



# BLACK FRIDAY SPECIALS!



*Perfect offers for every sewist: Sewing, embroidery, quilting and serging machines, accessories and more!*



## ACCLAIM 4-THREAD SERGER

- RevolutionAir™ Threading
- 4/3/2 Thread Serging
- No Tension Adjustments
- Exclusive Wave Stitch



**NOW  
\$1,999!**

**baby lock**

**FOR THE LOVE OF SEWING**

Offer good while supplies last.

Offer valid only at authorized participating Baby Lock retailers in the United States.

All pricing listed in USD.

Expires 12/4/19



**PFAFF**  
Perfection starts here.™

UNWRAP YOUR  
*Creativity*  
THIS HOLIDAY

### Pfaff Performance Icon Market Leading Features:

- Largest working area at 12.2in width and 5.1in height
- Multi-touch tablet-screen with swipe, pinch and zoom functions
- Wifi Connectivity and mySewnet
- Automatic needle threader
- Enhanced Original IDT
- Innovative lighting designed for the brightest work space
- Strongest needle piercing power, ideal for thicker and multi-layered fabrics
- Larger stitch plate with markings on both sides up to 2-1/2in (63.5mm)
- Strongest needle piercing power, ideal for thicker and multi-layered fabrics

**MSRP \$10,999  
Now On Sale \$5,999**

*Plus, get a  
Free Trolley  
(\$469 Value)*



Expires 12/4/19



*Hurry!  
Offers expire 12/4/19  
or while supplies last!*

2365 Pacific Coast Hwy.  
Lomita, CA 90717  
310.257.1744  
AAASewingAndFabric.com



AAA SEWING & FABRIC  
SEW FAST - SEW FUN - SEW EASY

\*Offers cannot be combined. Savings off of MSRP. Financing offers on Approved Credit. See store for details.



# BLACK FRIDAY SPECIALS!



Ask about these wonderful, one-day deals!



## Floriani Total Control U Digitizing Software

Whether you are a hobbyist or full commercial embroiderer, Walter Floriani has the perfect embroidery software solution for you! NO COMPETITOR'S SOFTWARE comes close to the features OR price point of Walter Floriani's embroidery software.

**MSRP \$4,299 - Now only \$2,149**

Digitizing, Editing and Special features includes:

Wave Gradient Fill Patterns, Wave Color Blend Patterns, Apply Template Layouts to designs, Create Name Drops and more! Slice Tool for splitting one artwork element into multiple elements, Optimize Entry/Exit points, Optimize design sequence (automatically rearranges design sewing sequence for optimal sewing sequence), Color Sort tool and more!



## Floriani 120 Spool Thread Bundle

This 120 Spool Thread Set spans the entire Floriani spectrum! This Collection will bring the right tints, tones, and shades of thread you need for all of your designs! Each spool is 1000m of Floriani Polyester, with a high sheen and high tensile strength.

**MSRP \$799 - Now only \$399**



### GO! Big Electric Fabric Cutter Starter Set

Normally \$599 -  
Now \$449



**@accuquilt®**



*Hurry!*  
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# BLACK FRIDAY SPECIALS!

Ask about these wonderful, one-day deals!



**Embroidery Machine Features include:** IQ Intuition Positioning App, IQ Designer, 494 Embroidery designs built-in including 30 fonts, Embroiders up to 14" x 9.5", Wireless capability, 2 USB drives (Type A), NeverMiss™ Automatic Threading System, Automatic sensors, WXGA,IPS Color LCD Touchscreen, Cuts jump stitches and more!

**BUNDLE VALUE \$5,799.00**

\* Does not include machine price

**PLUS EMBROIDERY DESIGNS VALUE \$5,000**

Purchase a Baby Lock Meridian Embroidery Machine at MSRP and receive a Madeira Rayon Smartbox, a Four-year Love of Sewing Membership, and an Anita Goodesign Six Month All-Access Subscription.



**Sewing & Embroidery Machine Features include:** IQ Intuition Positioning App, IQ Designer, 494 Embroidery designs built-in including 30 fonts, 771 stitches, Needle Beam, Embroiders 14" x 9.5" hoop size, Wireless capability, 2 USB drives (Type A), NeverMiss™ Automatic Threading System, Automatic sensors, WXGA,IPS Color LCD Touchscreen, Cuts jump stitches and more!

