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**Rancho Dominguez, CA  
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## **SEW WHAT? INC. STAGE DRAPERY MANUFACTURER'S ONLINE VIDEOS FEATURE LOCAL AND UNSIGNED MUSICIANS**

***MEGAN DUCKETT, PRESIDENT OF SEW WHAT? INC., A STAGE DRAPERY MANUFACTURER, REPORTS ON THEIR ONLINE VIDEO PRODUCTION AND MARKETING AIMS, AND THE LOCAL LOS ANGELES MUSICIANS HIGHLIGHTED IN THEIR 2015 VIDEOS.***

It's no secret that mobile devices and social sites have fueled a dramatic rise in online video consumption the last few years. This has prompted many companies to draft some type of online video strategy as part of their firm's online marketing. Sew What? Inc., a manufacturer of stage draperies and theatrical curtains, is no exception.

Of the eighty-odd videos produced by Sew What? to date, most have focused on the manufacturer's large name entertainers and other drapery clients they've served, including Rod Stewart, Sheryl Crow, Kelly Clarkson, John Mayer, Katy Perry, Gwen Stefani, James Taylor, and Alice in Chains.

But beginning in 2014, as part of their online video strategy, Sew What? decided on a twist: to blend some of their video's dramatic visual offerings with the musical talents of less recognizable, but notable musicians, including both local and unsigned artists.

Megan Duckett of Sew What? Inc., a manufacturer of stage draperies and theatrical curtains, reports, "I like the idea of "giving back" by supporting the arts and recognizing notable musicians in our videos, as well as putting something out there that shows off our products."

Given that aim, two 2015 product videos for Sew What? feature music from Brainspoon, a rock 'n' roll punk band based in Los Angeles, California. The latest, featuring a [custom stage scrim](#) for Motley Crue's Final Tour, includes music from Brainspoon. The band has earned a solid reputation with its blistering live show and songs, and is a staple in the Downtown Los Angeles rock scene. Brainspoon can be reached at: <https://www.facebook.com/Brainspoon>

Fans of Rich Cole will be pleased to hear Cole's music appearing on another Sew What? video again in 2015. The recognized guitarist, songwriter and singer's music highlights his unique acoustic rock sound and style. Cole's track "Windfall 2015" is featured on Sew What?'s video, which also displays the [digitally printed stage drapes](#) produced for the four Grammy winner, Sam Smith and his Lonely Hour Tour. More information on Rich Cole, including his new CD set for Release in Fall 2015 "Garden Of Tone," can be found at [www.rkcmuzik.com](http://www.rkcmuzik.com).

Another local LA band touted by LA Weekly as a "harder-rocking contest" is, It's OK. Their hard-driven sound is showcased on a Sew What? video highlighting the [custom logo drapery](#) manufactured for Slip Knot. It's OK claims to base their operations in a "secret lair" somewhere in the South Bay Area of Los Angeles. Their third album, Cubed, will be released in 2015. For more information, go to [www.itsoktheband.com](http://www.itsoktheband.com).



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The use of video as part of Sew What's online marketing strategy is not likely to be going away anytime soon. As a visual medium, Sew What? believes online videos offer an exciting way to communicate the visual appeal of their custom drapery, along with the rental drapery offerings of their sister company, Rent What? Inc.

"The online gallery of videos has helped event producers and production designers visualize all kinds of new staging possibilities," said Duckett. "It makes it easier for them to see how different rental drapery series can be combined with custom products to create entirely new looks for their productions."

You can visit the Sew What? & Rent What? YouTube channel at:

<http://www.youtube.com/user/sewwhatinc>.

Viewers can also watch videos embedded in the company's respective websites at [www.sewwhatinc.com](http://www.sewwhatinc.com) and [www.rentwhatinc.com](http://www.rentwhatinc.com).

### **About Sew What? Inc.**

Sew What? Inc., located in Rancho Dominguez, California, is a well-known stage and theatrical drapery manufacturer 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 email [inquiries@sewwhatinc.com](mailto:inquiries@sewwhatinc.com).

### **About Rent What? Inc.**

Rent What? Inc. is committed to providing an ultimate experience in drapery rental products and customer service. The firm, located in Rancho Dominguez, CA, has set the stage for artists including Beyonce, Nickelback and Demi Lovato. In addition to its large inventory of Inherently Flame Retardant stage drapes, traveler tracks and portable dressing rooms, the company is widely regarded for its basic pricing schedules, innovative damage waiver policy and fast and friendly service. For information, contact Rent What? Inc. at (310) 639-6000 or visit [www.rentwhatinc.com](http://www.rentwhatinc.com).

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