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Quick Turnaround Makes Sew What? The Drapery Solution for James Taylor Concert

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Rancho Dominguez, CA – In stage production, sometimes the so-called “easy” projects just aren’t as easy as they appear, or go according to plan. Such was the staging assignment for James Taylor’s end-of-summer concerts. Since there was only Taylor plus one other performer on stage, the idea was to keep the set classic, simple and intimate, dressed with traditional rich red theater curtains lined with gold trim.

The production team initially thought it would be a simple matter to find such a classic theater drape available for rent. However, once they began the search, they were surprised to find out how difficult it was to locate the right drapes, with the right colors, expressing just the right attitude of the show.

At the “eleventh hour,” the team turned to theatrical drape innovator Sew What? Inc. to create the drapes for Taylor’s concerts. Armed with several sample photos from Taylor’s production team and given less than a week to design, fabricate and ship the drapes, Sew What? pulled off the job as specified.

“Actually, this is what we live for,” said Sew What? President Megan Duckett. “We’ve become quite adept at pulling rabbits out of the hat for many of our clients. Often at the last second the venue changes or the act changes and we have to be there to make sure the show still goes on and looks great.”

Having invested in the latest technologies, both internally and online, Ms. Duckett says Sew What? is fully able to manage highly demanding projects such as the James Taylor concert and fulfill orders even internationally in record turn-around time.

Sew What? Inc. has created theatrical drapes for many of the biggest touring performers, including Sting, Madonna, Rod Stewart, Fleetwood Mac, Stevie Nicks, Cyndi Lauper, and Kid Rock, and was recently featured on the iconic 1,000 cover of Rolling Stone Magazine.

In 2006, Sew What? received numerous awards for innovation and commitment to customer service, including the Dell/NFIB Small Business Excellence Award as well as PC Magazine’s SMB 20 Award for technological innovation for small and medium-sized businesses. For information, contact Sew What? Inc. at (310) 639-6000, or visit www.sewwhatinc.com.