**BUNDLE VALUE \$6,180.00**

\* Does not include machine price

**PLUS EMBROIDERY DESIGNS VALUE \$5,000**

Purchase a Baby Lock Altair Embroidery and Sewing Machine at MSRP and receive a Special Edition Trolley, a Four-year Love of Sewing Membership, and an Anita Goodesign Six Month All-Access Subscription.



*Hurry!*  
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Updated with  
Black Friday  
Specials!



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# Holiday Buyer's Guide

The Big Sale is on from 11/15/19 - 12/31/19!

**ANY SEWING MACHINE SERVICE**

**\$20 OFF**

**REDEEM ON  
CHECK-IN**

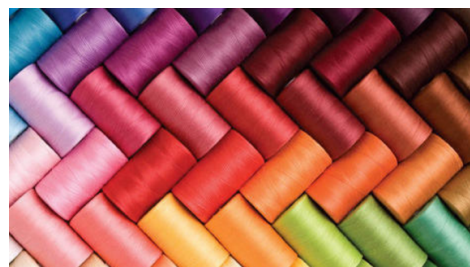


**FREE**  
Evaluation &  
Estimates  
We Repair  
Most Brands

Offers cannot be combined. Savings off of regular price. See store for details.

## 30% OFF SPOOLS OF THREAD

- Only applicable to individual spools of Isacord, Wonderfill and Floriani
- No backorders
- Offers cannot be combined
- Only while supplies last. Expires 12/31/19



**baby lock**

FOR THE LOVE OF SEWING

## BABY LOCK ZEAL SEWING MACHINE

- 25 Built-in stitches, including one-step buttonhole
- Built-in needle threader
- Drop-in bobbin
- Free-arm sewing
- Drop feed for free-motion technique
- 25 Year warranty on all metal mechanical design

*Regular \$499 - Sale Price \$299!*

Only while supplies last. Expires 12/31/19

**VIKING® PFAFF**

**BERNINA**  
made to create

**brother**  
at your side

**baby lock**

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# Welcome from Salima



Hi,  
I'm Salima Jaffer. I'm a part of the second generation of AAA Sewing and Fabric which my parents started 41 years ago in the South Bay. After being around the store and sewing industry for most of my life, I joined the company in 1996 when I realized I wanted to make sewing my full time career! Since then, I've concentrated in creating education programs and events for the store. I love trying new techniques and then sharing them with the sewing community, especially in embroidery.

I think embroidery is ever expanding with new technology and capabilities that can bring your imagination to life. A couple years ago, I was able to film my education classes on IQ Designer with the Baby Lock team. It was one of the highlights of my career! Now they've produced videos and every now and then, I get recognized as the woman who does IQ Designer! (Thank you, Baby Lock!)

If you haven't been to our store, please come in or visit our site [aaasewingandfabric.com](http://aaasewingandfabric.com)! We pride ourselves in providing the best selection of fabrics, high quality products and education events. I'm especially excited about these new events coming up - AccuQuilt and Floriani's Trevor Conquergood! We are grateful to have wonderful educators and share their expertise. These events are perfect for quilters and embroiderers of any experience level.

Most of all, we appreciate our sewing community - laughing with us, sharing their projects and all the other ups and downs of life. We couldn't do this without them! Please join us and become a part of our community!

*Salima*

P.S. This new catalog holds our holiday specials on our featured brands. We want to share the best with you so you can enjoy sewing even more. Come in to see these products in action and promotions before they expire!




## SUE GREEN BAKER'S SERGER ACADEMY

Join Sue for Three Fun-Filled Days of Serger Boot Camp to learn the Baby Lock Triumph, Evolution, and Ovation Sergers in and out! You will learn how to use the Triumph / Evolution / Ovation serger from the basics to advanced techniques. Top of the line Baby Lock Sergers will be furnished for your use in class if you don't already own one! You will say, "I didn't know I could do that on a serger!"

Fee includes a workbook CD that has over 100 pages of step-by-step instructions. Event fees also include all the fabrics needed each day to make all the workbook samples, lunch and FUN!

