one-stop shopping

(IRVING, Texas) – [Michael's](#) announces the addition of pre-cut craft fabric to the thousands of creative products available in its stores, providing customers with one-stop shopping for their DIY projects.

The pre-cut fabric, includes cotton, canvas, burlap, felt, faux fur, crushed velvet and tulle, and will be available in a variety of sizes from a half-yard to 2 yards. The pre-cut fabric will be carried in the majority of U.S. and Canada stores.

“With the addition of crafting fabric to our mix, our customers can find everything they need for their projects in one store,” said Michaels Executive Vice President of Category Management Philo Pappas. “And because the fabrics are pre-cut, customers can simply select the size they need and be on their way – no waiting for measuring and cutting.”

[Michael's.com](#) and [Michael's Pinterest Boards](#) feature project ideas that use fabric, including [throw pillows](#), [lamp shades](#), [chair seat covers](#), and [bracelets](#). Laminated burlap, a Michaels limited exclusive, can be fed through most home printers to add personalized messages and images to fabric projects.

Other crafting fabrics available at Michaels include costume silk, glittered tulle, sequined tulle, faux Sherpa, silky fleece and embossed alligator and snake prints.

Michael's also sells a complete line of [sewing supplies](#), including needles, thread, fabric shears, bobbins and notions.

About Michaels

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,113 Michaels stores in 49 states and Canada and 123 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](#) or [www.facebook.com/Michaels](#) or follow Michaels on Twitter and Pinterest @MichaelsStores.

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