

# Brother™ Awards *Project Runway™ All Stars* Winner Anthony Ryan Auld \$150,000 at Star-Studded Gala in Baton Rouge.

## AULD SHARES HIS CLIMB UP THE FASHION LADDER WITH BROTHER!

Behind his charming Southern accent and boy-next-door appeal there is a fearless spirit and compassionate soul. In a fan-filled room with hundreds of adoring fans and fellow contestants, the stars aligned for Anthony Ryan Auld as he was named the Season 2 winner of *Project Runway™ All Stars* during the final episode in January. He knew – that at that moment – he had conquered another challenge.

Brother International Corporation and the Office of Lt. Governor Jay Dardenne hosted the star-studded event at the Capital Park State Museum in Baton Rouge, Louisiana, where Anthony Ryan was presented with a \$150,000 check from Brother and entertained the crowd with a collaborative runway show, previewing the fall/winter collection with his fellow ‘All Star’ designer Josh McKinley.

“I’m honored to be chosen the winner among such talented artists and designers,” said Anthony Ryan. He recalls at an early age growing up in a small Texas town that he had an affinity for art and a curiosity to learn how things ticked. He says he’s always been an art buff and loved to paint and draw and even finish furniture, but he especially enjoyed taking things apart, like old clocks. He credits his grandmother for being the inspiration behind his passion for sewing. “We lived on 100 acres, so as a young boy I learned to fish and hunt,” he said, **“but one summer afternoon my grandmother asked me to help her sew a quilt... and I guess the rest is history.”**

Anthony Ryan’s family moved several times during his childhood and settled in Baton Rouge, where he attended high school. After graduation, he enrolled at Louisiana State University (LSU) to pursue a career in fashion design, where he entered and won several local competitions. Tragically, in 2008, Anthony Ryan was diagnosed with cancer.



**“It was a dark time for me, but I never gave up.”** He continued to attend classes as he went through a rigorous schedule of chemotherapy from January to June of 2009. “My professors supported me and sewing gave me an outlet to stay focused,” he said. In 2010, he graduated from LSU with a Bachelor of Science in Fashion Design and continued designing and perfecting his designs. He says over the years he became a huge fan of *Project Runway™* and was inspired by the challenges the contestants were faced with every week. “I was so impressed with the Brother sewing machines the contestants used on the show that I decided to visit the local Brother dealer in town to learn more about them.” Anthony Ryan says he was warmly welcomed by the staff at AllBrands and directed to the vast display of Brother Limited Edition *Project Runway™* machines. “It was like I hit the jackpot,” he said. Over the past 36 years, AllBrands has been the cornerstone for sewing communities in Louisiana, carrying the full line of Brother sewing, embroidery and quilting machines in their five locations.



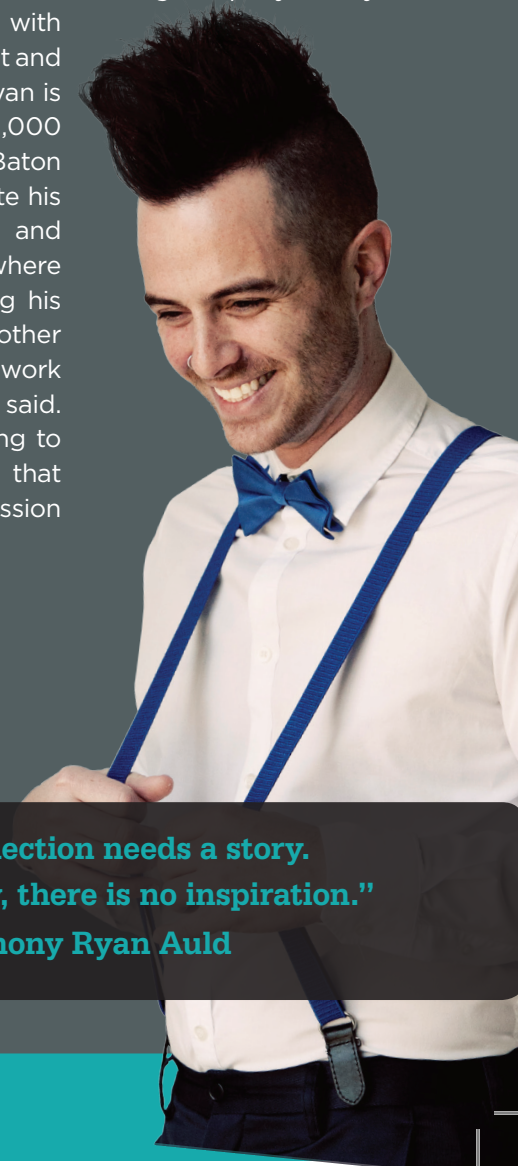
“We were thrilled to hear that Anthony Ryan Auld won *Project Runway™ All Stars*,” said John Douthat, owner of AllBrands. We watched all the shows and began sponsoring *Project Runway* locally. **“It’s great to see our hometown boy win.”** As a respected businessman in his community and veteran Brother dealer, John believes it is the dealer’s responsibility to capture the momentum of the trends and capitalize on the buzz to generate new customers.

Anthony Ryan set his sights on being a contestant on Season 9 of *Project Runway™* and in February, 2011 he used his graphic design talent to create a website showcasing his designs for his audition. He said he was shocked to get the call and hear the words, “Pack your bags, you’re going to New York.” Anthony Ryan made the cut and competed in Season 9, but was later voted off. Keeping true to form and never accepting defeat, Anthony Ryan jumped back in to the competition in Season 2 of *Project Runway™ All Stars*. “I really began to grow and nurture my craft,” Anthony Ryan reflected. He says the Brother Graffiti™ garment printer was the catalyst for helping him create designs he never dreamed of. “With my graphic design background, I jumped all over that machine,” he said emphatically. He explains how he tested different fabrics like wool crepe and printed squares of fabric to use in his designs. “It’s an invaluable piece of equipment for custom prints to help me do more with my collection.”

Those who followed Anthony Ryan on *Project Runway™ All Stars* know about his design collection, ‘Thin Line.’ “Every collection needs a story,” Anthony Ryan stated. “Without a story, there is no inspiration.” He explains that the story behind ‘Thin Line’ is a girl burning her childhood toys. “It’s about starting over

as an adult and channeling past negative energy into a positive flow,” he said. “It’s about finding a balance between innocence, playfulness and being able to adapt to an industry which is hard and unforgiving.”

With all eyes of the fashion world focused on Anthony Ryan, he says he’s thrilled to be part of the Brother family and represent such an amazing company. He says he looks to his future with Brother with excitement and fresh eyes. Anthony Ryan is looking to secure a 3,000 square foot facility in Baton Rouge to accommodate his new Brother sewing and embroidery studio, where he will begin designing his new collection. “Brother has been wonderful to work with,” Anthony Ryan said. “It’s such a great feeling to work with a company that shares the same passion and joys of fashion.”



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- Anthony Ryan Auld