

FEBRUARY 2026

# Newsletter

LOVE



**CENTERVILLE**  
**937.433.7474**

[www.sewalotonline.com](http://www.sewalotonline.com)  
[sewalotonline@gmail.com](mailto:sewalotonline@gmail.com)

**LEXINGTON**  
**859.264.7472**



# Coupons

**IN STORE COUPON**  
February 2 - 7, 2026

**Save  
25%  
Stabilizer**

Offer valid with coupon at time of purchase.

**IN STORE COUPON**  
February 9 - 14, 2026

**Save  
25%  
Hoops**

Offer valid with coupon at time of purchase.

**IN STORE COUPON**  
February 16 - 21, 2026

**Save 20%  
oesd  
Products**

Offer valid with coupon at time of purchase

**IN STORE COUPON**  
February 23 - 28, 2026

**BOGO  
Half Price**

**EMBROIDERY DESIGNS**

Offer valid with coupon at time of purchase

**ONE DAY ONLY**

SEW-A-LOT'S  
SWEETHEART Sale

**14% OFF**

ALL PREVIOUSLY  
LOVED machines

**Saturday, February 14**



# expression™ 710

special edition sewing machine

**PFAFF**  
Perfection starts here.™



## CLOSEOUT SALE – Limited Stock

### Top Features

#### **PFAFF® Color Touch Screen**

See a stitch preview and get all the sewing information you need directly on a high-resolution color touch screen that measures 70mm x 53mm (3.5").

#### **Large Sewing Space**

The PFAFF expression 710 sewing machine is the perfect choice anyone who creates a wide variety of projects. The sewing area to the right of the needle is nearly 10" (250mm), great for sewing large amounts of fabric or batting.

#### **The Original IDT™ System**

Original since 1968. The integrated dual feed from PFAFF precisely feeds all types of fabric from the top and bottom for perfect stitching every time.



# Save the Date

Go LIVE with us for the debut of the DESIGNER EPIC™ 3 Nordic Frost. Featuring a redesigned embroidery unit, reversible hoops, and the largest embroidery area in the industry, this machine is built to help you explore new techniques and create without limits.

## Designer Epic™ 3

Nordic Frost Edition  
Sewing & Embroidery Machine



Industry's Largest  
Embroidery Area



Free-Arm Embroidery



Embroidery  
Projection

Tuesday, February 17 at 9:30





# Designer Epic™ | 3

**Nordic Frost Edition**  
Sewing & Embroidery Machine

# EXCLUSIVE Launch Gift with Purchase

February 1 – March 31, 2026



## NEW Designer Epic™ 3

### Nordic Frost

Sewing & Embroidery Machine  
Gift with Purchase\* Includes:

- Mega Turnable Hoop (450 x 450 mm)
- Free-Arm Embroidery Hoop (100x150 mm)
- Quilters Metal Hoop (200 x 200 mm)
- Tear-A-Way Extra Wide Stabilizer
- Cut-A-Way Extra Wide Stabilizer

Works with *CREATIVATE™*. Ask your Dealer for more information on which membership level is the best for you!



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# Designer Epic™ 3

## Nordic Frost Edition

Sewing & Embroidery Machine



## Top Features



### Embroidery Unit

Thoughtful engineering results in reduced noise and vibration for a more relaxing sewing experience. Building on this foundation, the updated embroidery unit features further refinements that enhance stability and smooth operation, along with an ergonomic hoop connection system that makes attaching and removing your hooped project easier than ever.



### Free-Arm Embroidery^

Embroider difficult-to-hoop projects without opening a seam. Simply slip part of your project around the free-arm when attaching the optional Free-Arm Embroidery Hoop.



### Reversible Hoop Capability^

The first in the industry to seamlessly embroider a specialty technique like felting or bobbin work, then continue stitching over that design with conventional embroidery. With the special techniques hoop you don't need to un-hoop your project, saving you time and frustration.

### Embroidery Projection

Project the image of an embroidery on your hooped fabric for easy placement. See where your embroidery is to generally place a design on your project, or easily match multiple hoopings to create embroideries at the ideal size. You can use the Exact Position feature to fine-tune for absolutely perfect placement.

