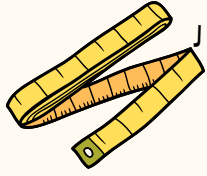


# THE WEEKLY STITCH



JONATHAN, TRENT, & SUE HAVE BEEN B.U. (BERNINA UNIVERSITY) SINCE LAST WEEK, SO BE SURE TO CHECK FACEBOOK FOR BERNINA UPDATES!

XXX♥

## ALL ABOUT SEWING WILL BE CLOSED JULY 4<sup>TH</sup> & 5<sup>TH</sup>



SINCE THE 4TH OF JULY FALLS ON A FRIDAY THIS YEAR, WE HAVE MADE THE DECISION TO CLOSE FOR THE ENTIRE 4TH OF JULY WEEKEND!

### WHAT DOES THAT MEAN FOR YOU?

OUR STORE WILL STILL BE OPEN OUR NORMAL HOURS MONDAY - THURSDAY, JUST BE SURE TO STOCK UP ON EVERYTHING YOU NEED BEFORE FRIDAY!

IF YOU MAKE ANY ONLINE ORDERS THURSDAY - MONDAY, THEY WILL NOT BE SHIPPED OUT UNTIL THE FOLLOWING TUESDAY.

IF YOU HAVE A MACHINE IN FOR SERVICING AND THE SERVICE IS COMPLETED, PLEASE MAKE ARRANGEMENTS TO PICK IT UP BY THURSDAY IF YOU NEED TO USE IT BEFORE WE OPEN AGAIN ON MONDAY.

IF YOU HAVE AN ALTERATION READY FOR PICK UP AND NEED IT PRIOR TO MONDAY AFTERNOON, PLEASE MAKE ARRANGEMENTS TO PICK IT UP BEFORE THURSDAY AT CLOSE.

### REMINDER IN REGARDS TO ALTERATIONS:

ALTERATIONS ARE NOT PART OF ALL ABOUT SEWING'S SERVICES; THEY ARE COMPLETED AFTER HOURS BY ALTERATIONISTS WHO ARE PART OF THE ALL ABOUT SEWING TEAM.

OUR STORE IS USED ONLY AS A PICKUP AND DROP OFF LOCATION.

DUE TO THE HOURS THEY ARE RESTRICTED TO FOR ALTERATIONS - NO ALTERATIONS DROPPED OFF ON JUNE 20TH AND UP UNTIL JULY 3RD WILL BE COMPLETED PRIOR TO THE WEEK OF JULY 7TH, UNLESS IT WAS DISCUSSED AND AGREED TO WITH THE ALTERATIONIST PRIOR TO THIS NEWSLETTER.



INTRO TO  
BASIC SEWING PT. 1

MONDAY, JULY 7<sup>TH</sup>  
10 AM - 12:30 PM

10:00 AM - 1:00 PM  
and/or  
2:00 PM - 5:00 PM

**\$49.99**

# Embroidery

## HOOP CAMP


with **oeSD**

**All About Sewing**  
Your Sewing Superstore

Learn essential embroidery techniques, including how to choose the right stabilizer, hooping placement, and more from an embroidery expert from OESD!

**10% OFF**

♥  
**10% OFF EMBROIDERY HOOP CAMP**  
 IF PURCHASED WITH STITCH TRIP!  
**CALL (251)634-3133 TO TAKE**  
**ADVANTAGE OF THE DISCOUNT!**

Join Us For A 2-Day Hands-On Event With 

**\$99.99**  
Kit Included

Friday, July 18th  
& Saturday, July 19th

**9:30 AM - 5:00 PM**  
**Machine Provided**  
**Includes Lunch & Snacks**

Our embroidery expert will be your guide, as you create and embellish accessories that are perfect for taking with you on the go!

**These five fun travel-themed projects will delight and excite you as you learn new embroidery techniques.**

**SAMPLES ON DISPLAY IN STORE!**

MAKE 5 BEAUTIFUL PROJECTS!



