

## EXCLUSIVE Q & A WITH SEW & STOW

What inspired you to start Sew & Stow?

SARAH GRANT



I have always sewn since I was a child, and like many home sewists I cut fabric on the floor or kitchen table. Not ideal, particularly as your knees start complaining or your kids want their tea! I needed a tool to solve my problems, and as it turns out, problems that many home sewists encounter daily.

ERICA SAWDON



How did the idea of your fabric cutting board come about?

**SARAH GRANT**



When I retired from the police force and retrained to be an upholsterer I needed a large dedicated space for cutting fabric, but my workshop was not big enough, neither was my dining table (upholstery fabric is normally 140cms wide). So I designed and had 1 board made for me, to make my life easier. I could pop the board on my kitchen table in the morning, use it all day and then just fold it up at tea time. I loved it, and so did my friends, family and students, who all used my board when in class. I had so many requests from people who wanted to buy one, I decided to go into production. In 2020 'the-cuttingboard' was born.

**ERICA SAWDON**



What makes Sew & Stow products unique compared to others in the market?

SARAH GRANT



To my knowledge there is only one other fabric cutting board on the market, I won't mention any names, but it is awful! Cheap card, the creases are not made properly so it doesn't lay flat, it's only printed on one side, it is just a horrible product. Version 3 of Sew & Stow, which will be launched in March 2025, is absolutely beautiful! It's made from a recycled plastic sheet that is also recyclable. I am an ECO warrior, I hate waste and to be honest I hate plastic, but knowing the V3 can be fully recycled is a real positive for me. This is a one time purchase for anyone who sews or cuts fabric with scissors (you cannot use a rotary cutter on V3 S&S), part of my ECO ethos, buy well, buy once!!

ERICA SAWDON



What has been the biggest lesson you've learned since starting Sew & Stow?

**SARAH GRANT**



Not being a business woman, I had to learn everything from scratch, what a steep learning curve that was. It has taken a long time to develop the S&S boards, from plain card, to laminated card and now to V3, recycled plastic. I think one of the most important lessons I learnt along the way is to hire an expert to do stuff I can't! I am not a tech person, I struggled so much with the website, ecommerce shop and social media I made myself ill. I now have an amazing team of experts who do all that for me so I can concentrate on my upholstery business and also the personal contact with my S&S customers, which is really important to me.

**ERICA SAWDON**





What other items or services do you offer that can benefit the soft furnishings industry?

SARAH GRANT



At the moment I have not explored expanding the products in my shop, working with V3 has taken so much of my time I want to get it out there for everyone to see and use. We do still have some stock of V1 (a card cutting board), this is a cheaper option but still amazing to use, I still use my original board every day.

ERICA SAWDON

