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Michael's Launches Digital Downloads Hub with Creative Fabrica

New platform, Michaels Digital Downloads, offers a one-stop shop for creators to access hundreds of thousands of unlimited assets for elevated projects and endless inspiration

IRVING, Texas, March 19, 2025 /PRNewswire/ -- [Michael's](#), the best place for all things creative, today announced the launch of [Michael's Digital Downloads](#) in partnership with Creative Fabrica, a leader in the crafting digital download space. Through this new subscription-based platform, U.S. creators have unlimited access to over 150,000 premium digital assets including fonts, illustrations, PNGs, 3D paper crafts, laser cutting files, knitting patterns, embroidery patterns, and more to use for their projects. This marks the latest step in Michaels' omnichannel transformation, as the company continues to invest in growth opportunities that foster best-in-class customer experiences.

Through this strategic partnership, Michaels is diversifying its offerings for core customers, making it easier than ever for them to purchase everything for their creative projects from start to finish – all in one place. Creators can sign up for a subscription at \$9.99 per month or save 30% with an annual subscription at \$83.88 billed upfront. There is also a free 30-day trial with up to 10 downloads available to customers.

"Insights from our most passionate creators revealed that 70% were eager for a digital platform from Michaels, and this partnership is the perfect step forward," said Heather Bennett, President at Michaels. "As we continue to innovate to support our customers' creative passions, we're excited to deliver a seamless and convenient digital download experience that sparks inspiration and fuels the joy of creativity."

"We're thrilled to partner with Michaels to launch Michaels Digital Downloads, bringing our extensive library of premium design resources to their vibrant community of crafters," said Roemie Hillenaar, CEO of Creative Fabrica. "This collaboration is a perfect blend of our mission to inspire creativity and Michaels' dedication to empowering makers, offering endless possibilities for personalized projects right at their fingertips."

With a long-term vision of providing everything to create anything, digital content will continue to roll out on the platform to eventually offer millions of assets to shoppers.

To learn more about Michaels Digital Downloads, begin a free trial or subscribe for access to the comprehensive library of digital assets, visit www.michaelsdigitaldownloads.com.

About The Michaels Companies, Inc.

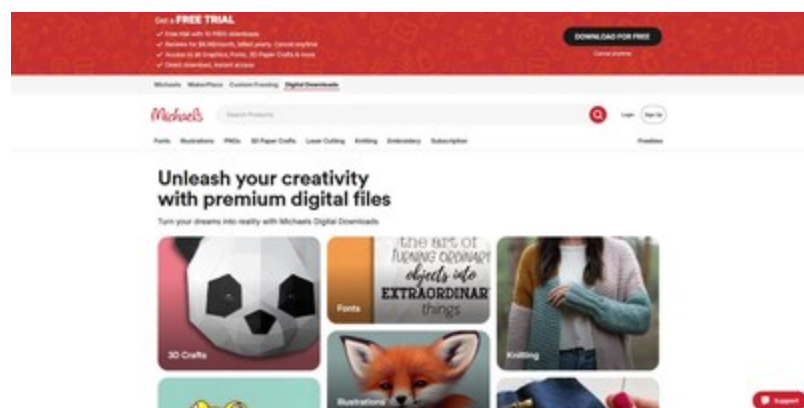
At The Michaels Companies Inc, our purpose is to fuel the joy of creativity. As the leading creative destination in North America, we operate over 1,300 stores in 49 states and Canada and online at Michaels.com and Michaels.ca. The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise, and [MakerPlace by](#)

[Michaels](https://www.michaels.com), a dedicated handmade goods marketplace. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit www.michaels.com.

Media Contact

Kim Kornfeld

PRcontact@michaels.com



About Creative Fabrica

Creative Fabrica is a leading digital marketplace based in Amsterdam, offering premium design resources such as fonts, graphics, and crafts to millions of creators worldwide. Launched in 2016 by co-founders Roemie Hillenaar and Anca Stefan, the platform empowers a global community of over 11 million users and supports more than 30,000 designers by providing high-quality, affordable content through innovative tools and subscriptions. Known for its commitment to creativity and accessibility, Creative Fabrica is revolutionizing the way digital assets are created and shared.

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