

SEW WHAT'S NEW



Sew
What
July 2026

Christmas in July with *Sew What!*

JULY 7, 14, 21 & 28 | 5:30–8:30 PM | \$25 PER CLASS



Start your holiday decorating early with four evenings of festive sewing. Choose a different project each week, with a new kit included every class.

[REGISTER HERE](#)

Christmas in July

Holiday Mail Pouch Kit

JULY SPECIAL

\$24.99

Regularly ~~\$35.97~~

[PURCHASE KIT](#)



Patrick LOSETM
STUDIOS

Merry Wallhanging

July 21 | 10:15 – 4:00 | \$49.98
pattern included.

Celebrate the season in July or December, or both, with Merry, a cheerful machine appliqué wall hanging designed by Patrick Lose.

You'll learn approachable machine appliqué techniques while creating the wall hanging top, with plenty of opportunity to make it your own.

The focus of the class will be on layout, appliqué construction, and assembling the wall hanging top.



[SAVE YOUR SEAT](#)

creative icon™ 3
sewing and embroidery machine

PFAFF®



Bigger Embroidery. Smarter Projection. Seamless Connectivity.

Experience the next evolution of creativity with advanced features designed to give you more control, more precision, and more possibilities plus so much more to discover.

Preorder by August 31, 2026
To Receive an Exclusive Presale Collection*

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creative icon™ 3

New Features



NEW
to
PFAFF®



New Embroidery Unit

The new embroidery unit reduces noise and vibration and provides an industry-leading embroidery size of 450 x 450 mm*. The newly designed attachment for both the embroidery unit and hoops makes the setup quick and easy.

NEW
to
PFAFF®



Free-Arm Embroidery

With free-arm embroidery it is easier than ever to personalize ready-made items. Embroider on tubular pieces, such as baby clothes, bags and pillowcases without having to take the seams apart.

NEW



Quick Quilt Settings with Bobbin pick-up

Quilting in embroidery often requires multiple adjustments for a clean look on both sides. With this new feature, all settings are done for you. The machine turns off ActivStitch™ Technology, increases thread tension, turns off automatic thread cut and activates the new bobbin pick-up feature.

NEW



Enhanced STITCH CREATOR™

Design unique stitches wider than 9 mm from scratch or edit the machine's built-in stitches. Adjust the stitch length and width, reshape stitch patterns, or create decorative stitches with complete control. Perfect for adding signature touches, creating embellishments, or bringing your ideas to life.

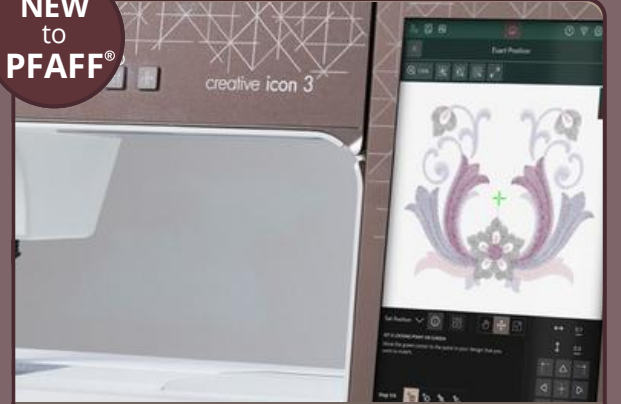
NEW
to
PFAFF®



Fabric Selection

Set the type of fabric you are sewing and the machine automatically adjusts to the optimal settings for your chosen fabric, technique, and stitch.

NEW
to
PFAFF®



Exact Position with Scaling

Adjust your design's position and rotation with stitch-point accuracy, reducing the time and effort spent achieving perfect hooping. If any elements extend beyond the hoop limits, the enhanced Exact Position feature allows you to easily scale the design to fit. Scaling also makes final design parts fit easily when multi-hooping.

