

## LOUISIANA MOTHER OVERCOMES CHALLENGES BY STARTING HER OWN EMBROIDERY BUSINESS

**"I knew I could be successful if I had the right tools."  
-Kluttz**



Picture: Jessica Kluttz, with her children Cody and Clare, and husband Charlie.

We have all been faced with challenges at some point in our lives, but for one Louisiana woman, caring for her sick child inspired her to nurture her passion for embroidery by starting her own home-based embroidery business.

Six months after the birth of her second child, Cody, in April 2009, Jessica Kluttz realized something was wrong. Following her mother's intuition and countless visits to several different doctors, Cody was diagnosed with Mitochondrial Disease, a devastating disorder that has left Cody developmentally challenged. With her first child, Clare, already in school, Kluttz found herself homebound and searching for a way to bring in extra income from home. "I always enjoyed sewing and took Home Economics classes in high school and at local sewing shops," Kluttz said. "I would

make quilts for my friends before I had my own children, and it was that hands-on approach where I realized my love for sewing." She heard about a Start Your Own Embroidery Business event at AllBrands, an Authorized Brother Innov-is Dealer in Metairie, Louisiana, and decided she wanted to learn more about it.

In 2010, she and her husband, Charlie, went to AllBrands to learn more about the Brother sewing machines. She said it didn't take her long before she knew the Brother PR650 six-needle embroidery machine was the right machine for her.

**"I fell in love with my Brother machine and the customer service and support from AllBrands was wonderful." - Kluttz**

Kluttz explains how easy the machine was to use and how she taught herself how to use it. It was

almost one year later when she decided to take a class to learn some new skills. At first, she began embroidering children's items, like burp cloths and bibs, for friends and neighbors. Word spread throughout her community: "Jessica has a new embroidery machine and the



quality of her work is outstanding." She soon expanded to selling embroidered items at local craft fairs and began taking orders. She discovered that by taking her PR650 machine with her to the craft shows, she could increase her sales by embroidering items like school bags and bibs on-the-spot.

Amazingly, her business grew so rapidly that Kluttz found herself overwhelmed with work and found it difficult to keep up with her orders. Her mother, Jamie Jacob, who has been by her side from day one, converted her garage into a workshop. "I handle the business end and leave the creative part to Jessica," said Jacob. "It broke my heart to see my daughter crying so many nights, struggling to take care of her son and overwhelmed with the orders, so I wanted to do something to help."

Jacob knew having a second machine would help to alleviate the work load and reduce the pressure on her daughter, so last November she went to AllBrands to research the new Brother PR1000 10-needle embroidery machine. She was greeted by Tammye Miller, one of AllBrands' sales associates, who quickly learned from Jacob the challenge she and her daughter were facing.

**"I was touched to hear the story of Jamie Jacob's daughter and grandson and knew the Brother PR1000 would be the best machine to serve their needs and accommodate their work load."  
- Miller**

At the time, Brother was offering a special financing incentive which helped to make the machine more



affordable for Jacob, but Miller says Jacob had it in her heart to buy the machine for her daughter either way. Jacob decided to sign up for classes at AllBrands so she could learn how to use the machines, since both the PR650 and PR1000 are compatible. "It will not only allow me to help my daughter, but I can learn a craft and share in the creativity," Jacob said.

Since then, business is booming for Kluttz. She now has new accounts with local businesses to embroider names and logos on work shirts, and enjoys the creative jobs of making items for wedding and baby showers, and kids' birthday parties. She says her most requested items are those with the fleur-de-lis pattern. "The natives of Louisiana, especially in the New Orleans area, are loyal to their French roots and proudly display the fleur-de-lis as their official symbol of Louisiana," said Kluttz. Fleur-de-lis, meaning flower of the lily, is depicted as a stylized lily and represents French royalty. It is said to signify perfection, light and life.

Kluttz's determination and love for her family is inspiring, even when she's faced with additional challenges. "Our daughter, Clare, was recently diagnosed with Attention Deficit Disorder (ADD) and our son Cody, who already suffers with Mitochondrial Disease, was just diagnosed with a form of autism," she explains. "This news, although devastating, just motivates me even more." She has turned to social media to

expand her customer base by linking her Facebook profile to her business page, 'Appliqué & Embroidery by Jess.' She says it's a great way to showcase her work, get feedback and build her business. She is planning on taking a class at AllBrands with her mother next month, and is looking forward to enrolling in a digitizing class this spring to enhance her skills and bring her work to the next level.

"Everything and everyone has its purpose," reflects Kluttz, "and the challenges we face only make us stronger."



**"I'm so grateful to my mother for purchasing the new Brother machine and thankful to Brother for opening the door for me to unleash my creativity to help support my family."  
- Kluttz**