**JANUARY 30, 31 AND FEBRUARY 1, 2020**

**FEE: \$269 (EARLY BIRD ENDS 12/31/19)**

**\$299 (REGISTRATION STARTING 1/1/20)**



## Purely Gates Embroidery Event

Sat., 1/18 Hands-On Class

### HANDS-ON CLASS WITH PATRICIA GATES: MYLAR ROSABELLA JACKET



Patricia's spectacular embroidery designs come to life in this beautiful jacket project! You'll learn tips and techniques on how to use Mylar Embroidery designs. And, you'll get instruction, lunch and entrance to the Trunk Show on Fri., 1/17. Hurry, spots are limited!

**HANDS-ON CLASS: SAT., 1/18/20 AT 10AM - 4PM**

**FEE: \$115 FEE INCLUDES INSTRUCTION, LUNCH AND TRUNK SHOW ON FRI., 1/17!**

**VIKING®**

**PFAFF**

**BERNINA**  
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**brother**  
at your side

**baby lock**

FOR THE LOVE OF SEWING



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# Holiday Buyer's Guide



## Brother Stellaire XJ1 Features:

- My Design Snap Mobile app and Mobile Device
- Large Embroidery Area 9.5"x14" for any project
- 56 Sq. Inches of Workspace for room for quilting
- 700+ Emb Designs and Fonts give more options
- Sew Straight Laser Vision Guide for precision
- 10.1" built-in high-definition LCD display

## XJ1 Bundle & Trade-in Promotion:

Get up to \$3,000 with a qualified trade in

As low as **\$158\* per month** with 0% interest with equal payments

*Purchase a Stellaire XJ1 or XE1 and receive a free iPod (\$199 value) and Floriani Thread pack (\$200 value)!*

## Brother Stellaire XE1 Features:

- Embroidery only!
- My Design Snap Mobile app and Mobile Device
- Large Embroidery Area of 9.5" x 14"
- Over 700 Built-in Embroidery Designs and Fonts
- Large 10.1" built-in high-definition LCD display
- Built-in LED Embroidery Pointer

## XE1 Bundle & Trade-in Promotion:

Get up to \$3,000 with a qualified trade in

As low as **\$108\* per month** with 0% interest with equal payments

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# Holiday Buyer's Guide

The big sale is here: But only until 12/31/19!

BABY LOCK'S  
**Holiday  
Helpers**

## Solaris Bundle



**BUNDLE VALUE \$9,360.00**

• Does not include machine price

**PLUS EMBROIDERY DESIGNS VALUE \$5,000**

Purchase a Baby Lock Solaris Embroidery and Sewing Machine at MSRP and receive a Special Edition Trolley, a Four-year Love of Sewing Membership, a Solaris Inspirational Guide, and an Anita Goodesign 12 Month All-Access Subscription.



### SOLARIS EMBROIDERY AND SEWING MACHINE

- IQ Visionary™ Projector
- 10-5/8" X 16" Embroidery Field
- 10.1" Capacitive Touchscreen
- IQ™ Designer
- 13" Large Creative Space

**baby lock**

**FOR THE LOVE OF SEWING**

Offer good while supplies last.

Offer valid only at authorized participating Baby Lock retailers in the United States and Canada.  
All pricing listed in USD.

See an Associate for details.  
Offer valid 11/1/19 - 12/31/19

### Baby Lock Solaris:

As low as **\$275\*** per month with 0% interest with equal payments

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## Triumph Bundle



## TRIUMPH 8-THREAD SERGER

- RevolutionAir™ Threading
- No Tension Adjustments
- LED Lighting
- Variable Speed Control
- Knee Lift

**BUNDLE VALUE \$539.00**

• Does not include machine price

Purchase a Baby Lock Triumph Serger at MSRP and receive a Triumph Inspirational Guide, a \$300 Consumer Rebate, and a 60-Day Trial of Online Sewing Classes.

### Baby Lock Triumph Promotion:

Get up to \$2,000 with a qualified trade in!