JULY

Classes & Events

			<p>1</p> <p>● 9:30 am QUILT WEEK: Kid Stitch Summer - A Full Week Sewing Experience</p>	<p>2</p> <p>● 9:30 am QUILT WEEK: Kid Stitch Summer - A Full Week Sewing Experience</p> <hr/> <p>● 12:00 pm 3 Yard Quilt</p>	<p>3</p> <p>● 9:30 am QUILT WEEK: Kid Stitch Summer - A Full Week Sewing Experience</p>	<p>4</p> <p>● 12:00 pm We are closed for the holiday.</p>
<p>5</p>	<p>6</p>	<p>7</p> <p>● 5:30 pm Pillow: Christmas in July 2026</p>	<p>8</p> <p>● 6:30 pm Smocking Arts Guild of America SAGA</p>	<p>9</p> <p>● 1:00 pm Accuquilt Exploration</p> <hr/> <p>● 5:45 pm New Owners 1: Sewing Machine Introduction</p>	<p>10</p> <p>● 10:15 am New Owners 1: Sewing Machine Introduction</p>	<p>11</p> <p>● 10:15 am Embroidery Club - Virtual</p> <hr/> <p>● 10:15 am Embroidery Club - Live in Person</p>
<p>12</p>	<p>13</p> <p>● 10:15 am Embroidery Club - Virtual</p> <hr/> <p>● 10:15 am Embroidery Club - Live in Person</p>	<p>14</p> <p>● 10:15 am Easy Striped Table Runner</p> <hr/> <p>● 5:30 pm Tea Towel: Christmas in July 2026</p>	<p>15</p> <p>● 10:30 am Days for Girls</p> <hr/> <p>● 6:30 pm Days for Girls</p>	<p>16</p> <p>● 5:45 pm New Owners 3: Embroidery</p>	<p>17</p>	<p>18</p> <p>● 10:15 am New Owners 1: Sewing Machine Introduction</p> <hr/> <p>● 2:30 pm Floriani FTC-U Total Control User's Group</p>
<p>19</p>	<p>20</p> <p>● 9:30 am KIDS ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p>	<p>21</p> <p>● 9:30 am KIDS ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p> <hr/> <p>● 10:15 am XMAS IN JULY: Merry Wallhanging</p> <hr/> <p>● 5:30 pm Table Runner: Christmas in July 2026</p>	<p>22</p> <p>● 9:30 am KIDS ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p> <hr/> <p>● 12:00 pm Cases for Smiles</p> <hr/> <p>● 6:00 pm Cases for Smiles</p>	<p>23</p> <p>● 9:30 am KIDS ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p> <hr/> <p>● 10:30 am Scan N Cut Techniques Class</p> <hr/> <p>● 5:45 pm New Owners 1: Sewing Machine Introduction</p>	<p>24</p> <p>● 9:30 am KIDS ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p> <hr/> <p>● 10:15 am New Owners 1: Sewing Machine Introduction</p>	<p>25</p> <p>● 11:00 am Easy Tote Bag</p>
<p>26</p>	<p>27</p> <p>● 9:30 am ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p>	<p>28</p> <p>● 9:30 am ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p> <hr/> <p>● 10:15 am New Owners 2: Decorative Stitching</p> <hr/> <p>● 5:30 pm Ornaments: Christmas in July 2026</p>	<p>29</p> <p>● 9:30 am ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p>	<p>30</p> <p>● 9:30 am ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p>	<p>31</p> <p>● 9:30 am ADVANCED: Kid Stitch Summer - A Full Week Sewing Experience</p>	



SIGN UP FOR JULY CLASSES →

Big Style. Small Price.

JUDY Sewing Cabinet

Now \$399.99!



arrow
classic sewing furniture

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Juju's Petals

by Judi Madsen

for Riley Blake Designs

Soft florals, playful butterflies, and perfectly coordinated blenders make Juju's Petals a collection you'll reach for again and again.

**SAVE 20%
ALL MONTH**

Minimum purchase \$25
Use code **JUJU2026**

[Explore the Collection →](#)



AVAILABLE IN-STORE AND ONLINE ALL MONTH.

