



# **Bear Basics & Beyond: An Inspirational Guide. the Teddy Bear Making Basics, Through to Creating and Promoting Your Own Unique Collection.**

*Helen Gleeson*

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## **Bear Basics & Beyond: An Inspirational Guide. the Teddy Bear Making Basics, Through to Creating and Promoting Your Own Unique Collection.** Helen Gleeson

Bears Basics and Beyond is the book veteran bear artist Helen Gleeson always wanted to buy, but could never find. So she wrote it herself. Now you have a complete and inspirational guide to making beautiful bears which covers everything from the initial concept to the final marketing and promotion of your own special bear collection. Helen guides you through your choice and collection of supplies and shows you the difference between real fur, synthetic fur, alpaca, suede, leather and all the threads, sinews and stuffing you'll need to make a beautiful teddy bear. You'll learn all there is to know about every bear making tool: the scissors, the forceps, the pliers, the awl, the brushes, the needles essential to your artistry. You'll be taken step by step, carefully and clearly, along the path of construction with scores of images and patterns which separate out each individual little task and make each one simple and easy to follow. Finally, Helen goes over with you a business plan and the subsequent marketing and promotion of your own personal bear collection through shows, websites, blogs, magazines and networking. You have every single thing you need in these pages to become successful in business or pleasure as the creator of beautiful teddy bears. Happy stitching!

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