

In touch with
ALT&ENEW
February 2016 Edition

Happy February!

Hello, friends! January was a busy month filled with new products and crafting shows. February has been no different! We are bringing fresh products and inspirations and are excited to share them with all of you.

This month's newsletter is filled with lots of information and exclusive content. We hope you take some time to read it.

Hottest Items in the Shop	3
Altenew at Creative World 2016	4
Find Inspiration from Design Team	5
Inspiration Challenge + Video Challenge	6
Collaboration Blog Hop with WOW (Feb 25)	7
Altenew Academy Classes	8
Designer Spotlight: Debby Hughes	9
Caught by Altenew	13
Worth Checking Out (Lasting Hearts, StampNation)	14

★ ★ ★ FEBRUARY 15-17 ONLY ★ ★ ★

GET 10% OFF

CODE : STAMPSANDPAPER

We have a special shopping code just for you! Save 10% on all [Stamps](#) and Paper now through midnight EST on February 17 by applying the code STAMPSANDPAPER at checkout (retail orders only). Enjoy the exclusive offer as a thank you for always supporting us.

HOTTEST ITEMS IN THE SHOP



We released 10 NEW stamp sets in January, and we are thrilled to see all the beautiful projects that you are making and sharing. If you haven't done so, make sure to [check out all the new stamps](#) and fill up your cart. You can also find lots of example projects using these products over at [our blog](#).



Did you know that we have a product introduction video for all of our newly released stamps? You can check out our [newest collection here](#), and click each stamp set to see a product video. You can see the stamps in action in real life!

