



# Press Release

For Immediate Release

On Sale 17th January



## MMC are pleased to launch Sew Today Sew Bridal Issue

ON SALE	17/01/2008
ISSUE	February 2008
PRICE	£3.75
FREQUENCY	Monthly
DISTRIBUTOR	MMC
DISPLAY WITH	You and Your Wedding, Bride, Cosmo Bride

**Make it unique, make it your own.**

SEW TODAY presents SEW BRIDAL as their January 2008 issue. Aimed at the bride to be seeking her dream wedding dress, home sewers and professional dressmakers, SEW TODAY, SEW BRIDAL is the only magazine of its kind.

*'Whether you are planning a church or civil ceremony, Sew Bridal is on hand to help make it the happiest day of your life.'* Says Marilyn Stevens, Editor of SEW TODAY, SEW BRIDAL. *'Featuring over one hundred inspirational designs from Butterick, McCall's and Vogue® Patterns for the bride and wedding party, including stunning designer dresses. SEW TODAY, SEW BRIDAL is the starting point for brides to consider a custom made gown that is truly unique. With ready to wear bridal gowns costing upwards of £700, there is the added bonus of substantial savings on the cost of similar ready to wear styles.'*

*Skillfully photographed showing every detail, each design includes suggested materials, fabric requirements, pattern sizes and back views. In addition, SEW TODAY, SEW BRIDAL includes a resource directory of specialist fabric shops and dressmakers, the modern day fairy godmothers, who can help make the bride's 'dream dress' a reality.*

Butterick Company Ltd publish SEW TODAY. February 2008 SEW TODAY, SEW BRIDAL is a yearly published special edition of SEW TODAY. Please display with other bridal Publications for February 2008 issue. SEW TODAY, SEW BRIDAL is on sale 17th January 2008.

ENDS

### Notes to Editors

Butterick Company Ltd publish SEW TODAY. If you would like to receive more information please contact MMC Ltd or Butterick Company Ltd at: [info@butterick-vogue.co.uk](mailto:info@butterick-vogue.co.uk)

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