**Regular price: \$6,999 Now only: \$4999**

## Baby Lock Brilliant Sewing Machine



### Key Features:

- LCD Screen (3-5/16" x 1-3/4")
- 190 Built-in stitch patterns
- Variable stitch width up to 7mm
- Adjustable stitch length 0-5mm
- Advanced needle threader
- Quick-Set, Top-Loading bobbin
- Quick-Set bobbin winder
- Start/stop button
- Built-in programmable reinforcement stitch
- Automatic thread cutter

**Purchase a Baby Lock Brilliant Sewing Machine and Receive a Trolley and Foot kit!**

Valued at \$450



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# Holiday Buyer's Guide

The big sale is here: But only until 12/31/19!



## BERNINA 570QE

### Key Features:

- Built in upper feed system so you can use dual feed on difficult projects like slippery fabrics, quilts, and thick materials
- Bernina Stitch Regulator attachment included for better speed control when you free motion quilt
- Includes the 97D foot for perfect 1/4" quilting when piecing quilt tops!

*Special  
Tula Pink  
Bundle!*



*Bundle Included with Purchase on Current Inventory - \$2,240 Value!*

- Tula Pink Hardware set - premium collection of hand-crafted sewing cutlery in a decorative tin
- Tula Pink Embroidery Collection of unique embroidery & quilting designs
- Tula Pink decorative stitches
- BERNINA Embroidery Module
- BERNINA Accessory Bag
- BERNINA Toolbox Editing Module including 100 additional embroidery motifs

*B570QE and Bundle  
Total Package  
MSRP: \$8,241  
Now: \$5,999*

## *Celebrate Swissmas with Bernina!*

## BERNINA 770

### Key Features:

- Jumbo bobbin with 80% more thread capacity than standard bobbin so you can sew longer without winding more thread!
- Built in upper feed system so you can use dual feed on difficult projects like slippery fabrics, quilts, and thick materials
- Bobbin sensor to warn when your thread becomes too low!

*Special  
Tula Pink  
Bundle!*



*Bundle Included with Purchase on Current Inventory - \$4,350 Value!*

- Tula Pink Hardware set - premium collection of hand-crafted sewing cutlery in a decorative tin
- Tula Pink Embroidery Collection of unique embroidery & quilting designs
- Tula Pink decorative stitches
- BERNINA Embroidery Module & Suitcase System
- BERNINA Toolbox Editing Module including 100 additional embroidery motifs

*B770SE Tula  
Pink Bundle:  
Get \$4,350 in  
Goodies!*

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made to create

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*Special!*

## VIKING EPIC FLOOR MODEL

Our reimagined DESIGNER EPIC™ sewing and embroidery machine tailors the sewing experience around your wants and needs through a Tablet-like screen, WiFi, 120 Step-by-step animated and illustrated tutorials. Other features include:

- 650 Embroidery designs, 7 fonts, specialty techniques
- Joy OS Advisor gives suggestions on stitches and tensions
- Table like screen, 10.1" uses capacitive touch like drag and drop
- Large working area 12" X 5 1/2"
- Automatic needle threader
- 30% Larger bobbin
- Effortless embroidery with deLuxe Stitch System
- Perfect event feeding with Exclusive Sensor System
- Most even LED lights



*Normally \$14,999 - Now \$7,999!*

## VIKING DESIGNER DIAMOND ROYALE

The Designer Diamond Royale machine delivers brilliant results! It's intuitive and include innovations only found on this machines. Other features include:

- Ultimate interactive screen
- Effortless embroidery with deLuxe Stitch System
- Patented dimensional stitches
- 3 Hoops - largest is 360mm X 200mm
- Complimentary software to download for PC
- 408 Built in embroidery designs & more than 1,200 stitches
- Perfect even feeding with interchangeable dual feed
- Exclusive Sensor System

*Normally \$10,999 - Now \$4,499!*

*Exclusive Sewing & Embroidery Features!*



*New!*

## SCAN 'N CUT DX225 WITH BOUNDS ROLL FEEDER!

Get the only home and hobby cutting machine with a built-in scanner. It has everything else you need to create stunning home crafting projects. You'll be able to create and edit designs quickly and easily on the 5" LCD touch screen display. You'll love that you can weld, rotate and resize your designs right on the screen—there's no need to use a computer or complicated software. And ScanNCut DX has over 1300 built-in designs, including 140 quilt patterns and 17 lettering fonts.