JULY QUILT KIT OF THE MONTH

INGOTS

Featuring **DAYBREAK**
by Shell Rummel

Modern color.
Watercolor prints.
A quilt you'll love making.

JULY FEATURED PRICE

\$89.99

PURCHASE KIT

KIT INCLUDES

All FreeSpirit fabrics for the quilt top
Coordinating binding
Printed *Ingots* pattern



COMPLETE YOUR QUILT

Finish your project with the recommended
Nature's Walk 108" Wideback.



SAVE 50%

on the wideback when you
purchase your *Ingots* Quilt Kit.

 Husqvarna®


VIKING®

SAVE 30%

Select Roller Bags

June 1–July 31



 Husqvarna® VIKING®

Comfortable, Storable Sewing Under \$150

The Original Gidget, on sale for \$149.99
(reg. \$269.99)

Limited
Quantities
Available

Ends 7/30.

**RED,
WHITE &
BLUE..**



TAKE AN ADDITIONAL
20% OFF
ALL PREOWNED MACHINES
during the Mid-Atlantic Shop Hop

PFAFF
Perfection starts here.™

SUMMER ROLLER BAG SALE

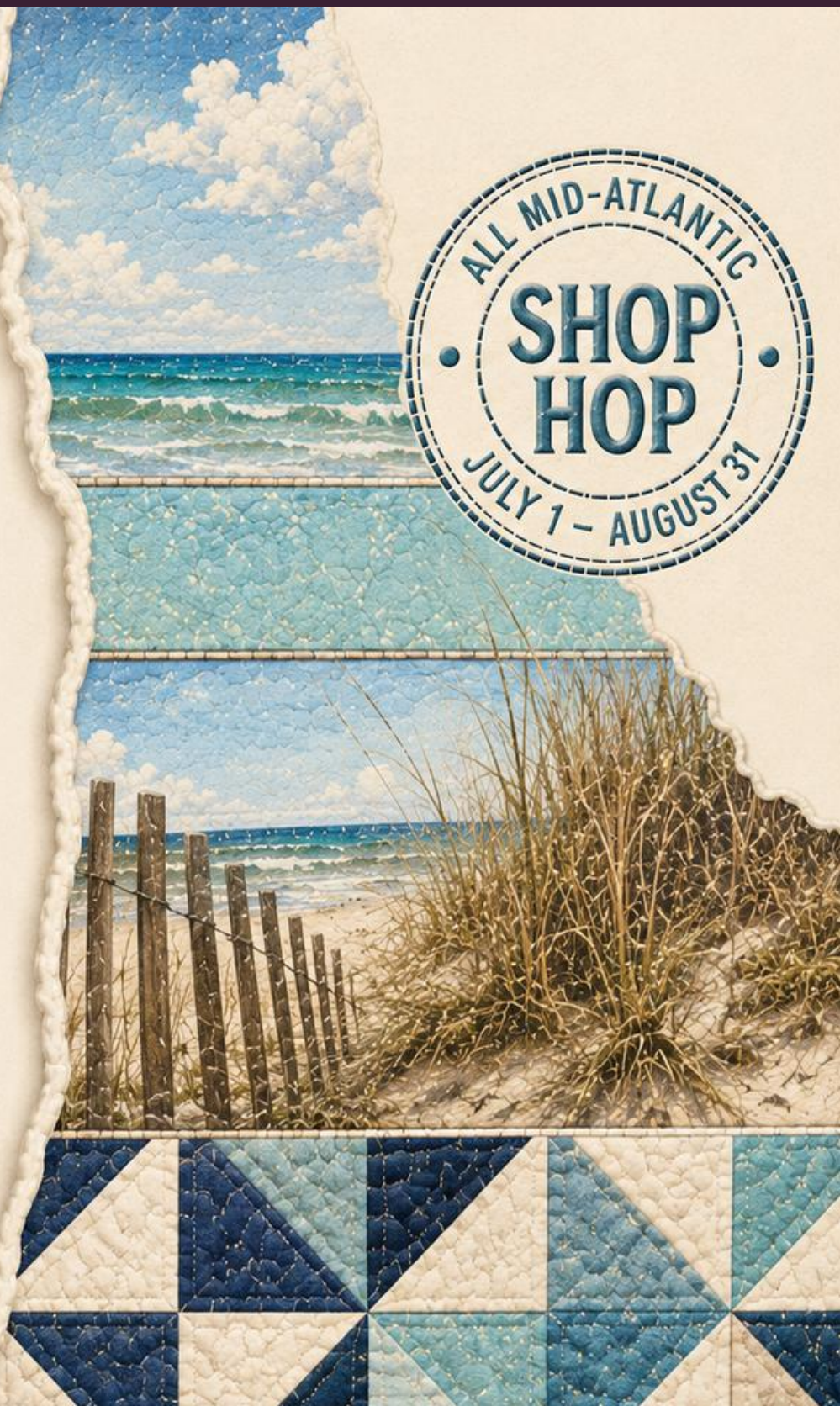
June 1–July 31, 2026



Save 30% on Select PFAFF® Roller Bags

EXCLUSIVE SHOP HOP SPECIALS

JULY 1 – AUGUST 31, 2026



Experience the DESIGNER EPIC™ 3 Nordic Frost
Walk Away with \$50 On Us*



Complete a hands-on demo in-store and receive a **\$50 shopping coupon.**

Take the time to experience what makes this machine exceptional.

Christmas in July

Offers valid July 1 - July 30

25% Off
GO!® Dies



GO! Me®
Fabric Cutter
\$99.99

SAVE \$50



GO!® Fabric Cutter
\$299.99 **SAVE \$80**

SAVE \$90



GO! Bolt® Electric
Fabric Cutter
\$399.99

GO! Big® Electric Fabric
Cutter Starter Set
\$649.99 **SAVE \$50**

