

Press release

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Demand for inspiration and information started a sewing machine magazine

Thousands of sewing enthusiasts around the world, all with a passionate interest in sewing, but sometimes with a lack of ideas, forced the sewing machine brand Husqvarna Viking ten years ago to start producing a sewing machine magazine. The wish was to have a magazine full of hints and tips about sewing and lots of projects to make.

The challenge was of course great at Husqvarna Viking, who knew how to manufacture top quality sewing machines, but had no idea how to produce a magazine.

"There were at least two of us who strongly believed in this idea, my colleague Sue Hausmann, Customer Relationship Manager in the USA, and myself" says Lill Nylén, sewing expert at Husqvarna Viking in Sweden.

We contacted an advertising agency, collected an international team of sewing experts from our different markets and sat down for our first brainstorming. We had the ambition of producing a bunch of inspirational sewing projects, all with clear and logical instructions, so that everyone, beginners as well as advanced sewers, could follow the instructions and also learn something. Besides that we wanted to have articles about famous people, designers, textile artists etc. all wrapped up in a beautiful magazine, Lill Nylén continues.

It was also very important to make the magazine as international as possible, because we have customers all over the world and everyone has her/his own little touch.

Contrary to many peoples fear of failure the magazine was produced and ideas and tips came in from all over the world and the first issue of Zig Zag, (which the magazine was named), was released in the autumn of 1995. Like all new products there were some initial teething problems, but these have been overcome during the years and now the magazine has a faithful circle of readers, and there are many new sewing enthusiasts added all the time.

Today Zig Zag is produced in seven languages, has a circulation of 130 000 issues and is distributed to 30 countries.

Husqvarna Viking's customers and other people interested in sewing do subscribe to Zig Zag and most people save all the issues for future inspiration as most of the information is timeless.

The spring issue of Zig Zag is a special issue, celebrating the 10th Anniversary of the magazine. There are lots of articles, for example the colour and quilt guru Kaffe Fassett is featured in this latest edition which also includes instructions for a pillow designed by Kaffe Fassett, especially for Husqvarna Viking.

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For more information about Husqvarna Viking visit www.husqvarnaviking.com

VSM Group AB develops, produces, markets and sells home sewing machines and accessories which provide consumers worldwide with the potential to experience the joy of creative sewing. With its global brands, Husqvarna Viking and Pfaff, the company is one of the world's leading players in the industry. It sells some 500,000 sewing machines annually corresponding to a turnover of SEK 2.2 billion. The Group has around 2,100 employees, of whom 550 are based in Sweden. The company is certified in accordance with the international quality and environmental management systems ISO 9001 and ISO 14001. Read more at www.vsmgroup.com

