

SEW WHAT'S NEW

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SALES · CLASSES · FABRIC
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"THE Fun Place to SEWcialize!"

915-760-5300
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COMMUNITY thread

Volume 16, Issue 8
August, 2012

HUSQVARNA VIKING® DESIGNER DIAMOND deLuxe™

- Sew more beautiful stitches than ever with any thread and less adjustments, thanks to the deLuxe™ Stitch System.
- Create original embroideries instantly with the Design Shaping feature.
- 8" exceptional full-color Ultimate Interactive Screen.
- Over 1,200 stitches and 390 exclusive designs.
- Generous sewing and embroidery surface is perfect for large projects.



NO INTEREST FOR 36 MONTHS!

The purchase of \$2000-499. (See 10/1/12) with over 36 Month Design-It now 48 (1/12) through 60/12. The online purchase (select) machine system (includes the 10" Touch Design) with an extended 3 (1/12) interest. The online purchase (select) machine system (includes the 10" Touch Design) with an extended 3 (1/12) interest. The online purchase (select) machine system (includes the 10" Touch Design) with an extended 3 (1/12) interest. The online purchase (select) machine system (includes the 10" Touch Design) with an extended 3 (1/12) interest.

VIKING DESIGNER DIAMOND deLuxe, DESIGNER RUBY, DESIGNER TOPAZ, EXCLUSIVE SENSOR SYSTEM, SEWING ADVISOR and EMBROIDERY ADVISOR are trademarks and/or license by VSM Group AB. ©2012 ESN (Lassenburg, IL, USA).

August 1 – Sept 30

HUSQVARNA VIKING® DESIGNER RUBY™

- Large interactive color touch screen.
- Large sewing surface and embroidery area.
- Over 300 embroidery designs.
- EXCLUSIVE SENSOR SYSTEM™ & SEWING and EMBROIDERY ADVISOR™ features.
- Many more top-of-the-line features.



\$250 MAIL-IN REBATE!

On Purchase of DESIGNER RUBY with 6/1/12 through 8/1/12.

August 15 – Sept 30



August 15 – Sept 30

Launch Party
for the new
Pfaff ambition essential
(see page 4 for details)

EASY/BASIC CLASSES:

Last Tango Skirt	3
Paper Pieced Kitchen Towels ..	2
Serger Fun Apron	3
Simple Sleeved Shawl	3
Summer Fun Quilt	2

Please Note: Effective with the December newsletter, we will no longer be mailing them. However, we will have printed copies available at each Sew What's New.

Gift Certificates Make Great Gifts!



Yes indeed, we had summer! Now it is time to think of going back to school. It changes the routines for many. Try to keep sewing, even as days get busier. It helps to relax and exercise your creative spirit.

When we think of not having time to sew, it seems we are thinking of hours and hours. How about

thinking minutes and minutes? It is surprising how much can be accomplished by sewing for just a few minutes most days each week.

Perhaps you can also find time for an owner's lesson, if you are a new machine owner, or even if you have had your machine for some time. Remember, when you purchase a sewing machine or serger at Sew What's New, your time for an owner's lesson never expires. We are here to help you learn all about your machine. Oh,

have you been in once or twice and now have forgotten a technique you want to use? Come again! Ask the same questions again. We are here to help make your sewing life enjoyable and fulfilling.

Please be sure we have your email address because, effective with the December newsletter, we will no longer be mailing newsletters. However, you can stop by either store to pick up a copy.

See you soon!



Sewing Machine or Serger

Mornings are usually a great time to schedule an owner's lesson. Private lessons available for a \$25 - \$35/hour fee if you did not purchase your machine from SWN. No fee for lesson if purchased machine from SWN.

Pfaff creative sensation owners' lessons (Roni)

Although these classes are free to those of you who purchased your cs from SWN, registration is important so preparations can be made for you. \$35 fee for those who bought elsewhere. Instructions included.

Resumed in September

EMBROIDERY SOFTWARE & PROJECTS

5D Software Basics Owners' Lesson (Deanna & Roni)

Free to those who purchased from SWN, \$35 fee for others. August: Buzzy Bees, requires 5D Embroidery Extra and 5D Stitch Editor.