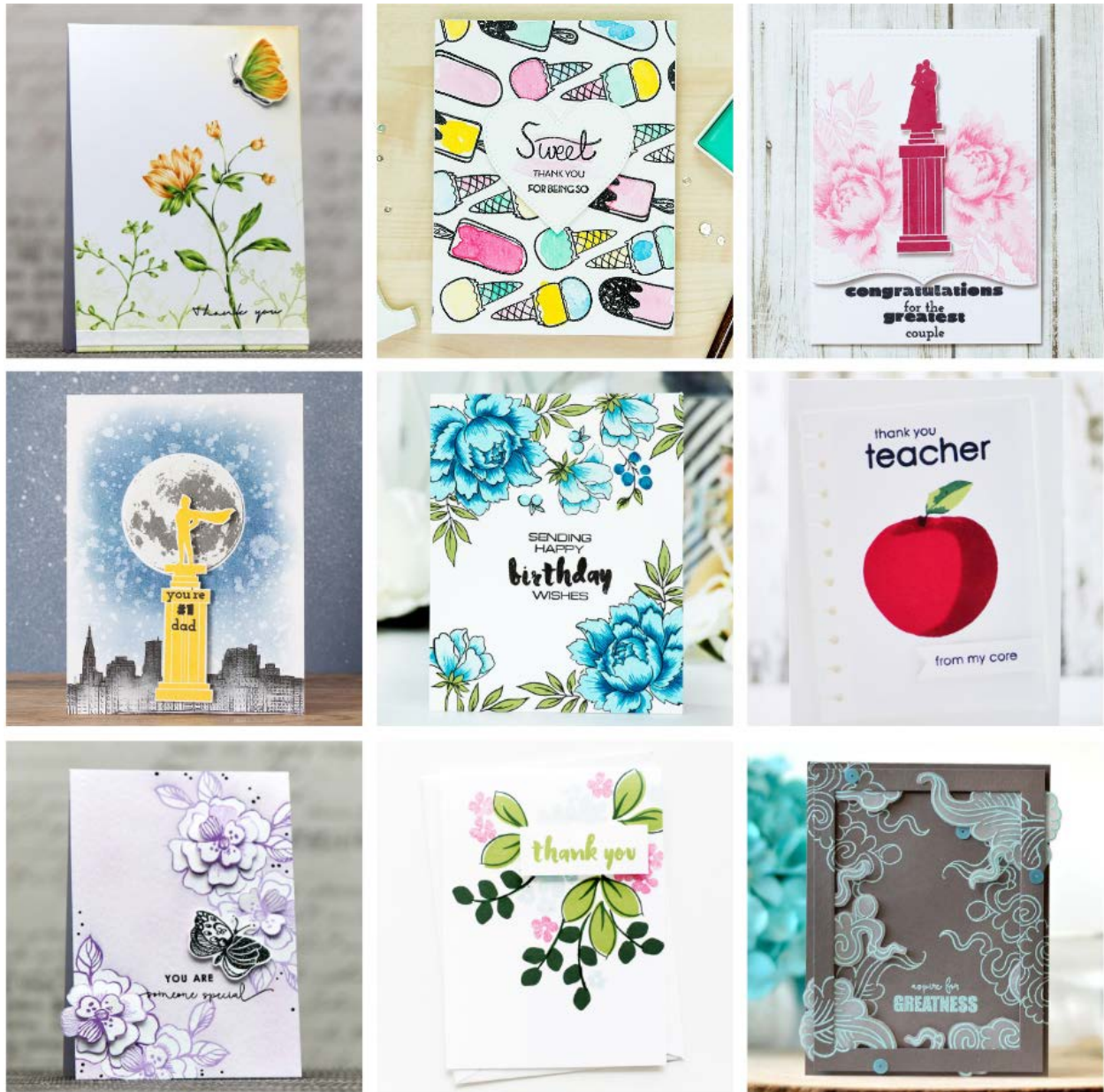
CHECK OUT OUR NEWEST STAMPS

ALTENEW AT CREATIVE WORLD 2016



Last month, the Altenev leadership team traveled across the ocean to Germany. Altenev was an exhibitor at the [Creative World 2016](#) between Jan 30th - Feb 2nd, international trade fair for hobbies, arts & crafts. We had so much fun showcasing our products and meeting amazing people at the show.

FIND INSPIRATION



So you got the new stamps in your hands, but don't know where to start or how to create with them? No worries! Our design team members always work hard to bring you the most fresh, innovative ideas for cardmaking. You can check out [our blog](#) to receive daily inspirations and create like a pro in no time!

VISIT OUR BLOG FOR MORE INSPIRATION

INSPIRATION CHALLENGE + VIDEO CHALLENGE



We have TWO amazing challenges happening this month! Along with awesome inspiration, there are great prizes. We hope you play along with us. Can't wait to see what you will create!

You can participate in the Photo Inspiration Challenge [here](#), and the Video Challenge [here](#).

COLLABORATION BLOG HOP WITH WOW (FEB 25)



Mark your calendars as we are teaming up with [WOW Embossing Powder](#) to bring you a collaboration blog hop on Feb 25. We'll have lots of amazing designers joining in the hop and of course GIVEAWAYS!

ALTENEW ACADEMY CLASSES



Did you know that Altenew Academy has 4 amazing classes now? They are great sources to get your creativity mojo going. Enjoy our [current classes](#) with lifetime access!

A brand-new class is coming on March 16th, so make sure you stay tuned!

SIGN UP FOR ALTENEW ACADEMY CLASS NOW

DESIGNER SPOTLIGHT

DEBBY HUGHES

We are very excited to have the amazing [Debby Hughes](#) for this month's exclusive interview. We asked a few questions to learn more about Debby and to gain some great tips and advice on cardmaking/photography.



1. What motivated you to start making cards and begin stamping?

I was asked by a friend to help at the local community center with a pre-school art class. It was very simple projects – lots of splashing of paint, gluing and teaching motor skills like how to use scissors but it reignited my own interest. From there I briefly forayed into scrapbooking before preferring the smaller canvas of cards. My new hobby also tied in to the fact that I was at home with three small children and looking to carve a little me time while still being at home.

2. Where do you find inspirations for your wonderful coloring techniques?

I admit I'm a Pinterest junkie! I love the color swatch photographs you find on there from places like Design Seeds. I find the combination of color and photography really inspiring. If I'm looking to color a specific image such as a flower or a reindeer then I look it up on Google images and take my coloring from nature. It's often

DESIGNER SPOTLIGHT

DEBBY HUGHES

interesting to find the color variation in an animal's coat – you might think squirrels are grey but when you look at them they have rusty brown tones around their faces and pale fur on their tummies.

3. Please share advice on finding inspiration/ developing creativity in making cards/crafting projects (i.e. finding creative mojo)

Oh the elusive mojo! I usually have more ideas and things I want to try running around in my head than I do time. However, I often find returning from a family holiday that my mojo is still in holiday mode! I think it is time away from my craft desk that causes it. The more time you can get to create I think the more that creative muscle is exercised and strengthened.

However, when I do find myself in a rut I have a couple of coping mechanisms. The first is to tidy up and organize my craft supplies. I often find that when I come across a long lost stamp set or embellishment pack that I can't wait to get using it. Another thing I do is to look back at my own cards. I'm very inspired by the work of others, but I like to make sure that my cards are my own so when I need a creative kick start I will browse back through my photos and it's not long before I find a technique or design I want to revisit.

4. Do you have a specific style that you are comfortable with or like to stick to?

DESIGNER SPOTLIGHT

DEBBY HUGHES

I do like to try different styles and techniques but find my comfort zone in soft elegant designs with a nod towards the clean and simple. It is healthy to push yourself though and when I used to do more of the online challenge blogs, I found that a really tricky project was often one I was very happy and proud with my end result.

