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**Calling All Cosplayers: The Yaya Han Cosplay Fabric Collection
Exclusively Available at Jo-Ann Stores and Joann.com**

Hard-to-find fabrics created with the cosplayer in mind debut at Jo-Ann Stores nationwide

HUDSON, OHIO (March 16, 2016) – Jo-Ann Fabric and Craft Stores, the nation’s leading fabric and craft specialty retailer, today debuted an exclusive line of fabrics created by CosplayFabrics.com in close collaboration with esteemed cosplay entertainer, Yaya Han.

Cosplay enthusiasts utilize high-quality fabrics to create elaborate costumes to transform themselves into various characters from a range of genres including superhero, science-fiction, anime, fantasy, Steampunk and more. The unique materials offered in the Yaya Han Collection include four-way stretch spandex, four-way jumbo spandex, brocade and coutil fabrics, as well as eye-catching coatings including foil, liquid leather and embossed armor plate. There are more than 75 fabrics in a variety of colors across 16 different categories, all specially designed for cosplay.

“In recent years, we’ve noticed a surge in customers interested in fabrics for cosplay costumes,” said Lynne Schron, vice president, general merchandise manager, fabric and sewing, Jo-Ann Fabric and Craft Stores. “We’re happy to carry The Yaya Han Collection exclusively at our stores and on joann.com to serve as a one-stop shop for all products needed throughout the costume creation process. To save time on shopping, cosplayers can visit their local Jo-Ann to gather everything on their list including specialty cosplay fabrics, craft foam, paint, sewing notions, patterns, crafting tools, glue, trim and more to design their elaborate creations from start to finish.”

The Yaya Han Collection was created with expert insights from Han, who is widely known in the world of cosplay. Han is a professional costume designer, model and entertainer who has been active in the world of cosplay for more than 15 years. She was featured in the SyFy network’s “Heroes of Cosplay” and served as a guest judge on two seasons of the TBS network’s “King of the Nerds” competition.

"I grew up making costumes with materials from Jo-Ann stores, along with countless other cosplayers," says Han. "I have spent many hours wandering the aisles, brainstorming entire ensembles and gathering fabrics for them. Now, many years later, it's such an honor for me to help create a cosplay-focused fabric line for Jo-Ann Stores!"

Han added, "Working with CosplayFabrics.com has been wonderful, because they are huge fabric nerds like me and just as meticulous in their pursuit of quality. All the items in this fabric collection are materials I would use for my own costumes, and in many cases, already am making cos-plans for! The thought of walking into a Jo-Ann store and picking up the perfect fabrics, along with all other materials needed for a cosplay project, makes me so happy! We developed these fabrics with cosplay in mind, so there is a lot of emphasis on unique finishes, interesting patterns and overall quality. These fabrics have the durability cosplayers expect for repeated wear. I really hope that cosplayers and costume enthusiasts will love these fabrics and the easy access to them!"

The Yaya Han Collection is exclusive to Jo-Ann and is available at Jo-Ann stores nationwide and at joann.com.

About Jo-Ann Stores, LLC

Jo-Ann Fabric and Craft Stores, the nation's largest fabric and craft retailer with locations in 49 states, was founded in 1943 as a single retail store. Today, 850 Jo-Ann stores across the country provide consumers all the fabrics, craft supplies and inspiration they need, conveniently under one roof. For additional information, visit joann.com. To make creative connections, visit joann.com/community.

About Wyla, Inc.

Wyla Inc. is the parent company of CosplayFabrics.com and is a supplier of specialty fabrics, lace, trims and related finished products to craft, party and specialty retailers worldwide. The company has offices in New York, NY, Jacksonville, FL and Hangzhou China.

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