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Sew What? Inc. Shows Its “True Colors” In A Staging Tour de’ Force



Cyndi Lauper onstage during the “True Colors” concert

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Rancho Dominguez, CA – Sew What? Inc. continues to be the unsung star performer at major rock concerts, as witnessed this June during Cyndi Lauper’s “True Colors” tour.

As artists Lauper, Debbie Harry, Dresden Dolls, Indigo Girls and Erasure performed, nine towering Voile drapes produced by Sew What? were opened, closed, tied, pulled back, spread out or moved around, backlit or projected upon to change the look for each of the acts that shared the stage. The innovative staging was conceived by renowned lighting designer Warwick Price.

“It was really quite a creative challenge,” said Sew What? Inc. President Megan Duckett. “The concept was to provide completely different looking environments for each performer, but all with the same single set. Actually, the result was spectacular.”

Each drape was mounted to a moving truss which allowed it to be relocated and arranged as appropriate for the performance. The sheer Voile fabric was selected for the way it takes the stage lighting, as well as its surprising durability, making it an excellent material for touring shows.

In addition to the drapes, Sew What? produced large-scale digitally printed fabrics that displayed the true colors logo.

The “True Colors” tour was conceived by Cyndi Lauper in conjunction with The Human Rights Campaign (HRC.org), which supports Gay, Lesbian, Bisexual, and Transgender equal rights.

“I love being involved in shows like this which do more than merely entertain or serve the profit motive,” said Ms Duckett. “Human rights are a universal cause, and we’re very proud to be part of this remarkable event.”

Sew What? Inc., located in Rancho Dominguez, CA, is well-known for its dramatic theatrical drapes and fabrics used in major rock concerts, top fashion shows and other artistic staged venues. In 2006, the company received numerous awards for innovation, 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.