^ Optional accessory required



## Top Features Continued

# DESIGNER EPIC 3

## Nordic Frost Edition

Sewing and Embroidery Machine



### Industry's Largest Embroidery Area\*\*

Embroider with the market's largest embroidery area using the 450x450 mm Mega Turnable Hoop.^



### DESIGNER™ Embellishment Attachment^

Embroider ribbon, beads or yarn directly and precisely on fabric as the attachment guides the material into place. Automatically stitch a variety of materials with your machine to avoid the time and stress of stitching them down by hand.



### CREATIVATE™ Ecosystem\*

Get creative with seamless cloud-based navigation between your machine screen, laptop and mobile device.

### CREATIVATE Design Catalog\*

CREATIVATE Design Catalog has thousands of beautiful ready-made embroidery designs, from flowers and fonts to nature and more. The best part is you can access the full Design Catalog on-screen so you don't have to leave your machine to find the perfect design.

### CREATIVATE Blog

Access a live feed directly on your screen of news, free projects, free designs and more.

### CREATIVATE App

Download the free app that connects your phone to your machine. Digitize photos on the go, get live machine updates and more.

^ Optional Accessory.

\* Some CREATIVATE features require a paid membership.

\*\* When Compared to Brother Aveneer, Bernina B990 and Babylock Radiance.

# LEXINGTON CLASSES



## Ripple Effect Quilt

February 10 & 24  
12:00 | \$48+

[REGISTER HERE](#)



## Ripple Effect Quilt

February 10 & 24  
5:30 | \$48+

[REGISTER HERE](#)



## Sergers Aren't Scary

February 11  
5:30 | \$25+

[REGISTER HERE](#)



## French Seam Pillowcase

February 12  
5:30 | \$21+

[REGISTER HERE](#)



## Yellow Brick Road Quilt

Feb. 16 & March 2  
5:30 | \$36+

[REGISTER HERE](#)



## MySewnet/Creativate Lesson 8, Part 1

February 18  
12:30 | \$15\*

[REGISTER HERE](#)



## Rotary Cutting Basics

February 19  
5:30 | \$21+

[REGISTER HERE](#)



## Vinyl Mesh Market Bag

February 21  
9:00 | \$21+

[REGISTER HERE](#)



## Reading Patterns with Confidence

February 25  
5:30 | \$18

[REGISTER HERE](#)



## The Rambler Pants

March 4 & 11  
5:30 | \$36+

[REGISTER HERE](#)



## MySewnet/Creativate Lesson 8, Part 2

March 11  
5:30 | \$15\*

[REGISTER HERE](#)



## Keep up with all classes here!

[CALENDAR](#)

\*if purchased at Sew-A-Lot

+supplies not included



# CENTERVILLE CLASSES



## Convert Quilt Patterns with Ease

February 7  
10:00 | \$24+

[REGISTER HERE](#)



## Project Linus Sew Day

February 10  
10:00 | FREE

[REGISTER HERE](#)



## Creativate/MySewnet Software

February 14  
10:30 | \$15 or \$30\*

[REGISTER HERE](#)



## Creativate/MySewnet Software

February 14  
1:00 | \$15 or \$30\*

[REGISTER HERE](#)



## Scout Tee Class

February 21 & 28  
12:00 | \$56+

[REGISTER HERE](#)



## Creativate/MySewnet Software

April 4  
10:30 | \$15 or \$30\*

[REGISTER HERE](#)



## Creativate/MySewnet Software

April 4  
1:00 | \$15 or \$30\*

[REGISTER HERE](#)

\*if not purchased at Sew-A-Lot

+supplies not included



## Long Arm Test Drive

[GET MORE INFO](#)

Curious about long arm quilting? Try it out with a one-on-one, appointment-based session.

Bring a project under 50" x 40" and learn the basics of long arm quilting with guidance from one of our educators using our machine.

