

In touch with
ALT&ENEW
May 2016 Edition

Our dearest crafty friends,

Happy May to you all! We are so excited to be sharing awesome news and fresh ideas with you in this month's newsletter edition. From the new release to the newest class to the exclusive interview, we have been very busy! We hope you enjoy the newsletter and all the great things packed in this one. Let the scrolling begin!

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NEW RELEASES



Brand-new, fresh, fun! We released a lot of stamps and coordinating dies this month. More innovative layering stamps, adorable mini stamps, and awesome matching dies will be best friends for your crafting time. They are selling like hot cakes, so make sure to get yours today!

[SHOP NEW RELEASE NOW](#)

BLOG HOP HIGHLIGHTS



To celebrate our May release, our design team members have joined together in [May Release Blog Hop](#) to bring you awesome cardmaking inspiration and techniques. From clean and simple to beautiful dimensional cards, you will be filled with ideas for your next projects!

Don't forget - you can enter to win some fun Altenew goodies! Make sure to comment on each blog for a chance to get these fresh items.

HOP ALONG WITH US & JOIN THE FUN!

SEASONAL SCENE BUILDING

ALTENEW ACADEMY MAY CLASS



We are so excited to have **Nichol Magouirk** for our newest Altenew Academy edition! [Seasonal Scene Building class](#) will provide you fresh ideas and inspiration so you can create unique scenes for projects. Learn to maximize the use of your stamps and add different elements for one of a kind card!

Interactive Class: May 16th – May 21st, 2016

[Enrollment is open NOW!](#) Enjoy a special early bird discount when you sign up for the class from now till May 15th. Use "ssbc20off" when checking out.

** If you already have an account, please [log in](#) and purchase the class. **

SIGN UP FOR ALTENEW ACADEMY CLASS NOW

CREATE & INSPIRE

MONTHLY EBOOK | EDITION # 3



ALTENEW PRESENTS

CREATE & INSPIRE

EDITION 3



EMBOSSED ORCHID CARD

BY SVITLANA SHAYEVICH

Instructions

1. Cut a 5 x 5 1/4 panel from robin egg cardstock and ink it completely using Dusk Drop Dye Ink. Sprinkle pearl spray in the air and quickly place the panel in that cloud of droplets in the air. This way droplets of spray will be interesting and after Dusk ink reacts with them the panel will get lovely look.
2. White emboss outline flowers from Oriental Orchid Stamps Set on vellum. You will need four of each flowers. White emboss four stems and "Congratulations" sentiment from the same stamps set. Cut all embossed flowers, stems and sentiment using scissors.
3. Assemble the card by first adhering embossed stems to the panel as if they were hanging from the top of the panel, next adhere flowers onto the stems and finally the sentiment on the right bottom part of the panel. Add several marshmallow sequins.
4. Cut a Classic Crest Solar White Cardstock at 4 1/2 x 11. Score at 5 1/2 to create a card base. Adhere the panel to the card base.

Materials Needed:

Altenev Supplies:
Classic Crest Solar White Cardstock, Dusk Drop Dye Ink, Oriental Orchid Stamps Set

Other Supplies:
Robin Egg Cardstock, Pearl Spray, Vellum, White Embossing Powder, Versamark Clear Embossing Ink, Heat Tool, Adhesive, Scissors, Marshmallow Sequins



QUICK TIP

Warm up your heat tool for 20 seconds before bringing it to the cardstock. Quickly heating embossing powders will help with wiping.

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Looking for more ideas on the go? Download this month's **Create & Inspire** edition so you can learn to craft anywhere you are, whenever you want. This issue is packed with video tutorials, written instructions, project photos and more! [Download it](#) on your desktop, phone, or tablet for easy viewing.