LC Mon 8/6 2:00 – 4:00

EP Fri 8/3 10:00 – 12:00

5D Software Club (Deanna & Roni)

August: In The Hoop Three-Dimensional Flower. Requires 5D Embroidery Extra. \$20 fee.

LC Mon 8/20 2:00 – 4:00

EP Sat 8/18 10:30 – 12:30

WE DO OUR PART FOR OUR COMMUNITIES—Come "SEWcialize" at these other local events:

Las Cruces Chapter of American Sewing Guild: Does not meet in August.

El Paso Sewing Guild: Does not meet in August.

Las Colcheras Quilt Guild: 7 PM, 2nd Monday at Trinity Lutheran Church, next to the Elks Club on Elks Road, Las Cruces.

Let's Embroider (Paula & Connie)

Poinsettia Ensemble - \$15 fee includes design and directions. Use the design to create napkin rings and a table runner.

LC Mon, 8/13 1:00 – 4:00

EP Sat 8/16 1:00 – 4:00

Anita Goodesign Embroidery Project (Roni)

Bobbin work is the technique this month. \$32.50 includes designs and instructions.

LC Sat 8/4 1:00 – 4:00

EP Mon 8/6 1:00 – 4:00

Dish Cloth Scrubbies (Paula)

These scrubbies are both practical and a fun conversation piece in you kitchen or as a gift. \$10 fee, design required.

LC Thur 8/9 1:00 – 4:00

QUILTING

Intermediate Quilt Piecing (Jane)

#12: Celtic knots

Sew more challenging blocks during the series. Series recycles, so join when you can. \$15 fee, pattern included.

EP Fri 8/3 1:00 – 4:00

Beginning Quilt Piecing Series (Stephanie & Jane)

Learn many techniques during this popular, excellent series of classes 4)Templates; 5) Curved Piecing; 6)Putting It Together. \$15 each; \$60 series.

LC Fri 8/3, 8/10, 8/24 1:00 – 4:00

EP Thur 8/2 1:00 – 4:00

El Paso Northeast Quilters Guild: 2nd Thursday, 7-9 PM, Trinity Presbyterian, 8001 Magnetic, El Paso.

El Paso Quilt Association: 3rd Thursday, 7 PM, St. Andrew Presbyterian Church, 2160 Wedgewood, El Paso.

Paso del Norte Quilt Guild: 2nd Saturday, 9:30 AM, University Presbyterian Church, Resler Drive, El Paso.

Amish with A Twist (Roni & Patricia)

This beautiful Block of the Month (BOM) series features pieced blocks and appliquéd borders. \$15 fee, patterns required.

LC #3 Wed 8/8 1:00 – 4:00

EP #2 Mon 8/13 1:00 – 4:00

American Heritage BOM #5 (Connie & Jane)

There are three sessions of this popular Block of the Month (BOM) class! Eight block wall quilt sewn together into a 75" x 90" quilt; larger with additional borders. Use one or more as wall hanging. \$15 fee, pattern required.

EP Tue 8/14 5:00 – 8:00 PM CLASS

Fri 8/10 1:00 – 4:00

Fri 8/24 1:00 – 4:00

Summer Fun Quilt (Connie)

Come learn to make the easy chevron or braid strip piecing during this 2-part class. \$25 fee includes pattern.

EP Sat 8/4 and 11 1:00 – 4:00

Paper Pieced Kitchen Towels (Celia)

Using the paper piecing technique, make designer towels for your kitchen. Great for gifts as well. \$15 fee includes pattern and some supplies.

EP Fri 8/17 1:00 – 4:00

"Reflections" Quilt Top (Stephanie)

Use easy strip piecing and graduated shades of your favorite color to make this creative, beautiful quilt during this 3-part class. \$35 fee, pattern required.

