

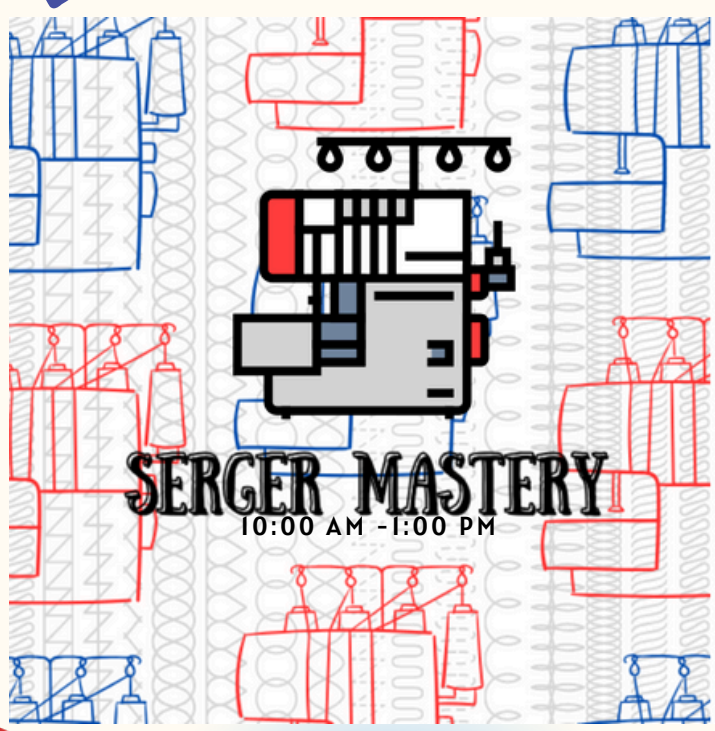
THE WEEKLY STITCH

WE HOPE EVERYONE HAD A FANTASTIC 4TH OF JULY WEEKEND!

XXX

HAVE YOU JUST ACQUIRED A NEW SERGER AND WANT TO LEARN HOW TO USE IT?
OR MAYBE YOU'VE HAD ONE FOR A WHILE AND JUST NEED A LITTLE REFRESHER?

JOIN US FOR SERGER MASTERY THIS SATURDAY!



In This Class You Will Learn:

To Thread your Serger

Machine Maintenance

Tension Adjustments

To Convert for a Rolled Hem

Saturday, July 12th

Machine Not Provided.
Please Bring Your Machine.

Kimberbell Quilt Club

Wednesday, July 9th
10 AM - 1 PM

Kimberbell Embroidery Club

Wednesday, July 9th
1 PM - 4 PM

DON'T FORGET

FREE OPEN SEW DAY

FRIDAY, JULY 11TH

EMBROIDERY II

THURSDAY, JULY 10TH
5 PM - 7:30 PM


10:00 AM
- 4:00 PM

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

\$49.99

Embroidery

HOOP CAMP

with 

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!**

\$99.99
Kit Included

Friday, July 18th
& Saturday, July 19th

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

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



Stitch Trip

All About
Your Sewing

All About Sewing

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.

MAKE 5 BEAUTIFUL PROJECTS!

SAMPLES ON DISPLAY IN STORE!

Kimberbell

K DAY!

Join us @ the Creative Center to celebrate K Day!

JULY 26TH, 2025 | 9 AM - 1 PM MT

10 AM - 2 PM CST

RSVP @ All About Sewing!

DON'T MISS OUT ON A DAY OF DEMOS,
GIVEAWAYS, NEW PRODUCTS, AND
FUN-FILLED SURPRISES!





Receive a FREE
Creativity Blooms
design, thanks to our
Platinum sponsor, Janome!

Register to attend Kimberbell Day to
get this FREE “Creativity Blooms” design!

Your free design will be delivered to
your Digital Library for our live event!

Be sure to register @
[KIMBERBELL.COM](https://kimberbell.com)



Celebrate in Style
WITH KIMBERBELL
DAY MERCH!



Not able to attend in person?

The Kimberbell crew’s LIVE Event will be streaming
from their social channels!



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 18TH &
SATURDAY, JULY 19TH

What's
New?

Stay
Tuned



Restocked

Coming
Soon!



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



12

13

14

15

16

Embroidery X 100
HOOP CAMP



20

21

22

23

24

25

26

27

28

29

30

31



Sun

JULY
6TH

CLOSED

Mon

JULY
7TH

INTRO TO BASIC SEWING PT. 1
10 - 12:30
STORE HOURS: 9-5

Tue

JULY
8TH

STORE HOURS: 9-5

Wed

JULY
9TH

KIMBERBELL QUILT CLUB: 10-1
KIMBERBELL EMBROIDERY CLUB: 1-4
STORE HOURS: 9-1

Thu

JULY
10TH

BASICS OF EMBROIDERY II
5-730
STORE HOURS: 9-5

Fri

JULY
11TH



FREE OPEN SEW DAY
10-4
STORE HOURS: 9-5

Sat

JULY
12TH

SERGER MASTERY
10-1
STORE HOURS: 9-1

UPCOMING
EVENTS:



Stitch Trip

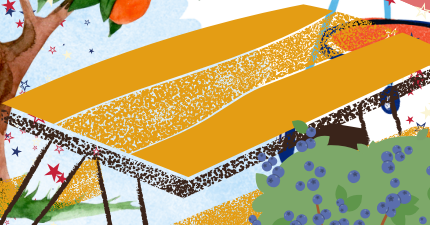
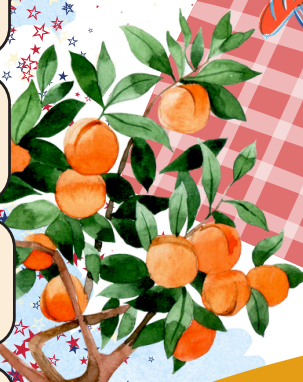


HOOP CAMP



EMBRACE
EQUITY

THIS WEEK



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 4TH 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!



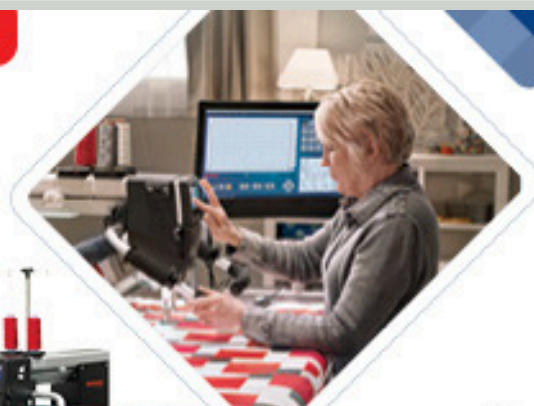
LONGARM COLLECTION

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



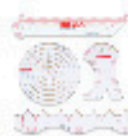
Adjustable Ruler
Foot #72



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



WWW.ALLABOUTSEWINGINC.COM

SEWMEDIA

@ALLABOUTSEWINGINC.COM



#LOVEWINS!