



Morgann McCoy Biz Column: Pursuing a Creative Life through Sewing

Description



Morgann McCoy photographed by Mo Speer

I fell in love with fashion, textiles, and sewing at a young age. Long before I realized it was a career option. I was not aware of the industry and its impact on people living around the world. As a kid, I knew sewing as one thing: a creative outlet.

My grandmother was a seamstress. I remember her pulling out patterns, pins, and fabrics from the window seat in her dining room. The same table that held last night's family meal was slowly converted into a creative studio. Although I didn't fully comprehend it at the time, her process taught me to be resourceful. She showed me that do-it-yourself sewing was not only accessible but simply a way of life. She worked with your hands in a joyful way, demonstrating how sewing could be a beautiful way to serve others. As I reflect on those times, she was my first example of how creativity could be woven into everyday life.



Processed with VSCO with a6 preset

The second example was my mom. She picked up habits passed down from grandma, everything from the dining room table workspace to the window seat storage. She pieced together patterns and sewed her own clothing. As I packed up my things to go study fashion design in college, my mom gifted me my grandma's old sewing machine. A Viking Husqvarna: the best gift ever. I still use it everyday to sew labels into my products. It's a sweet reminder of my roots and the people who guided my path to pursuing this creative life.



A Well Worn Story Waist Apron

Fast forward ten years and I'm a fashion designer, seamstress, and self-proclaimed adventurer. I'm the owner of [A Well Worn Story](#), a lifestyle brand that is home to my handcrafted bags and aprons. Sewing did not always come easy for me, but after a degree in fashion design from Iowa State University and a leatherwork course at London College of Fashion, I fell in love with the process. There's no doubt that the people in my life have been my greatest asset.



A Well Worn Story Waxed Canvas Everyday Backpack / Photo by Mo Speer

Starting this week, I'll be writing my own column here on The Thread with the hope to pay it forward. Just as my grandma and mom have guided me, I hope to show others how sewing can be a powerful creative outlet. It can be part of everyday life. I want to come alongside of you, wherever you are on your sewing journey, as a mentor, resource, and friend.



A Well Worn Story Sewing Studio

I'll share sewing tips, slow fashion favorites, and tricks for simplifying your wardrobe. You'll get an insider look at the life of a creative entrepreneur, straight from my Wisconsin based studio. I'll talk about living in a tiny apartment on a Wisconsin farm, and how I choose to keep life simple but significant.

For now, I would love to connect with you. I want to hear your story, so please introduce yourself in the comments below!

Looking forward to sewing alongside of you this year!
Morgann



A Well Worn Story Sewing Machine

CATEGORY

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2. SUCCESS HACKS

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