**BERNINA HOOP FRAME:  
QUILTING IN COMFORT WITH  
LIMITED SPACE**



**MARVELOUS!**

## EVENTS

**OESD'S HOOP CAMP  
BEGINNER (AM) & ADVANCED (PM)  
THURSDAY, JULY 17TH**

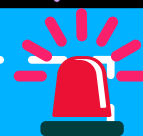
**OESD'S STITCH TRIP  
2-DAY EVENT  
FRIDAY, JULY 18<sup>TH</sup> &  
SATURDAY, JULY 19TH**

**What's  
New?**

**ISACORD VARIGATED: CAMO VARIATIONS**

**ISACORD THREAD  
(VARIOUS)**

**OESD STABILIZERS  
(VARIOUS)**



**Restocked**



FIND JULY'S CLASS SCHEDULE HERE!

JULY

2025

SUN MON TUE WED THU FRI SAT



2

3

HAPPY  
4TH  
OF JULY

5

6

7

8

9

10

11

12

13

14

15

16

Embroidery X 100  
HOOP CAMP



20

21

22

23

24

25

26

27

28

29

30

31



Sun

JUNE  
29TH

CLOSED

Mon

JUNE  
30TH

STORE HOURS: 9-5

Tue

JULY  
1ST

STORE HOURS: 9-5

Wed

JULY  
2ND

GULF COAST BENCH PILLOW  
10-2  
STORE HOURS: 9-1

Thu

JULY  
3RD

STORE HOURS: 9-5

Fri

JULY  
4TH

Happy  
4th  
of July

CLOSED

Sat

JULY  
5TH

CLOSED

UPCOMING  
EVENTS:

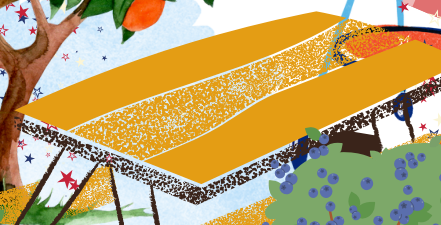


Stitch Trip



&

HOOP CAMP





Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!

Free  
Gift

TAKE PART IN THE GREAT AMERICAN CHAIR CHALLENGE!

PICK YOUR FAVORITE CHAIR AND TAKE IT FOR A SPIN TO RECEIVE  
YOUR FREE GIFT!

Great American Chair Challenge - 6/13 - 7/31/2025

\$150 off MSRP on  
Hydraulic Chairs

(Reg. \$479.99)  
**NOW ONLY**  
**\$329.99**



Scan to Register



Register to win a **Dream Sewing Room** with a **FREE Kangaroo & Joey and Kookaburra!** A \$4,599.98 Value!

Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!

## JANOME 4<sup>TH</sup> OF JULY FINANCING EVENT

6/27/25  
-7/9/25

0% APR for  
36 Months\*

ON QUALIFYING PURCHASES OF \$3,000 OR MORE MADE  
WITH YOUR SEWING AND MORE CREDIT CARD. PROMO FEE  
OF 2% OF AMOUNT FINANCED WILL BE INCLUDED IN  
REQUIRED MONTHLY PAYMENTS.

0% APR for  
48 Months\*

ON QUALIFYING PURCHASES OF \$3,500 OR MORE MADE  
WITH YOUR SEWING AND MORE CREDIT CARD. PROMO FEE  
OF 2% OF AMOUNT FINANCED WILL BE INCLUDED IN  
REQUIRED MONTHLY PAYMENTS.

0% APR for  
60 Months\*

ON QUALIFYING PURCHASES OF \$5,000 OR MORE MADE  
WITH YOUR SEWING AND MORE CREDIT CARD. PROMO FEE  
OF 2% OF AMOUNT FINANCED WILL BE INCLUDED IN  
REQUIRED MONTHLY PAYMENTS.