\$20 Off
GO! Qube® Sets



AUGUST

Classes & Events

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ● 10:15 am Embroidery Club - Virtual <hr/> ● 10:15 am Embroidery Club - Live in Person
2	3	4 ● 10:15 am New Owners 1: Sewing Machine Introduction	5	6 ● 5:45 pm New Owners 2: Decorative Stitching	7	8 ● 10:15 am Aruba Quilt
9	10 ● 10:15 am Embroidery Club - Virtual <hr/> ● 10:15 am Embroidery Club - Live in Person	11 ● 10:15 am New Owners 3: Embroidery	12 ● 6:30 pm Smocking Arts Guild of America SAGA	13	14	15 ● 10:15 am New Owners 2: Decorative Stitching <hr/> ● 2:30 pm Floriani FTC-U Total Control User's Group
16	17	18 ● 10:15 am Easy Striped Table Runner	19 ● 10:30 am Days for Girls <hr/> ● 6:30 pm Days for Girls	20 ● 5:45 pm New Owners 1: Sewing Machine Introduction	21	22
23	24	25	26 ● 10:15 am Beginning Quilting I <hr/> ● 12:00 pm Cases for Smiles <hr/> ● 6:00 pm Cases for Smiles	27 ● 10:30 am Scan N Cut Techniques Class	28 ● 10:15 am New Owners 2: Decorative Stitching	29
30	31					



SIGN UP FOR AUGUST CLASSES

KID

STITCH SUMMER

**AGES
9-14**

YOU'LL LEARN TO

- Use a real sewing machine
- Measure + cut fabric
- Hand stitch

YOU'LL MAKE

- Cool personalized projects
- Totes, pillows, accessories
- Your own fabric combos

Make cool things.

Build real skills. Grow confidence.

ADVANCED

July 20-24
July 27-31

**40% Off
& Ready to Roll**

**Gidget II Sewing Table, just \$239.99
(reg. \$399.99)**

Limited
Quantities
Available

Ends 7/30.
Restrictions apply.

