

# Dremel Partners with Yaya Han to Debut Dremel Lite to Cosplay

Cosplayer promotes cordless rotary tool for costume creation and craft projects at Jo-Ann stores nationwide.

**MT. PROSPECT, Ill., February 3, 2020** – The Dremel brand, the leading manufacturer of rotary tools and other hand-held power tools and accessories, recently debuted an exclusive distribution partnership with Jo-Ann Fabric and Craft Stores, the nation’s leading fabric and craft specialty retailer, in close collaboration with esteemed cosplay entertainer Yaya Han.

What is Cosplay? Cosplay enthusiasts utilize Dremel rotary tools to create imaginative costumes to transform themselves into various characters in genres that include anime, fantasy, superhero, science-fiction, and more. The Dremel® Lite™ cordless rotary tool, being marketed by Yaya Han, makes craft projects a breeze and is ideal in the construction of cosplay outfits. The Dremel Lite is used by designers primarily to sculpt EVA or crafting foam, the lightweight and flexible product that forms the foundation of many costumes and props.

“We noticed the increased frequency of Dremel rotary tools being used in the creation of cosplay costumes on our Instagram channel,” said Allison Fishman, Director, User Marketing for the Dremel brand. “Then we met Yaya Han at the C2E2 event in Chicago and discussed the Dremel brand’s role in the cosplay costume creation process. Cosplayers can already visit their local Jo-Ann store to shop for Yaya’s fabric collection, so being able to purchase their Dremel rotary tool makes their costume design shopping list complete.”

Yaya Han is known globally in the cosplay world and is a professional costume designer, model, and entertainer who has been active in the industry for more than 19 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’ve been using a Dremel rotary tool to make out of EVA foam for years, and so have most other cosplayers that I know,” says Han. “There have been many late nights spent using my Dremel tool to create costumes from scratch, making repairs or simply adding a finishing touch. Now, I’ve finally had the chance to work with the people at Dremel and it’s been fun and a pleasure helping to connect new cosplayers with the tool that will take their craft to another level!”

The Dremel Lite is the brand's newest cordless rotary tool, perfect for sculpting EVA foam into cosplay outfits as well as sanding door frames to sharpening garden tools. It is a user-friendly solution for a wide range of light-duty repair, home improvement and crafting needs.

Featuring a lithium-ion battery for improved run time and performance, the Dremel Lite is a compact and powerful tool designed with beginners in mind. It empowers users to start their task after a quick charge right out of the box, ideal for busy homeowners, DIY’ers and cosplayers!

The Dremel Lite is available online and in-store at Jo-Ann fabric and craft stores, hardware and home improvement centers nationwide (MSRP \$49.99 USD). For more information, visit [www.shop.dremel.com](http://www.shop.dremel.com).

## About Dremel

Since inventing the high-speed rotary tool in 1934, the Dremel brand has been helping Makers with its full line of versatile, easy-to-use tool systems that deliver the perfect solution for almost any job. From our Dremel rotary tools, Multi-Max™ oscillating tools, Ultra-Saw™ and Saw-Max™ multi-saws to the Dremel DigiLab 3D printers and laser cutter, Makers have come to know and trust the brand to complete their projects. Combining compact size, ergonomic design, precision and versatility with a wide range of highly

engineered accessories, Dremel tools can be used to accomplish numerous applications with a variety of materials.

Today, as a wholly-owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, IL, Dremel celebrates more than 85 years in business and maintains its commitment to innovation and quality. Regardless of what the task may be, the Dremel brand is dedicated to empowering Makers through creativity, precision and project enjoyment.