## JANOME CHRISTMAS IN JULY

### CONTINENTAL M17

**SALE**  
**\$12,999\***  
MSRP  
**\$19,999**

**\$300 GIFT CARD**

**WITH QUALIFIED TRADE IN!**

Purchase select Janome sewing machines between  
July 1st-31st, 2025 and receive a Visa® Prepaid Gift Card!\*

\*VISA® IS A REGISTERED TRADEMARK OF VISA INC. VISA IS NOT A SPONSOR OF, OR AFFILIATED WITH, THIS PROMOTION.  
ALL OFFERS ARE VALID JULY 1ST - JULY 31ST, 2025 AT PARTICIPATING JANOME AUTHORIZED DEALERS.



Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!



**JANOME**  
**CHRISTMAS**  
**IN JULY**

Horizon Memory Craft  
**9480QC**  
Professional

**SALE**  
**\$5,499**  
MSRP \$6,999

**\$200 GIFT CARD**

Purchase select Janome sewing machines between July 1st-31st, 2025 and receive a Visa® Prepaid Gift Card!\*

\*VISA® IS A REGISTERED TRADEMARK OF VISA INC. VISA IS NOT A SPONSOR OF, OR AFFILIATED WITH, THIS PROMOTION. ALL OFFERS ARE VALID JULY 1ST - JULY 31ST, 2025 AT PARTICIPATING JANOME AUTHORIZED DEALERS.



**JANOME**  
**CHRISTMAS**  
**IN JULY**

Memory Craft  
**6700**  
Professional

**SALE**  
**\$3,599**  
MSRP \$3,999

**\$100 GIFT CARD**

Purchase select Janome sewing machines between July 1st-31st, 2025 and receive a Visa® Prepaid Gift Card!\*

\*VISA® IS A REGISTERED TRADEMARK OF VISA INC. VISA IS NOT A SPONSOR OF, OR AFFILIATED WITH, THIS PROMOTION. ALL OFFERS ARE VALID JULY 1ST - JULY 31ST, 2025 AT PARTICIPATING JANOME AUTHORIZED DEALERS.



**JANOME**  
**CHRISTMAS**  
**IN JULY**

CoverPro  
**3000**  
Professional

**SALE**  
**\$1,399**  
MSRP \$1,799

**\$50 GIFT CARD**

Purchase select Janome sewing machines between July 1st-31st, 2025 and receive a Visa® Prepaid Gift Card!\*

\*VISA® IS A REGISTERED TRADEMARK OF VISA INC. VISA IS NOT A SPONSOR OF, OR AFFILIATED WITH, THIS PROMOTION. ALL OFFERS ARE VALID JULY 1ST - JULY 31ST, 2025 AT PARTICIPATING JANOME AUTHORIZED DEALERS.



**JANOME**  
**CHRISTMAS**  
**IN JULY**

CONTINENTAL M8  
PROFESSIONAL

**SALE**  
**\$7,999**  
MSRP \$9,999

**\$200 GIFT CARD**

Purchase select Janome sewing machines between July 1st-31st, 2025 and receive a Visa® Prepaid Gift Card!\*

\*VISA® IS A REGISTERED TRADEMARK OF VISA INC. VISA IS NOT A SPONSOR OF, OR AFFILIATED WITH, THIS PROMOTION. ALL OFFERS ARE VALID JULY 1ST - JULY 31ST, 2025 AT PARTICIPATING JANOME AUTHORIZED DEALERS.



Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!

JULY 1–AUGUST 31, 2025



## SERGER COLLECTION

Receive a **FREE** Bundle  
When you purchase an L 8 Series Serger

### L 890 BUNDLE

Package Includes 10 Essential Accessories

\$1,121  
VALUE



L 890 Serger Accessory Set



ONE-  
STEP AIR  
THREADING  
SENSORS

### L 860/L 850 BUNDLE

Package Includes 8 Essential Accessories



L 860/L 850 Serger Accessory Set



\$711  
VALUE

**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

JULY 1–AUGUST 31, 2025



## LONGARM COLLECTION

**FREE** Q Series Sit-Down  
Accessory Bundle

When You Buy Any  
Q Series Sit-Down System

### SIT-DOWN BUNDLE



Q Series Sit-Down  
Accessory Box

\$2,139  
VALUE



**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.



Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!