- Appointment required
- Thread and batting must be purchased from Sew-A-Lot

Book your session: 859-264-7472

# VIRTUAL CLASSES

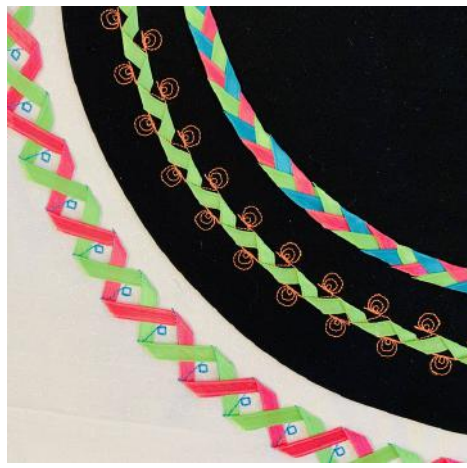
In our virtual classes, Sara Snuggerud & Elizabeth Pooler will show you more than just how to select stitches and embroider.

Learn how to unlock all the FREE features in the mySewnet ecosystem — no subscription required.

- Explore programming and Design Appliqué
- Create up to 8" tall embroiderable fonts
- Use the mySewnet library, blog, and apps
- Recreate PFAFF exclusive stitches on Husqvarna Viking
- Embroider quilt binding in-the-hoop
- And so much more!



Husqvarna Viking  
Bootcamp



Viking Bootcamp LITE



Embellished  
Embroideries with both  
brands.



PFAFF Bootcamp



PFAFF Bootcamp  
LITE



PFAFF Stitch Creator

[click on image to signup](#)





# Project ♥ Linus

We'd love for you to join us in Centerville  
Tuesday, February 10th • 10:00–2:00  
No fee. We've got the fabric & machines.

Come and go as you please. We're grateful for all help!

## QUILT REQUIREMENTS:

Quilt tops? Yes, please! Our amazing Blanketeers are happy to add the finishing touches.

Please ensure your quilts are brand new, from a smoke-free home, and made with no pet contact.

For the little ones' comfort, single-layer fleece works best (double layers can be a bit too heavy!)



Project Linus provides handmade blankets and quilts to children ages 0–18 who are seriously ill, traumatized, or in need. These blankets are donated to hospitals, shelters, and foster care programs across the country.

**SIGN UP**



# NATIONAL EMBROIDERY MONTH **SALE**

February 1–28, 2026

An application for creating and editing embroidery designs—  
whether you're a seasoned embroidery creator or just getting  
started, one of our 3 levels is perfect for you!

# 25% OFF

mySewnet™ Embroidery  
Software 2021 (Boxed)



# 2 Months FREE

When You Purchase an  
Annual CREATIVATE™  
Membership from an  
Authorized Retailer

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# creativative™

CREATE • INNOVATE • ELEVATE

SCAN ME



**Use the code FREE30 at checkout  
and get your first 30 days FREE!**



[www.sewalotonline.com](http://www.sewalotonline.com)

Online

# Let Your Imagination Roam

The NEW  
**GO!® Baby Zoo Animals Die**  
has arrived

Regular price: ~~\$94<sup>99</sup>~~  
**Your price: \$79<sup>99</sup>**

February  
*die to try*<sup>™</sup>  
Series  
Die



**FREE Mat  
with Purchase!**  
See details.

**SHOP NOW**





# *Fresh Picks* for Spring Projects

## Introducing GO!Kangaroo by Janine Lecour & GO!® Berry Medley by Chris Marchini

**FREE** embroidery downloads available  
in three different stitches (\$22 value)





# Laverne & Shirley

Sewing & Storage  
Savings EXTENDED!

Reg. \$2,699.99

**\$1,599.99**



**Hurry!**  
Savings end February 16

# Gidget II

A Simple, Portable  
Workhorse

Reg. \$399.99

**\$249.99**



**1/30 - 2/26/2026**



## **ELECTRIC LIFT UPGRADE ON SYDNEY CABINETS**

Buy a Sydney or Sydney Lite and  
upgrade to an Electric Lift FREE!

