



#OptOutSewIn

This year, for the second time, Ruby Street Quiltworks is opting out of the Black Friday (November 24th) retail madness.

Last year we were inspired by REI, the outdoor recreation equipment co-op, who closed their stores on Black Friday and paid their employees to go on an outdoor adventure instead. Then REI invited their customers to skip the Black Friday stampede and take the time to enjoy the outdoors as well. That invitation turned into a movement and now millions of people skip the line and #OptOutside on Black Friday.

Hooray REI! Thank you for reminding us that natural beauty, fresh air and real life adventures are true and precious gifts. They are not available at any big box store. We honor your choice, support your effort and ... follow your lead.

On Ruby Street we opt out of the Black Friday madness in our own humble, heartfelt, handmade-holiday way. On November 24th the Ruby Street Staff will be paid to sew in. We call our movement #optoutsewin.

We encourage you to opt out too. Skip the after Thanksgiving sales and, instead, retreat to your own creative sanctuary (be that the kitchen table, the laundry room or a dedicated sewing studio). Adventures happen indoors too. Invite some friends or family members to #optoutsewin with you or give yourself the gift of solitude. Dream your handmade holiday. Start a special handmade gift. Take fabric and tools in hand: find inspiration in the infinite inventions of the rain, let an idea drift in on a happy note of laughter, let the creative magic of the winter holidays blow in your door and out through your needle in a happy conspiracy with thread.

Ruby Street Quiltworks will be open on Black Friday, November 24th for your emergency shopping needs but if you happen by, you won't find doorbusters or dizzying discounts. You will find the Ruby Street Staff, in the classroom, "Opting Out and Sewing In." Come on in! Don't hesitate to interrupt us. We'll be delighted to help with your purchase and get you back to stitching.

Start planning your #optoutsewin projects now! Share the experience. Post photos to your Instagram, Pinterest or Facebook with our #optoutsewin and #RubyStreetQuiltworks hashtags so we can take a peek. Skip the line! Enjoy!

Black Friday, November 24, 2017: #optoutsewin