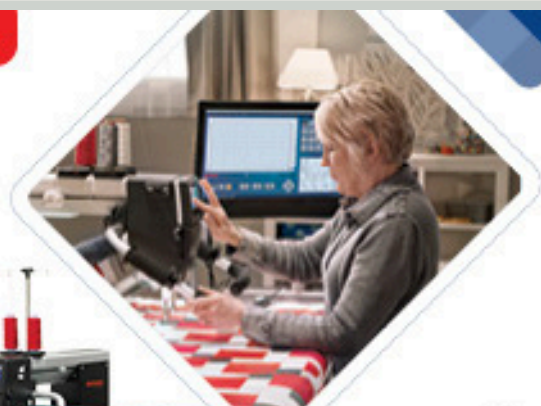
LONGARM COLLECTION

JULY 1–AUGUST 31, 2025

## FREE Q Series Frame Accessory Bundle

When You Buy Any  
Q Series Frame System

*Excludes the BERNINA Hoop Frame*



**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.



HOT BUY

JULY 1–AUGUST 31, 2025

## Scorching Summer Special

B 475 Quilters Edition  
**NOW \$1,999\***  
MSRP: \$2,999



**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!

JULY 1–AUGUST 31, 2025



HOT BUYS

## Scorching Summer Specials



**b77**  
**NOW \$1,199\***  
MSRP: \$2,049

**b64 AIRLOCK**  
**NOW \$999\***  
MSRP: \$1,780



AIR  
THREADING  
SERGER

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

bernette  
SWISS DESIGN

JULY 1–AUGUST 31, 2025



B 990 EXPERIENCE

## Receive a **FREE** Gift Bundle

When You Purchase the  
B 990 Machine



**BERNINA**  
made to create

B 990 BUNDLE

**FREE** XXL Luggage  
Trio Set with purchase  
of B 990

**\$1,488 VALUE\***



\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.



Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!



5 SERIES COLLECTION

JULY 1-AUGUST 31, 2025

## Three **FREE** Gift Bundles

With Purchase of a B 590 or B 570 QE with  
Embroidery Module – **A \$3,000\* Total Value!**



**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

QUILTING BUNDLE



Adjustable Ruler  
Foot #72



Adjustable Slipping  
Foot #73



Adjustable Gliding  
Cup Foot #74



Essentials  
Ruler Kit



Curves & Clams  
Ruler Kit



Borders  
Ruler Kit

\$1,077 VALUE

EMBROIDERY BUNDLE



Embroidery Bundle Box



Large Freearm Hoop

\$1248 VALUE

SEWING BUNDLE



BERNINA Red  
Walking Foot #50



Code for BERNINA  
Skill Hub Class



The BIG Book  
of Stitches

\$375 VALUE

(Red Walking Foot #50 available while supplies last. Standard Walking Foot will be substituted.)

JULY 1-AUGUST 31, 2025



5 SERIES COLLECTION

## Two **FREE** Gift Bundles

With Purchase of a B 570 QE



**BONUS BUNDLE!**  
Purchase the B 570 QE with  
Embroidery Module, receive  
a **FREE** embroidery bundle.

SEWING BUNDLE



BERNINA Red  
Walking Foot #50



Code for BERNINA  
Skill Hub Class



The BIG Book  
of Stitches

\$375 VALUE\*

(Red Walking Foot #50 available while supplies last. Standard Walking Foot will be substituted.)

