

# Web Site Spotlight



## Britex Notions Go Online Kathe Gust\*

*Britex Fabrics recently opened a web site that focuses on the same great notions you could previously only get by making a pilgrimage to their downtown SF store.*

One of San Francisco's great fabric stores finally has an online presence. Britex has a real web site at last, selling the store's notions online. For now the buyer can select from Buttons, Ribbons and Lace Trims.



**The Buttons.** Checking out the RAF Crest button on the “blazer buttons” page, I can click on it to get a page with a larger photo and details of size, composition and cost. Each button page also has some advice on which size to use.

**The Ribbons.** The hand-dyed silk velvet ribbon in the Abalone color gives full details about width, fabric content and weaves. The expanded view is good enough that you can almost feel the plush.

**Lace Trims:** Looking at the 6” scalloped Chantilly lace; you get the information that it is 20% cotton, 80% nylon; made in France; and an expanded photo that shows both color choices in a size large enough to see the weave.

Add to this some extra features such as a wish list, button sizing chart, button backing chart (illustrating the various styles of button shanks), search feature and FAQs and you have a very nice little web site.

The online offerings are by no means as extensive as those in the

store, and we are still talking Britex prices for these notions, but if you wanted something extra special and only need a few buttons or a yard of special ribbon or lace this could be the place.

Here are some details to keep in mind when shopping at their web site.

- Accepts Visa, MasterCard, and American Express.
- **Minimum online purchase**, excluding sales tax and shipping/handling charges, is \$10.00.
- Cut yardage items **under** \$20.00 per yard have a **1-yard minimum** and are sold in increments of .25 yard.
- Cut yardage items \$20.00 per yard and over have a **.25-yard minimum** and are sold in increments of .25 yard.

Select the image at left or go to <http://www.shopbritexnotions.com/> to browse the Britex notions web site.

*See Kathe Gust's article on costume designer Shawna Trpcic elsewhere in this issue.*