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Sew far, sew good: Sew Creative turns 40

It was 1974. After 14 years as a Columbus, Ohio homemaker and mother of four, Jeanne Byassee's life was about to change.



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Posted May 4, 2015 at 3:56 PM

Submitted to The Post



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Jeanne Byassee's Sew Creative Turns 40! SUBMITTED

It was 1974. After 14 years as a Columbus, Ohio homemaker and mother of four, Jeanne Byassee's life was about to change. Driven by a passion for sewing fueled by the practical need to cloth her brood, Jeanne signed up for a Stretch and Sew class, a fast, fun, and easy sewing method then the rage in the booming knit fabric craze of the 1970's. She was hooked, and soon went to work for the store at which she took the class. Within a year, she and her husband, Dick, were scouring market demographics across the country to identify where they wanted to open a franchise. They picked Rochester.

In 1975 the Byassee's opened Stretch and Sew in Penfield and quickly built it into the number one franchise in the nation, with more than 30 employees. But tastes changed with the times and, with knits no longer in fashion, the Byassee's relinquished their franchise and location and in 1985 moved to Fairport. With a changed focus in their business model and a new name, they opened Sew Creative on North Main Street in the Erie Canal village.

Having secured exclusive Rochester market-area franchise Pfaff sewing machines in 1975, they next added Baby Lock to the line-up of machines in their portfolio in 1986. With the machine market sewn up, Sew Creative was poised to support the latest trend and transition in sewing: from sewing clothing to save money to sewing for fun and creative expression.

Offering leading-edge machine technology and a full line of sewing supplies and accessories, high-touch customer service, in-store sewing classes, and a wide selection of designer-label fabrics proved to be the winning combination - and remains so to this day.

Today, Sew Creative is transitioning into a second generation with daughter, Lisa Swisher, who began working with Jeanne full time in 1991, taking on much of the day to day operations.

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And while she clearly intends to scale back her presence, Jeanne expects she'll never retire completely, "Confucius said, 'Choose a job you love and you will never have to work a day in your life,' that means I've never really worked, so I can't really retire."

Sew Creative is located at 23 North Main Street Fairport, NY in the old Trolley Station. Open Monday through Saturday, more information can be found on Facebook or at www.sewcreativefairport.com or call 585-388-0230.

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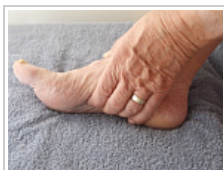
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