Meet Eleanor II

Sit. Stand. Sew. All in One.

Intro price \$899.99 + FREE cutting mat
& pressing pad (\$250 value)



Ends 7/31. Restrictions apply.


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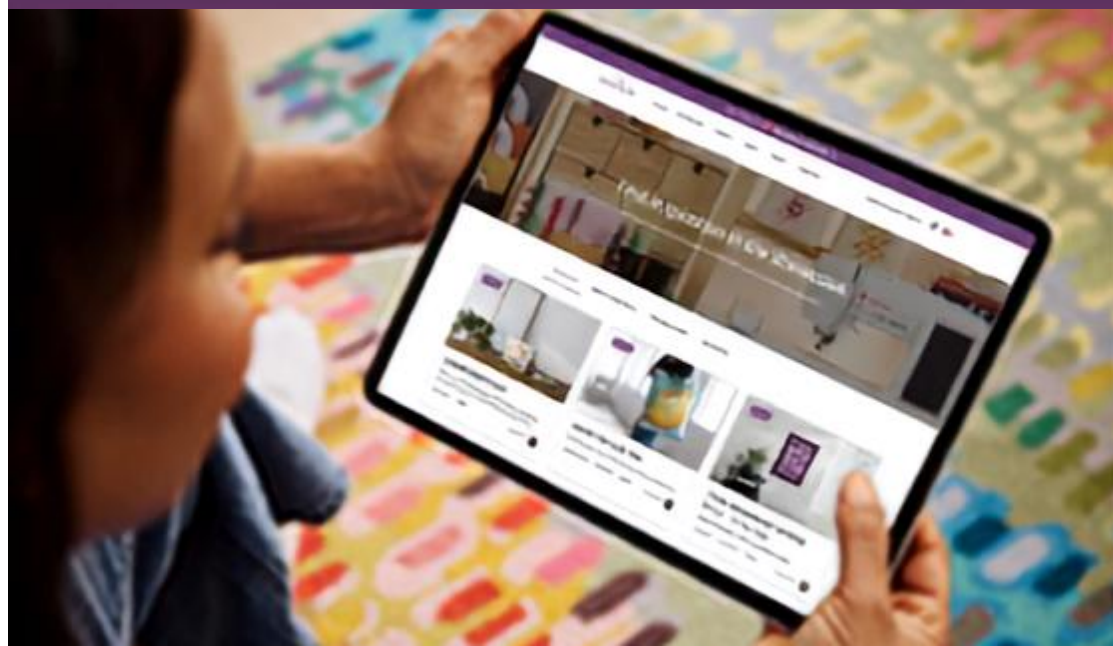
June 12 – July 17, 2026

Embroidery Software • Quiling Software
Crafting Software • Project Instructions
Crafting Designs • Embroidery Collections

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CREATIVATE• Membership



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for Special
Limited Time Pricing

July

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NEW

oeSD™

RELEASES



Late Afternoon on the Farm Tiling Scene
by Thomas Kinkadee
\$39.99



Spruce
by Sharon Holland
\$29.99



Split Seam Lace
\$9.99



Jolly Holiday Appliqué
\$9.99



Flurries & Bells Quilting
\$39.99



Gingerbread Alphabet
\$29.99



Year-Round Trucks
by Taylor Shannon
\$14.99



Basic Appliqué Shapes
\$14.99



Lucky Bag Charms
\$14.99

Power Up Your Sewing Setup

Free Electric Lift Upgrade (\$500 value)

Buy a qualifying cabinet & get upgraded FREE



On Kangaroo & Joey or Wallaby.
Ends 7/31. Restrictions apply.



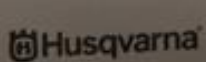
 Husqvarna®

VIKING®

FREE Roller Bag

With Every TOPAZ™ 55Q Purchase.



 Husqvarna VIKING

PROMOTIONS

Coming Soon!

brother
at your side

elma
SWISS DESIGN



JULY 2026

sew WHAT'S NEW