*Bonus!*

Roll Feeder attachment to cut longer sections of vinyl up to 12" wide so you can create larger projects with your cutter! Normally \$99!



**Normally \$899 - Now \$799!**



*Hurry!*  
Offers expire 12/31/19  
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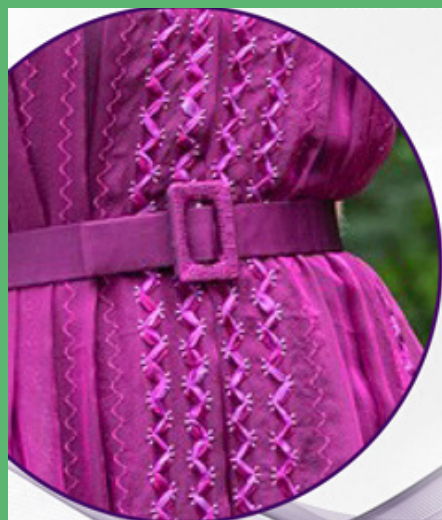
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The big sale is here: But only until 12/31/19!



expression™ 710

\$100

AAA Sewing  
Rebate

MSRP \$2,799



## Expression 710 Features:

- Color Touch Screen
- 10" Large Sewing Space
- Original IDT System precisely feeds all types of fabric from top to bottom
- Automatic presser foot lift
- 245 Stitches, up to 9mm
- Built-in Needle Threader
- Bobbin Thread Sensor
- Jam Proof Rotary Hook
- 8 Accessory feet included
- Hard cover included

quilt expression™ 720

\$200

AAA Sewing  
Rebate

MSRP \$3,999



## Quilt Expression 720 Features:

- 400+ Stitches, up to 9mm
- Color Touch Screen
- 10" Large Sewing Space
- Original IDT System
- Automatic presser foot lift
- Exclusive Stitch Templates
- Built-in Needle Threader
- Bobbin Thread Sensor
- Jam Proof Rotary Hook
- 10 Accessory feet included
- Hard cover, electronic knee lift, straight stitch plate included



ambition™ 610

- The Original IDT™ System
- PFAFF® LCD Screen
- Large Sewing Space
- 110 Stitches
- Speed Slider

Ambition 610  
Sewing Machine

Now \$599

Hurry!  
Limited Quantities

Husqvarna  
VIKING®

PFAFF  
Perfection starts here.™

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## BERNINA 790

*Special financing available. payments as low as \$175 a month\**  
**\$2,500 off** in-stock models with a qualified trade in

SEWING AND EMBROIDERY COMBINATION MACHINE

### Key Features:

- Onboard large color touch screen for adjusting stitch control, combining embroidery patterns, and editing or creating stitches on screen so you can watch your digital sewing art COME TO LIFE!
- 10" from the needle to the inside of the stainless steel sewing bed so you have lots of room to work comfortably on your creations!
- Embroidery module attachment included with endless embroidery function for window dressings, quilt sashing, and other larger adjoining embroidery designs.



*Bundle Included with Purchase on Current Inventory - \$5,335 Value!*

- BERNINA Toolbox Editing Module including 100 additional embroidery motifs
- Big Book Feet
- Walking Foot
- Set of Five D Feet
- Accessory Bag
- USB Stick with 600 Embroidery Designs
- XL Machine Suitcase
- XL Module Suitcase

*B790 Bundle  
Total Package*

**MSRP: \$12,999**

**Now: \$9,499**

### Horn 8030 Cabinet

Electric cabinet for quilters, sewists and embroiderers!



*Horn 8030  
Sewing Cabinet*

**MSRP \$2,988**

**Now \$2,241**

**Save \$757!**



**30% OFF  
ALL  
FLOOR  
MODEL  
HORN  
CABINETS!**

### Koala Quilt Mate Plus

Pre-owned, electric cabinet holds 2 sewing machines!



*Koala Quilt Mate Plus  
(Pre-owned Unit)*

**New \$3,799**

**Now \$999**

**Save \$2,800!**



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