



**ANNOUNCEMENT FROM
BEAR'S PAW FABRICS & SARAH VEDELER**

Hi,

Are you ready for some brand new, truly breathtaking projects to create with your BERNINA embroidery machine? If so, check out this special offer we've just heard about from Sarah Vedeler Designs...

Sarah is one of our favorite designers. Everything she dreams up conveys beauty, inspiration and infinite creative joy. We LOVE the new fabric line, **Transformation**, that she created for Benartex. It was just revealed at BERNINA University last week. She has 6 new design collections to go with the fabric and she personally requested we make our customers part of an exclusive group eligible for her special pre-launch offer (more about that later).

Sarah's new design collections will be released over the next few months, starting with the first in August. Here are the details:

Sarah's Special Limited-Time Pre-Launch Offer

If you love Sarah's designs as much as we do, you know you'll want to have each one of them as they're released! Purchase all 6 design collections as a download today for just \$197, saving \$78 off the normal combined price of \$275. That's a whopping 28% discount. (Prefer CDs over downloads? Add \$50.) Each design collection will be made available to you on the release dates previously specified.

Sarah's new design collections will be released over the next few months, starting with the first in August. The details are below and we have a special offer for you!

Each design collection will include:

- Multi-formatted embroidery designs
- Complete instructions to create each project
- SVG files to use with your Silhouette Cameo or Brother Scan N Cut electronic cutting machine
- EXP files to use with your BERNINA Cutwork Tool

We're partnering with Sarah Vedeler Designs in a new way of doing business which we think will be better for everyone, so [CLICK HERE](#) place your order for Sarah's designs and then come on into the store to check out her gorgeous new fabric line, Transformation.

Hurry. This offer expires midnight August 5, 2015.

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Sincerely,

BEAR'S PAW FABRICS
8812 Orchard Tree Lane
Towson, MD 21286

P.S. - To take advantage of the \$78 savings, be sure to [CLICK HERE](#) to place your order for Sarah's special limited-time pre-launch offer.

P.P.S - I know where you can get some FREE patterns using Sarah's new fabric collection from Benartex. [CLICK HERE](#) to see Transformations!

#1: Take Me Everywhere Pad-Folio and Jewelry Roll



To be released August 15, 2015

Cost: \$25

Size: To fit a 5"x8" or 8.5"x11" pad of paper

Never carry around a boring-looking pad of paper again! Instead, jazz it up with this Pad-Folio design.

The Pad-Folio is a quilted-in-the-hoop project featuring embroidered appliqué. The small one can be stitched in 1 hooping in the jumbo hoop or 2 hoopings in the large oval hoop. Add pockets, bind, and it's good to go! You can even use it as a book cover. Or, finish it off instead as a Jewelry Roll. What a versatile design - and a great gift idea as well!

#2: Better Than A Paper Plate: The Dresden Fan Collection



To be released August 28, 2015

Cost: \$50

Size: 62" x 62"

Embroidered appliqué in as many hoopings as it takes! Includes 3 different sizes of block (6", 12" and 16" finished) with 2 designs for each size. Everything can be done in the large oval hoop. The bigger the hoop you have, the fewer hoopings required for each block.

If you love fussy cutting, then this is definitely the quilt for you! Use Sarah's new Transformation fabric to create gorgeous kaleidoscopes with endless possibilities.

What's the story behind the "Better Than A Paper Plate" title? Well, if you've ever had a hot flash, you might know that paper plates make great fans to cool you down. When Sarah first heard this she was in the midst of a hot flash, having been handed a paper plate to use as a fan. Quilting inspiration struck and a new design was born!

#3 THE VESICA PISCES COLLECTION aka ALIENS WEARING SHADES



To be released September 9, 2015
Cost: \$40
Size: Table Runner 16" x 72", placemat 16" x 13"

More quilting in the hoop featuring embroidered appliqué! Make a table runner for summer fun, any length you want. Add a riot of color with coordinating, individualized placemats, either for place settings or to go under a vase of flowers, table condiments, etc. Embroidered appliqué only or quilted-in-the-hoop (requires the BERNINA mega-hoop or equivalent).

#4 THE FLOWER OF LIFE COLLECTION

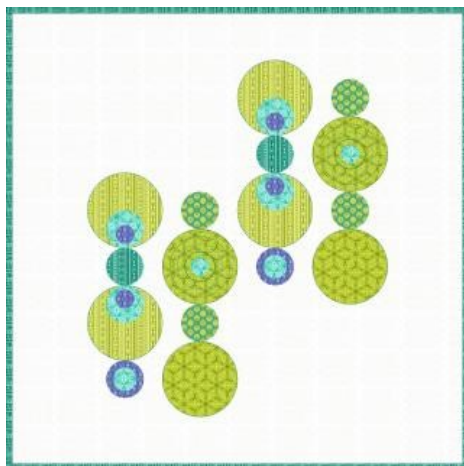


To be released September 27, 2015
Cost: \$60
Size: 6", 8", 12" and 24" blocks

Looking for stunning wall hangings or comfy jumbo pillows? Then you'll love the Flower of Life Collection. It features embroidered appliqué with optional quilting in the hoop (6", 8" and 12" blocks). This design is great for showing off your fussy cutting skills.

For even greater possibilities, the embroidered appliqué from the 6" block can replace the Dresden Fan in the Take Me Everywhere Pad Folio and Jewelry Roll.

#5 THE INFINITY COLLECTION



To be released October 26, 2015
Cost: \$60
Size: 36" with 6" circles, 30" with 5" circles, 24" with 4" circles, or 18" with 3" circles

Circles and more circles! Create a variety of different projects featuring 3", 4", 5" and 6" circles - something for everyone. From modern art as wall hangings, pillows in various sizes, a table runner that's as long as you want it to be, and a laptop sleeve so you can travel in style (customized to hold a 13" or 15" laptop).

#6 THE TRANSFORMATION QUILTING COLLECTION



To be released October 26, 2015
Cost: \$40

Pure quilting in the hoop that can be used to create small, stand-alone projects, or to finish large projects. Combine with The Infinity Collection as a background for embroidered appliqué, or combine with Better Than a Paper Plate and quilt the open spaces that don't have embroidered appliqué. Each design has a single-stitch option and a triple-stitch option.

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