



**Elissa K. Meyrich**  
President, Sew Fast Sew Easy, Inc.

### **Biography**

Elissa K. Meyrich is an entrepreneur and consultant to the fashion design industry. She is founder and principal of *Sew Fast, Sew Easy*, a retail and on-line business focusing on education, consulting and custom design for both the professional and consumer fashion community. Her unique work has been extensively profiled in both the national and international press including *The New York Times*, *New York Magazine*, *Time Out New York*, *Martha Stewart Living* as well as on CNN, ABC, FOX and NBC. Her international coverage includes features in *Frank* magazine in London and *Buda Moda* in Germany.

Elissa has spent a lifetime in the garment industry and attended Parsons School of Design as a fashion design major. For many years, she owned her own sportswear company and retailed a line of upscale women's sportswear. Her signature line, under the label Elissa K. was retailed in stores such as Macy's, Saks Fifth Avenue, Henri Bendel, Ann Taylor and specialty stores such as Patricia Field. Using her flair for the theatrical as well as the stylish, she apprenticed with Theoni V. Aldredge and worked on the costume staff for the Broadway productions of *Phantom of the Opera*, *Les Miserables* and *42nd Street*.

She has consulted and styled for Cotton, Inc. through Ogilvy & Mather; she has served as a source for a special segment on *Martha Stewart Living*; as well, she has worked as writer and consultant to magazines such as *CosmoGirl*, *Sew Simple*, *Sew News* and *Threads Magazine*.

A former instructor at Parsons School of Design, Elissa is renowned for developing a unique approach to unlocking creativity through teaching fundamental garment industry techniques to contemporary consumers. Her fresh, out-of-the-box educational techniques have revolutionized the craft of sewing and fashion design and are producing a new generation of artists.

Elissa is co-author of *Sewing Secrets from the Fashion Industry* from Rodale Press published in 1994. Her first book, *Sew Fast, Sew Easy: All You Need to Know When You Start to Sew*, was published in August 2002 from St. Martin's Press. It has become a classic text for beginners and became a trendsetter in the publishing industry. Her second book, *Rip It! How to Deconstruct and Reconstruct the Clothes of Your Dreams*, came out from Fireside in 2006. Her latest book, *Sew Fast Sew Easy Sew On, All You Need to Know to Start Sewing and Serging --Today!*, came out from St. Martin's Press in June 2008.

Elissa is a life member of The Art Students' League. She lives in New York City.

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