

What's in Store?

Fabricland Interiors
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www.fabricland.com

For more than 60 years, this unassuming storefront situated on a bustling New Jersey highway has been the destination for those with a passion for fabric. Step through Fabricland Interiors' glass doors and you're in a sewer's paradise packed to the rafters with quality textiles, a dazzling array of buttons and trims, and hundreds of ready-made furnishings. To the left are 1,000 bolts of first quality decorator fabrics, all available at a 50% discount. To the right is a diverse assortment of ready-made goods—everything from tiebacks and shade pulls to rugs and bedding. Head towards the back of the 22,000 square-foot store and you'll find a bustling dress goods department stocked with 4,000 bolts of fine cottons, linens, silks, wools, and special occasion fabrics, along with patterns from all the major manufacturers, one of the largest button and trim collections on the east coast, and the full line of Bernina sewing machines.



But it's not just the fabulous selection that draws customers to Fabricland Interiors. A well-trained staff is on hand to answer questions and offer advice, and twice a month, customers are treated to free "Sew Help" sessions with a top-notch designer/seamstress who offers guidance on everything from pattern selection to finishing techniques. Guest speakers, product demonstrations, and sewing and decorating seminars are held throughout the year, and annual events like a Halloween costume contest and a fabric "trade-in" (where customers are given 50 cents on the pound in store credit for their unused yardage which is then donated to charity) bring eager fashion and fabric lovers of all skill levels to the store.

For third generation owner Bruce Heyman, innovation is the name of the

game. "The sewing business has changed so much over the years," he explains. "You have to adapt to stay competitive and give your customers what they need." Adapting to changing times is something this family-run enterprise does exceptionally well.

Founded 67 years ago by Bruce's grandparents, Philip and Ida Heyman, the business began as an upholstery service called Chain Decorators. Years later, responding to the boom in home sewing, they added dress goods to the inventory and moved to their present location, renaming the store Fabricland Interiors. Bruce added craft and knitting supplies to the mix, a move that was abandoned a few years later. "We were trying to cover all the bases instead of focusing on what we do best," he explains.

"And what we do best is provide the most current and innovative fabrics, trims and notions available in the market today."

Bruce also believes in giving back to the community that has supported his business for so long. Each year, the store involves its customers in a variety of charity endeavors: knitting hats and sweaters for the homeless, stitching quilts for AIDS babies, and bringing craft and sewing projects to patients in area hospitals. In addition Fabricland Interiors is lending a helping hand to the next generation of sewing by providing a \$1,000 scholarship to a talented high school student accepted at a college majoring in fashion, textile or home design. It's a fitting legacy for a business with a history so rich in fabric, needles, and thread.

—Daryl Brower

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