QUILTING BUNDLE



Adjustable Ruler  
Foot #72



Adjustable Slipping  
Foot #73



Adjustable Gliding  
Cup Foot #74



Essentials  
Ruler Kit



Curves & Clams  
Ruler Kit



Borders  
Ruler Kit

\$1,077 VALUE\*

**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.



Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!

JULY 1–AUGUST 31, 2025



5 SERIES COLLECTION

## FREE Sewing and Embroidery Package

When You Buy a B 535 with Embroidery Module



SEWING BUNDLE



BERNINA Red Walking Foot #50



Code for BERNINA Skill Hub Class



The BIG Book of Stitches

\$675  
VALUE

(Red Walking Foot #50 available while supplies last. Standard Walking Foot will be substituted.)

EMBROIDERY BUNDLE



Embroidery Bundle Box



Large Freearm Hoop

\$1,245  
VALUE

**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

JULY 1–AUGUST 31, 2025



DOMESTIC SEWING

## FREE Sewing Bundle

With Purchase of a B 480 or B 535



SEWING BUNDLE



The BIG Book of Stitches

Code for BERNINA Skill Hub Class



BERNINA Red Walking Foot #50

(Red Walking Foot #50 available while supplies last. Standard Walking Foot will be substituted.)

\$675  
VALUE

**BERNINA**  
made to create

\*Offer valid July 1–August 31, 2025 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.



Limited  
Time  
Only

# PROMOTIONS

While  
Supplies  
Last!



SPECIAL FINANCING

JULY 18-31, 2025

## Limited-Time Special Financing

**2.99% APR  
for 60 Months\***

on in-store purchases of \$3,000 or more.  
Participating dealers only.  
60 fixed monthly payments required.



\*A Promo Fee does not apply to this offer. Offer applies only to single-receipt qualifying purchases. Interest will be charged from the purchase date at a reduced 2.99% APR, and fixed monthly payments are required until paid in full. These payments are equal to 1.7964% of initial total promo purchase amount, rounded up to the next whole dollar. These payments may be higher than the payments that would be required if this purchase was a non-promo purchase. During the last month(s) of the promo period the required monthly payment may be reduced due to the prior months' rounding. Regular account terms apply to non-promotional purchases. For New Accounts as of 7/16/24: Purchase APR is 34.99%. Penalty APR is 39.99%. Min Interest Charge is \$2. A promo fee will be charged equal to 2% of the amount financed on an equal payment no interest promotion of 18 months or more. Existing cardholders: See your credit card agreement terms. Subject to credit approval. See store for details. Participating Dealers Only. We reserve the right to discontinue or alter the terms of this offer any time.

made to create **BERNINA**

## Accessory of the Month *July*

Jeans Foot #8 and #8D

**25% OFF\***

Jeans Foot #8 and #8D produces neat straight-stitched seams on tough, heavy fabrics such as denim, leather or canvas.



made to create **BERNINA**

\*Offer valid July 1-31, 2025 at any participating authorized BERNINA in the United States of America. Offer good for 25% off MSRP on Jeans Foot #8 and Jeans Foot #8D. Discount is off MSRP. Offer not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Offer is not transferable, not redeemable for cash, and has no cash value. Offer and its terms are subject to change. Offer void where prohibited by law.



KIMBERBELL'S HELLO PUMPKIN EVENT  
IS COMING IN SEPTEMBER!

WE'LL ANNOUNCE THE FINISHED PROJECT SAMPLES,  
DATE, AND TIME FOR THIS EVENT SOON!

\*Tuesday\* &  
\*Thursday\*

@ 5:30

Trent &  
Jonathan

LIVE

FOLLOW  
US!



LIKE

SUBSCRIBE

Share



590 SCHILLINGER RD S.  
SUITE D  
MOBILE, AL 36695



CONTACT US

FACEBOOK MESSENGER



(251) 634-3133



SEWMEDIA  
@ALLABOUTSEWINGINC.COM



@ WWW.ALLABOUTSEWINGINC.COM

#LOVEWINS!