SAVE  
**\$500!**



## **BANDICOOT**

Everything You Need,  
Where You Need It

Reg. \$1,199  
**\$699.99**





**SHOP NOW**



Sweet Easter Wishes Tiling Scene  
by Michael Zindell  
\$29.99



Baby Animal Appliques  
\$14.99



Winnie-the-Pooh Minis  
\$14.99



Flowery Farmyard by  
Cavelry Smith  
\$12.99





**SHOP NOW**



**OEESD Stabilizer Labels**  
**\$14.99**



**Animal Quilting Pack**  
**\$39.99**



**In the Hoop USB Holder**  
**\$9.99**



**Fancy Alphabet**  
**\$12.99**



Customer Appreciation Month ❤️ February 1–28, 2026

# 20% Off<sup>\*</sup>

MSRP

## BERNINA Domestic Machines

Includes most BERNINA Sewing, Quilting, Embroidery and Serger machines.



\*Offer valid February 1–28, 2026 at any participating BERNINA Dealers in the United States of America. 20% savings are off MSRP. The offer applies only to in-stock, select, new BERNINA (B) 3, 4, 5, 7, 8 Series models, B 540, B 485, BERNINA L 4 Series and L 8 Series models, and BERNINA Q Series Longarm machines. Offer excludes BERNINA Q-series software. Offer may not be combined or replaced with any other BERNINA promotional offers, rebates, coupons or discounts. Available while supplies last. Sales and local taxes not included in total purchase calculation. If customer returns the product(s), purchase discount will be lost. Customer is responsible for all applicable sales tax. Offer and its terms are subject to change. Cannot be redeemed for cash. Void where prohibited by law.

made to create **BERNINA**

## EXCLUSIVE bernette DEALS

**HOT  
BUY!**

**b77**  
**\$1,199\*** MSRP-\$2,249



**HOT  
BUY!**

**b08 STRAIGHT STITCH**  
**\$1,999\*** MSRP-\$2,999



bernette

SWISS DESIGN

\*Offer valid February 1–28, 2026 at any participating BERNINA-bernette Dealerships in the United States of America. Offers excluded from the 20% off sale. Available while supplies last. Additional exclusions may apply. See store associate for details.



Customer Appreciation Month ♥ February 1–28, 2026

# 20% Off<sup>\*</sup><sub>MSRP</sub>

## BERNINA Longarm Machines

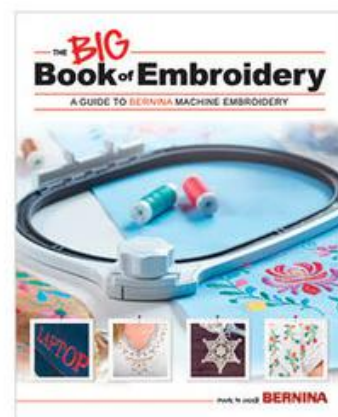


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made to create **BERNINA**

# 20% Off<sup>\*</sup><sub>MSRP</sub>

All BERNINA & bernette  
Presser Feet, **PLUS**  
BERNINA BIG Books!



\*Offer valid February 1–28, 2026 at any participating BERNINA/bernette Dealers in the United States of America. 20% savings are off MSRP. The offer applies only to in-stock BERNINA or bernette Presser Feet and BERNINA BIG Books. Offer may not be combined or replaced with any other BERNINA promotional offers, rebates, coupons or discounts. Available while supplies last. Sales and local taxes not included in total purchase calculation. If customer returns the product(s), purchase discount will be lost. Customer is responsible for all applicable sales tax. Offer and its terms are subject to change. Cannot be redeemed for cash. Void where prohibited by law.

made to create **BERNINA**

February 10-14, 2026 *Only!*

## Limited-Time Finance Offer

WE  YOU

(and you'll love the savings)



**0% Interest  
for 48 Months<sup>†</sup>**

On in-store purchases of \$3,500 or more.  
Participating Dealers Only.  
48 equal monthly payments required.

*made to create* **BERNINA**

<sup>†</sup>Offer applies only to single-receipt qualifying purchases. No interest will be charged, and equal monthly payments are required on promo purchase until it is paid in full. The payments equal the amount financed divided by the number of months in the promo period, 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-promo purchases. New Accounts as of 07/31/2025: Purchase APR 34.99%. Penalty APR 39.99%. Min Interest Charge \$2. Existing cardholders: See your credit card agreement terms. Subject to credit approval. Participating Dealers Only. See Store for Details. We reserve the right to discontinue or alter the terms of this offer any time.



