

Spoonflower textiles are printed on large-format inkjet printers that are eco-friendly and specially modified to run fabric.



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ors in their designs as they can imagine," explained Meredith Feingold, Community Outreach Coordinator and Customer Service Advocate as she gave the tour of the facility.

The layout of the fabric printing and packaging side is clearly planned to run with efficiency as they are deadline based and order focused—but make no mistake, there is fun at every turn. One wall features an original sketch of books reminding employees about an intra-office contest and another houses the stacks of fabric swatches awaiting shipment—orderly and planned by their engineering department, yet still artistic in their housing.

The current and forward focus is on their labs – a term they use for the testing grounds for their concepts that take textiles into downstream markets such as fashion and home décor, as well as their move into the international marketplace with the addition of the manufacturing facility in Berlin.

"Really this has been on the road map for many years and it's great that we've arrived at this point in our growth and our trajectory so that we are able to give birth to these new brands. This is taking



#### Spoonflower has recently expanded into home décor products with Roostery.

customization to a whole new level," said President, Allison Polish on what the addition of Roostery means to Spoonflower.

In 2016 the company received a shot in the arm with a \$25 million investment led by North Bridge Equity Group, and along for the ride were Durham's Bull City Venture Partners. The funding allowed Spoonflower to step up the pace of design and development and gave them

the freedom to introduce Sprout Patterns and Roostery. Spoonflower partnered with Sprout Patterns to make their clients' fashion dreams come true—the service allows you to choose and customize your design, the pattern is then printed and shipped to you, and you sew it at home. Roostery is their new home décor line. The home décor line includes placemats, napkins, tea towels, and as of last week—chairs.

"It's so much fun to see the products in real life, actually living and being able to touch them. Being part of a supply chain and selling material is great, but you don't often get to see what happens with the material after it goes out the door unless people are willing to share it socially. So it's really amazing to see what has inspired people and apply it to real products. It's been a lot of fun to see," shared Sarah Ward, VP of Marketing.

Spoonflower is now the space where the largest online group of independent fabric designers meet to create, print, and sell their creations and with their most recent forays into other vertical lines of textiles they are poised for even greater growth. It is evident that even as they expand they will continue to keep their focus on their original vision of creativity and community.

**This month Spoonflower** teamed up with Headbands of Hope for their monthly design challenge and the theme is dreamers in honor of Pediatric Cancer Awareness Month. Jess Ekstrom started Headbands of Hope in 2012 when she was a student at NC State after interning with the Make-A-Wish Foundation. "I discovered that the children that had lost their hair didn't want to cover up with wigs and hats, they wanted to restore their self-confidence," said Eckstrom. For every headband a customer purchases, a headband is given to a child with cancer. In June of 2015 the company marked the milestone of donating headbands to every children's hospital in the U.S.

Submission opened for the Dreamers Design Challenge on September 1 and ran through September 16. "This contest partnership just felt like a natural fit with Spoonflower—I've been blown away by the creativity of the entries!" said Eckstrom. The public can vote on the entries until September 27 with the winners being announced on September 29.

Headbands of Hope, in partnership with Spoonflower, will print and produce the top 5 winning designs. Additionally, the grand-prize winner will have 50 of their exclusive designs produced and donated to their local children's hospital, or the children's hospital of their choice.

For more information go to:  
[spoonflower.com](http://spoonflower.com)  
 or [headbandsofhope.com](http://headbandsofhope.com)