

# Sew What? Inc. Stage Drapery Videos to Feature Less Recognized, Local and Unsigned Musicians

*Megan Duckett, president of Sew What? Inc., a stage drapery manufacturer, reports on their online video production and marketing aims for 2014.*

RANCHO DOMINGUEZ, CA, USA, March 26, 2014 /EINPresswire.com/ -- It's hard to ignore statistics around the rise of online video. In 2012 it was determined 89 million people in the United States were watching 1.2 billion online videos daily (ComScore). Adding to that, last year mobile devices and social sites helped fuel a dramatic rise in video consumption which increased views some 300% (MediaPost).

In line with the huge new demand for video, Megan Duckett of Sew What? Inc., a manufacturer of stage draperies and theatrical curtains reports, "This past year we've made a concerted effort to put a larger video production and marketing strategy in place. But I also 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."

In 2013 the firm's promotional and instructional video productions increased and the additions to the Sew What? / Rent What? YouTube channel were stepped up. In 2014 their online video efforts will strive to additionally recognize less recognizable, but notable musicians, and local and unsigned artists.

The 2013 videos for Sew What? largely highlighted the productions they have been involved with for large name entertainers like Rod Stewart, Sheryl Crow, Kelly Clarkson, John Mayer, Katy Perry, Gwen Stefani, James Taylor, and Alice in Chains.

As a visual medium, offering online video demonstrations helps to communicate the custom drapery and rental drapery firms' offerings and their unique visual appeal. "The online gallery of videos has helped event producers and production designers visualize all kinds of new staging possibilities," said Megan Duckett, president of Sew What? and Rent What?. "It makes it easier for them to see how different rental drapery series can be combined with custom products to



Rich Cole at  
[www.rkcmuzik.com](http://www.rkcmuzik.com)

create entirely new looks for their productions."

But good video communication connects with viewers in a multi-sensory way, using both sight and sound; the importance of background music and sound effects shouldn't be ignored either. All components need to work together and have a general flow and purpose.

Sew What?'s aim for 2014 videos will attempt to blend dramatic visual offerings with the musical talents of less recognizable, but notable musicians. This will include both local and unsigned artists (not necessarily drapery clients).

A new product video for Sew What? featured musician and American Idol voice coach, [James Lugo](#). Lugo has also worked training singers and making records in LA, New York, Nashville, London and Amsterdam under Vocal Asylum, and composed and recorded a plethora of music for film, television, and commercials. These days you can catch Lugo sidelining with his new band Beautiful Distraction as part of the Raleigh, North Carolina rock music scene.

Next month Sew What?'s aim is to feature guitarist Rich Cole on a new video. "The 13th Hour", his newest recording, has been selected. Rich Cole is a guitarist, songwriter, singer, arranger/music producer, widely recognized for his unique sound and vibe. His style ranges from acoustic rock with vocals to rock instrumental. You can find his eclectic musical work available for your listening pleasure currently at [www.rkcmuzik.com](http://www.rkcmuzik.com).

You can visit the Sew What? & Rent What? YouTube channel at [www.youtube.com/user/sewwhatinc](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, R Kelly, 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 [rentwhatinc.com](http://rentwhatinc.com).

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