# Accessory of the Month

## *February*

Large Freearm Embroidery Hoop

# 50% OFF!

This hoop enables the use of the BERNINA freearm with large tubular items, such as pre-made bags or t-shirts, without requiring unsewing and re-sewing.



made to create **BERNINA**

\*Offer valid February 1-28, 2026 at any participating authorized BERNINA in the United States of America. Offer good for 50% off MSRP on the BERNINA Large Freearm Embroidery Hoop. 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.

# NATIONAL EMBROIDERY MONTH **SALE**

February 1-28, 2026



MSRP \$5,999

**Buy the Bundle and Save—Now \$4,899!**

## Designer Topaz | 65 Sewing & Embroidery Machine

### Bundle\* Includes:

- DESIGNER TOPAZ™ 65
- Metal Hoop Small  
(100 x 100 mm)
- Extension Table with  
Adjustable Guide (not shown)



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# NATIONAL EMBROIDERY MONTH SALE

February 1-28, 2026



MSRP \$12,999

## Save Over \$4,400 When You Buy the Bundle

### Designer Sapphire™ | 85

Sewing & Embroidery Machine

#### Bundle\* Includes:

- DESIGNER SAPPHIRE™ 85
- Mega Endless Hoop  
(260 x 150 mm)
- Aqua Magic Plus  
(15" X 10 YDS)
- Curved Embroidery Scissor  
(3.5 in / 8.9 cm)



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# NATIONAL EMBROIDERY MONTH **SALE**

February 1-28, 2026

*Designer Topaz™* 40

Sewing & Embroidery Machine

~~WAS \$3,299~~

**NOW \$2,399\***



**Designer Quartz™** | 29

Sewing & Embroidery Machine

Limited Quantities

~~WAS \$1,999~~

**NOW \$1,149\***



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# NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

**PFAFF**  
Perfection starts here.™

## creative icon™ 2

Sewing and Embroidery Machine

MSRP: \$22,999

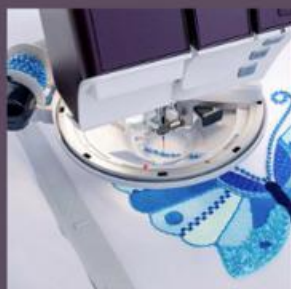


## Save Over \$7,900 When You Buy the Bundle\*

Bundle Includes *creative icon™ 2* machine plus:



Magnifying  
Lens Set



*creative™* Embellishment  
Attachment



Embellishment  
Attachment  
Sampler Kit



Luxe Collection  
Machine Case

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# NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

**PFAFF**  
Perfection starts here.™

creative expression™ 750

Sewing and Embroidery Machine



MSRP: \$11,499

**Buy the Bundle and Save\***  
**Now \$8,899**



creative™ Metal Hoop  
180 x 130 mm



Extension Table with  
Adjustable Guide

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**PFAFF**  
Perfection starts here.™

# NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

## ONLY \$1,149\*

Limited Quantities

### creative expect™ 350

Sewing and Embroidery Machine



MSRP: \$1,999

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# NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

**PFAFF**  
Perfection starts here.™



**25% OFF** All PFAFF® Hoops, Stabilizer, Thread and Specialty Embroidery Accessories



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# NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

**PFAFF**  
Perfection starts here.™

**creative performance™ 950**

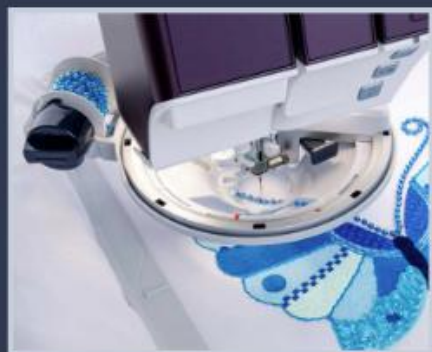
Sewing and Embroidery Machine



MSRP: \$15,999

## Save Over \$5,600 When You Buy the Bundle\*

Bundle Includes *creative performance™ 950* machine plus:



**creative™ Embellishment  
Attachment**



**Embellishment  
Attachment  
Sampler Kit**



**PFAFF® Large  
Roller Bag**

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# Newsletter

# LOVE

