



FOR IMMEDIATE RELEASE

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Continuing to build Sew What?'s exposure across the Internet, custom theatrical drapery manufacturer Sew What? Inc. has created a new company page on the hugely popular business network, LinkedIn®.

The new [LinkedIn site for Sew What?](#) allows users to explore news and information regarding the innovative drapery manufacturer's many products and services that support the entertainment, event planning and exhibition industries. This effort also continues the company's expanding use of the Internet to provide brand exposure as well as support its customers with fresh ideas and information around the latest in fabric treatments and [stage and theatrical draperies](#).

"I've had a personal profile on LinkedIn for some time," commented Sew What? president, Megan Duckett. "But more and more companies are using LinkedIn, so I knew we needed a company presence as well."

This is the latest online effort by Sew What?, who last year began posting videos and photos to YouTube and Flickr, as well as maintaining a [company blog](#) began in 2009. Duckett continued by explaining that "for a business to be effective today, it's necessary to show up where the customers are, rather than waiting for them to call or knock on the door. It's no longer as important for people to know our physical location as how and where to find us online.

Theatrical Drapery Manufacturer Sew What? Inc. Expands Online Presence to LinkedIn®

The moment a person sits at the computer or picks up a tablet, they're now on our 'street' regardless where they really are."

The company's initial LinkedIn strategy is to include content from its press releases and blog posts, as well as portfolio entries featuring rock & roll touring shows. According to Megan, "building content around actual shows is more compelling than simply talking about how they fabricate [digitally printed backdrops](#) or install unique theater drapes."

She continued, "LinkedIn gives us a better opportunity to speak to a broader audience outside of just rock and roll or entertainment. The more places people find us, the broader range of customers we can serve. We will continue to expand our LinkedIn presence and are looking at future opportunities to leverage the platform."

About Sew What? Inc.

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. Their drapes have dressed the stages of Sting, Elton John, Madonna, and Rod Stewart to name a few. The company has received numerous awards for innovation, including the Dell/NFIB Small Business Excellence Award and was featured on the 1000th cover of Rolling Stone. For information, contact Sew What? Inc. at (310) 639-6000, or inquiries@sewwhatinc.com.

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