5. Can you share a favorite card you made previously using Altenew products?

It's difficult to pick a favorite but when I think of Altenew my mind automatically goes to one set in particular; [Persian Motifs](#) from their second ever release when Altenew were still pretty much the new kid on the block but winning everyone over with their designs. It was Persian Motifs that got me digging out my old watercolor tubes for [this card](#) and from there in 2014 I have had an amazing journey learning more about watercoloring.

The card itself is not brilliant but it is that emotional connection with where that set led me that makes it special to me. It was also the same Persian Motifs set that I combined with one of my favorite supplies; vellum in [this card](#).

So for me favorites are more about the emotional connections with techniques than actually being technically any good in themselves!

DESIGNER SPOTLIGHT

DEBBY HUGHES

6. You take amazing photos of your cards. Any few tips to share with crafters who are looking to improve their photography skills?

Thank you! I do love photography and always strive to be better. I'm self taught and got my first point and shoot digital camera in 2004 when my youngest was born. From there I've spent a lot of time with my cameras along with books and online courses and over that time I've upgraded to various DSLRs (big mamma kind of cameras LOL). I think that more than the hardware though it is the knowledge and practice that improves photography. I've seen some stunning photographs from phones and basic cameras and some distinctly average photographs from very expensive cameras.

I have a series on my blog called [Lime Light](#) which aims to help with a few basics. It's been a popular series and one I really need to add some more content to. However, the best thing anyone can do is to learn about their camera and what it can do – yes dig out that manual! My other two top tips that I always suggest people try are:

- Use natural light coming in from the side
- Stabilise your camera on a tripod or solid surface – don't hand hold. You will be able to get longer exposures, allowing in more light and yet still have a sharp picture. I live in Scotland where we get a lot of very dim, dark days so this is essential for me.

CAUGHT BY ALTENEW

We love checking out creations made by you! These two amazing cards were breathtaking so we wanted to give a big shout-out to them.

Would like to be featured in our future "Caught by Altenew" segment? Make sure to share your projects on Instagram by adding #altenew. We look forward to seeing more awesome creations from you!



CREATED BY ANJA BYTYQI
littlebutterflycreations.blogspot.ch

Anja(@anjabytyqi)'s card is full of colors yet so simple and clean. She used our [Label Love](#) and [Sohcahtoa](#) stamp sets. We think it makes an awesome masculine card!



Keeway(@kiwi.koncepts)'s watercolored card is simple amazing. She used the [Golden Garden](#) stamp set along with the [Super Script](#) stamp set. Lovely, isn't it?

WORTH CHECKING OUT

(LASTING HEARTS, STAMPNATION)

We wanted to bring your attention to a couple of noteworthy events happening in the crafting world. This segment of our newsletter will make it easier for you to stay updated on all important things!



WE SUPPORT LASTING HEARTS, PLEASE JOIN US

Altenew is supporting the Lasting Hearts campaign throughout February and March.

Lasting Hearts was created to support mothers who have lost a piece of their heart, whether losing a child during pregnancy or in other situation. Kimberly, the founder of Lasting Hearts is working with Angela Miller, the author of the book "You are the Mother of All Mothers" to bring comfort to the mothers who recently lost their child by donating the books to them. To read more details on this, please click [HERE](#)

To join this wonderful effort and support her friend, [Jennifer McGuire is hosting a card drive](#). We think this is a great opportunity to bring more crafters together to show our love and support.

Altenew will be donating \$200 to Lasting Hearts and asks that you consider donating handmade cards by March 15th, 2016. Please click [HERE](#) to see more details on this.

We are also giving away \$100 Altenew gift certificate for those who participate in the card drive. If you would like to be eligible for this giveaway, please include a post-it note on the cards with Altenew, your name, and your email address. (one post-it note per package, please.)

This is such a wonderful cause and we hope you can join us!



CHECK OUT OUR BLOG FOR MORE DETAILS



[StampNation](http://www.thestampnation.com) is an online paper crafting community started in 2011 and became an amazing resource center for stampers around the world. It provides forums and a gallery to share your projects in or just to chat with a friend from all over the world! Stampers are educated, challenged and befriended in this loving and super friendly community.

StampNation's Classroom area has over 500 video tutorials providing members with the very latest in paper crafting as well as teaching tricks and techniques. Members also enjoy exclusive quarterly events, like a FREE online class, special occasion parties, and more!

StampNation is a very different place than you may have encountered online before. Make sure to check them out.



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 support@altenew.com

 (800) 593-1089

 www.altenew.com