LC Wed 8/15, 22 and 29 1:00 – 4:00

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
Join us for Sit & Sew Every Tuesday, both stores, 1:00 – 4:00	<h1>AUGUST 2012</h1>		1	2	3	4			
				EP Beg Quilt Piecing #6	LC Beg Quilt Piecing #4 EP Int Quilt Piecing #12 Celtic EP 5D Basics	LC AG: Bobbin Work EP Summer Fun Pt. 1			
			5	6	7	8	9	10	11
				LC 5D Basics EP AG: Bobbin Work	LC & EP Sit & Sew	LC Amish with a Twist #3	LC Dish Cloth Scrubbies	LC Beg Quilt Piecing #5 EP Am Heritage BOM #5	LC Sewing 101 #6 Skirt EP Summer Fun Pt. 2
12	13	14	15	16	17	18			
	LC Let's Embroider: Poinsettia Ensemble EP Amish with a Twist #2	LC & EP Sit & Sew EP Am Heritage BOM #5 PM CLASS	LC Reflections Quilt Top #1	EP Let's Embroider: Poinsettia Ensemble	LC Serger Fun Apron EP Paper Pieced Kitchen Towels	LC Pillow w/Tucks & Photo EP 5D Software Club			
19	20	21	22	23	24	25			
	LC 5D Software Club	LC & EP Sit & Sew	LC Reflections Quilt Top #2 EP Pillow w/Tucks & Photo	LC & EP ambition essentials Launch Party (time TBA)	LC Beg. Quilt Piecing #6 EP Am. Heritage BOM #5	LC & EP Gallery LC Simple Sleeved Shawl			
26	27	28	29	30	31				
	EP Autumn Leaves Tablerunner	LC & EP Sit & Sew	LC Reflections Quilt Top #3		EP Serger Fun Apron				

THE Fun Place to SEWcialize!!

Autumn Leaves Tablerunner (Jane)

This delightful fall runner features appliqué leaves and pumpkins. \$15 fee, pattern required.

EP Mon 8/27 1:00 – 4:00

SERGER, HOME DEC, EMBROIDERY, GARMENTS

Sewing 101 #6 (Patricia)

Last Tango Skirt Sew an attractive skirt using just 3 pattern pieces. Pattern required. Fee \$15.00.

LC Sat 8/11 1:00 – 4:00

Serger Fun Apron (Sally)

Use special techniques with your 4 or 5-thread serger as you create this fun apron. \$15 fee includes instructions.

LC Fri 8/17 1:00 – 4:00

EP Fri 8/31 1:00 – 4:00

Simple Sleeved Shawl (Patricia)

Contemporary cardigan wrap with set in sleeves made with four pattern pieces! \$15 fee, pattern required.

LC Sat 8/25 1:00 – 4:00

Pillow with Photo and Tucks (Sally)

Choose a favorite photo, sew tucks to frame it in a special pillow. \$20 fee includes transfer of photo to fabric and instructions.

LC Sat 8/18 12:30 – 4:00

EP Wed 8/22 12:30 – 4:00

Gallery Showing of Projects

See the samples for the September classes, enjoy fellowship and customer Show & Tell. NO FEE. Come join this fun time.

LC Sat 8/25 10:30 – 11:30

EP Sat 8/25 10:30 – 11:30



Did you know...

- how helpful your questions are?
- questions, comments and suggestions help us improve?
- your comment may speak for others who prefer to remain silent?
- classes have been offered and procedures changed because someone spoke up?
- we value your input?

Both Sew What's New stores are drop-off places for Linus Quilts and ConKerr Cancer Pillowcases.

Are you an Apple Mac user?

Tru Embroidery software, written for the Mac, is coming! There will be a pre sale campaign prior to the official introduction and dealer training in October. Let us know if you are interested.

Gallery Showing of Projects

Last Saturday morning there will be a display of projects for the September classes plus information about new products, coming events, and customer Show & Tell. NO FEE Come join this growing, fun time.

LC Sat 8/25 10:30 – 11:30

EP Sat 8/25 10:30 – 11:30

Panels Are In!

Apron Panels

Book Panels

Holiday Panels

Coordinating fabrics available for each one

Clear any bolt of fabric, any day, and receive **15% off**

The American Sewing Guild

will not meet in August. Meetings will resume in both stores in September.

LAS CRUCES - 575-524-1739 - EL PASO - 915-760-5300

STORE HOURS: Las Cruces and El Paso Monday through Saturday 10:00 – 5:00, Except Tuesday 12:00 – 5:00

While supplies last.

We will all learn about this new member of the ambition family on this special You Tube event! No pictures available now; time to be announced.

August 23

essential - Thursday,

Pfaff ambition

for the new

Launch Party

Come to a

SALES · CLASSES · FABRIC · SERVICE · REPAIR

3961 East Lohman Suite 9
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