

Michaels and Pinterest Partner to Bring Popular DIY Trends to Life

Unveil First “Make It Kit” Collaboration, Available For a Limited Time Starting April 20th

IRVING, Texas--(BUSINESS WIRE)-- [Michaels](#) and [Pinterest](#) today announced a partnership to launch **Make It Kits**, a unique kit which includes all the necessary supplies to help anyone, from a beginner to a more experienced crafter, make one of the most trending projects on Pinterest. Exclusive to Michaels, the co-branded **Make It Kits** were developed using Pinterest insights and trends, along with Michaels' product expertise and e-commerce capabilities.

“Michaels is committed to making it easier, more accessible and most importantly, more fun for people to make,” said Carrie Walsh, senior vice president of marketing for Michaels. “Pinterest helps people discover things they love, and our Make It Kit partnership is a perfect way to bring that inspiration to life.”

Michaels, North America's largest arts and crafts specialty retailer, is collaborating with Pinterest, an app that helps you discover and do things to design your life, to encourage people of all skill levels to turn their ideas into personalized, do-it-yourself crafts with their new **Make It Kits**. Inspired by Pinterest insights, **Make It Kits** lets you turn your online Pins into tangible projects.

The first **Make It Kit: “Shibori for Your Home”** features Shibori style dyeing project, and contains everything needed to complete the project, including Paper Pin cards with step-by-step instructions, tea towels, dye, and materials for three different dyeing techniques. Pinterest has seen over 1.7 billion home décor Pins and more than 27 million people saving home décor content, specifically, shibori style dye searches have increased 56% in the past year, with Pinner's saving 2.6 million ideas in 2016.

“People come to Pinterest looking for new ideas to try in their daily lives, and we are thrilled to see that Michaels is transforming popular Pinterest trends into projects to help people turn inspiration to action,” said Alastair Cotterill, Global Head of The Studio, Pinterest. “Partners like Michaels are an important part of fulfilling our mission to help people discover and do what they love.”

On April 20th, [Michaels Rewards](#) customers will have an exclusive, member-only early access to purchase the new **Make It Kit: “Shibori for Your Home”** via Promoted Pins and a special email offer. Beginning April 21st, anyone will be able to buy the **Make It Kits** on [michaels.com](#), while supplies last. For more information on this and other Michaels' products, projects and classes, visit [www.michaels.com](#).

About The Michaels Companies, Inc.:

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator.

As of January 28, 2017, the Company owned and operated 1,367 stores in 49 states and Canada under the brands Michaels, Aaron Brothers, and Pat Catan's. The Michaels Companies, Inc. also owns Artistree, a manufacturer of high quality custom and specialty framing merchandise, and Darice, a premier wholesale distributor in the craft, gift and decor industry. The Michaels

Companies, Inc. produces a number of private brands including Recollections®, Studio Decor™®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist's Loft®, Craft Smart®, Loops & Threads®, Make Market™, Foamies®, LockerLookz®, Imagin8®, and Sticky Sticks®. Learn more about Michaels at www.michaels.com.

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