



LIVE.LOVE.SEW

by Keera Job

WWW.LIVELOVESEW.COM.AU

WHAT IS LIVE.LOVE.SEW?

Welcome!

Welcome to LIVE.LOVE.SEW, an Australian based quilt design company and blog.

We are a small business, established in 2011, with a growing collection of beautifully designed quilt patterns. Our patterns draw on traditional concepts and use colour and fabric placement to add a modern twist. We're extremely proud of our patterns and the response from those we've begun to inspire.

Supporting our pattern business is the LIVE.LOVE.SEW blog where Keera shares her designs and creative projects. Readers can join in the creative process, learn from and access free tutorials and pattern downloads and read the stories behind the quilts.

Some of Keera's other interests are also shared including recipes for family favourites, decorating and the odd adventure in DIY!

Thankyou for your interest in LIVE.LOVE.SEW - we look forward to working with you!



ABOUT THE DESIGNER

Hi! I'm Keera.

Growing up I fell in love with sewing and handicrafts through the help of my mum and my Grandma - it was on the floor of my Grandma's house, at age fourteen, I cut and sewed my first quilt. It was not at all perfect, but there was love in each and every stitch and a desire to make so many more. From that first quilt, to the second and then all those following, that memory continues to ignite a love and passion for quilting I will never lose.

My quilt designs have been featured on the Moda Bake Shop, and in an upcoming issue of Make Modern online quilting magazine.

With a background in education and teaching, I love nothing more than sharing my skills, knowledge and love of quilting and, in return, learning from those I teach.

Every quilt has a story, and I share mine with readers at www.livelovesew.com.au



Keera is farmer's wife, mother to two beautiful girls, quilter, designer and teacher for LIVE.LOVE.SEW Pattern Co.

She sets out to design and share her patterns, drawing inspiration from traditional quilts and showcasing the colour and pattern found in gorgeous fresh, modern fabrics.


STATISTICS + FOLLOWS

Who are our readers?


5094
pageviews
per month


1911
unique visits
per month

163
email
subscribers

 1697

 340

 185

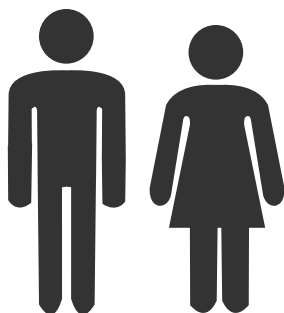
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LIVE.LOVE.SEW Reader Profile is comprised primarily of women between the ages of 24 and 65 years.

They are well-educated, stable women, with household incomes of \$50 - \$150+K [US].

The top visiting countries are US [56%], Australia [21%] and Canada [7%].

Major referrers include:
Google Search
Instagram
Facebook
Pinterest



91% Female
9% Male



Our readers access LIVE.LOVE.SEW from both mobile devices [53%] and from home desktops [47%].



74% Opens + 32% Clicks
in both RSS Subscriptions and Monthly Newsletter Email distributions

OUR PRODUCTS + FEATURES

What we do.

PATTERN PRODUCTS

LIVE.LOVE.SEW patterns each take inspiration from traditional quilts and showcase the colour and pattern found in modern fabrics.

Our patterns primarily use pre-cut fabrics, allowing for ease of preparation and cutting. All products are presented with full colour diagrams and illustrations, and are designed with the beginner quilter in mind.

Keera's experience as a teacher ensures that instructions are presented clearly, teach new techniques and offer additional supporting resources for the reader.

TUTORIALS + DOWNLOADS

LIVE.LOVE.SEW Blog readers are regularly provided with free pattern downloads and online tutorials, covering a range of projects - from individual quilt blocks in our LIVE.LOVE.SEW Block of the Month, complete quilt tops and everyday sewing projects.

New techniques are also shared, providing readers with an opportunity to learn new skills and gain confidence in their sewing and quilting.

Our 'Charmed' quilt download has been our most popular tutorial to date with over 4100 pageviews.

PRODUCT REVIEWS + SHARES

Being a busy mum, and running LIVE.LOVE.SEW from home Keera is always looking for, reviewing and sharing products that help in the creative process, are time-savers or that she just simply loves. LIVE.LOVE.SEW Blog provides a platform for readers to share in her favourite notions and quilting supplies, as well as gaining access to further online resources and education to guide their learning. Weekly Stash Reports share fabric collections and notions and provide readers with details of online retailers and avenues of purchase.



TESTIMONIALS

What people are saying.

"Keera has been a great supporter of the Aussie Charm Swaps, since their inception in 2014, and provided sponsorship for the

Bonnie & Camille Charm-Along."

Keera's enthusiasm for the quilting community is obvious in her work and her interactions with fellow quilters. The passion she has for quilting, and her attention to detail, shines through in all that she does. It is always a pleasure working with Keera and LIVE.LOVE.SEW

- Melissa Gottliebse -
msmidge.com.au

"From the moment I saw LIVE.LOVE.SEW's 'American Honey' quilt it was at the top of my to-do list! It's bold, balanced blocks are perfectly suited for showcasing a favourite fabric collection, AND a favourite color!

Keera's stunning pattern is very well-written. It's clear, concise instructions and helpful diagrams will guide novice quilters to a smashing success. I plan on revisiting this pattern again and again. A new classic!!

- Kamie Hone Murdock -
Georgetown, Kentucky USA

COLLABORATE

We want to work with you!

WHOLESALE PATTERN PRODUCTS

We are pleased to offer wholesale options to businesses interested in carrying our pattern products. Wholesale accounts are available to online retailers with shops on their own domains. Unfortunately, wholesale items are not to be sold on third-party marketplaces (Etsy, eBay, Amazon etc.).

TEACHING

With a background in Education and teaching, Keera is a self-confessed learning junkie. She loves nothing more than sharing her skills and knowledge and, in return, learning from those she teaches. To work with Keera in the capacity of classroom and workshop teaching please contact us to discuss your needs.

PRODUCT REVIEWS + GIVEAWAYS

Product reviews are developed by me and offer a review of your product or service. Giveaways are seen by all readers and followers, through email subscription, blog and social media. Each giveaway receives a reminder post on all social media platforms. Reviews must include product for testing purposes and will be kept after review is posted.

SIDEBAR SPONSORSHIP + ADVERTISING

150 x 150
\$5/mth

Receive a 15% discount when purchasing at least three months. Ads are not rotated. Payment for advertising is made via PayPal at the time of purchase.

300 x 250 - \$15/month

SPONSORED POSTS

Sponsored posts offer a powerful opportunity to share your message with our readers. Posts are written by Keera, remain on the LIVE.LOVE.SEW blog and include exposure through social media platforms (Facebook and Instagram). Fees begin at \$50 and vary depending upon requirements. Products may be substituted for payment.

SOCIAL MEDIA CAMPAIGNS

These posts can introduce a new product, make an announcement, launch a series or feature and stimulate direct reader engagement across active LIVE.LOVE.SEW social media platforms.



@livelovesew



fb.com/livelovesewpatternco



CONNECT WITH ME

Let's work together!

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