DOWNLOAD YOUR FREE COPY NOW



Did you know Altenew YouTube channel has exclusive video tutorials? You will see how the cards come to live with step-by-step tutorials with some cool techniques. Don't forget to subscribe to [our YouTube channel!](#)

INSPIRATION CHALLENGE



Want to test out your creativity? One of the best way to do so is by participating in our [Inspiration Challenge!](#) This month's theme is oh-so-colorful and inspirational. We hope you'll join us for some fun and for a change to win great prizes!

CELEBRATING PARENTS CARD DRIVE



We had an overwhelming support on our last card drive, Celebrating Parents. We were able to send lovely handmade cards to nursing homes! Thank you for those who supported this great cause. You guys rock!



20% of the profits from these three stamps till June 19th, 2016 will be donated to an international charity organization, the [Zakat Foundation](#), to support seniors in need. There's still time to purchase [Pennded Rose](#), [Best Dad](#) and [Best Mom](#) to join in this great cause!

DESIGNER SPOTLIGHT

PAULINA NAKAMURA

We were so giddy to have the sparkle sequins queen, [Paulina Nakamura](#) as our guest for this month's spotlight interview. Join the conversation with us!

1. Tell us a bit about yourself! And what made you be interested in crafting world and start your own [Pretty Pink Posh](#) business?



I grew up in the stamping industry; my parents have had a stamping business for over 25 years, so I've been around stamps basically my whole life. As a kid, it was something I did for thank you and birthday cards; as I grew older, it was something I did for a job, but I didn't really start to enjoy it until I got older. I discovered a whole new world when card challenges became popular on blogs and that's what prompted me to start a blog. From there, little by little my blog grew and I developed a small following, but didn't ever think it would become something that would launch a business (*something I've always dreamed of doing*). Almost four years ago, I got into a car accident that turned my world upside down and I could no longer do a lot of the things I used to do, so I basically was at home 24/7. Crafting and blogging became my lifeline to the outside world and based on the comments people left, I felt like I could start

DESIGNER SPOTLIGHT

PAULINA NAKAMURA

something small. I remember listing my first few items on Etsy and word spread that I had started something and my little business kept me busy and made me feel like I was still a person, despite not being able to go out. The rest, as they say, is history!

2. Your sequins colors are so yummy and scrumptious! What inspires you the most when coming up with your new color palettes?

In the beginning stages, there were a lot of specific holidays that I wanted to cover, so I went with classic color combinations. Now as time has gone on, I've been able to expand and release mixes that I find eye catching. As a new release approaches, I gather up my colors and see what new, creative mixes I can put together and if I notice a specific color hasn't really been highlighted in a previous mix, I'll try to incorporate that into a mix.

3. As a business owner and a crafter, we are sure it can be challenge to balance work and hobby. Any tips for those who struggle with balancing things in life? What helps you the most?

Honestly, I am probably the worst person to answer this; I haven't found a happy medium yet. I find myself setting goals and I have a calendar that I plan out posts, deadlines and upcoming projects, but I'm still working on finding a balance between work, hobby and personal life.

DESIGNER SPOTLIGHT

PAULINA NAKAMURA

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

I have always been one to love layers on cards and a lot of my friends say that's my signature style. I also find that a lot of my cards are "clean looking"...I've never been able to achieve that distressed, shabby, vintage look well.

5. What technique do you think would be a big hit in our crafting community this year?

Watercolors seem to continue to be a big hit and honestly, with all the different kinds of mediums, I think the trend could continue. Another popular technique is embossing with powders. It was really popular a little over a decade ago (*I remember using them as a kid*) and it seems like it's making a comeback!

6. This is just for fun! If you can pick 3 crafting supplies to use for the rest of your life, what would you choose?

Big Shot, ATG gun and of course, my Sparkling Clear Mix!



TAKE OUR SURVEY

We LOVE hearing from all of you! Your input is very importation to us! [Take the survey](#) by May 25th for a chance to win a \$30 gift certificate to our store. We will select and contact one lucky winner on May 27th.

TAKE OUR SURVEY & HELP US SERVE YOU BETTER



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