

SEW WHAT'S NEW!

February 2026



4311 Kirkwood Hwy
Wilmington, DE

Sew
What!

www.sewwhatde.com
contact@sewwhatde.com

Employee Spotlight

Jen Minchini



Jen both works in the store and teaches classes for young sewers here at Sew What. Jen is a retired elementary school librarian who has always loved sewing. Naturally combining her two loves of teaching and sewing, she is helping her Sew What students build confidence and skill.

Jen's many other interests include machine embroidery, baking, feeding bunni and crocheting. On many levels she enjoys making connections with all of our customers. Come in for a visit!

Jen is a go to resource for baby and children's quilts. She has a great eye for pairing quilt projects with storybooks like her recent recommendation of *The Mitten* by Jan Brett to complement our Hedgehugs Framed Cuties quilt kit.

[Watch The Book Nook with Jen here!](#)



NATIONAL EMBROIDERY MONTH

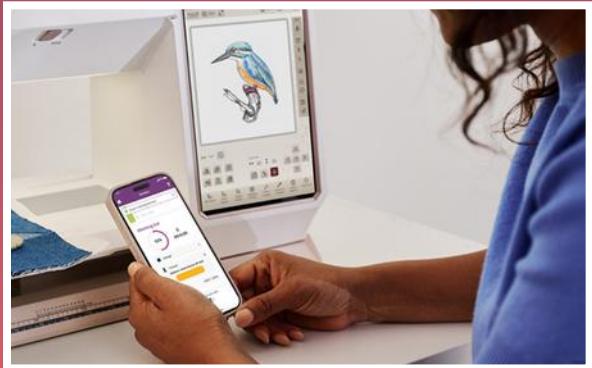


February 1-28, 2026

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

Sale effective February 1 – 28, 2026. CREATIVATE, MYSEWNET, PFAFF and HUSQVARNA VIKING are the exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved. Additional exclusions may apply. Prices are suggested and may vary by location. Promotional offer terms and pricing are subject to change. We reserve the right to modify or cancel the promotions at any time in our sole discretion. ALL CONSUMER PRICING IS AT THE SOLE DISCRETION OF THE RETAILER. Valid at authorized PFAFF® and HUSQVARNA® VIKING® retailers in the USA.

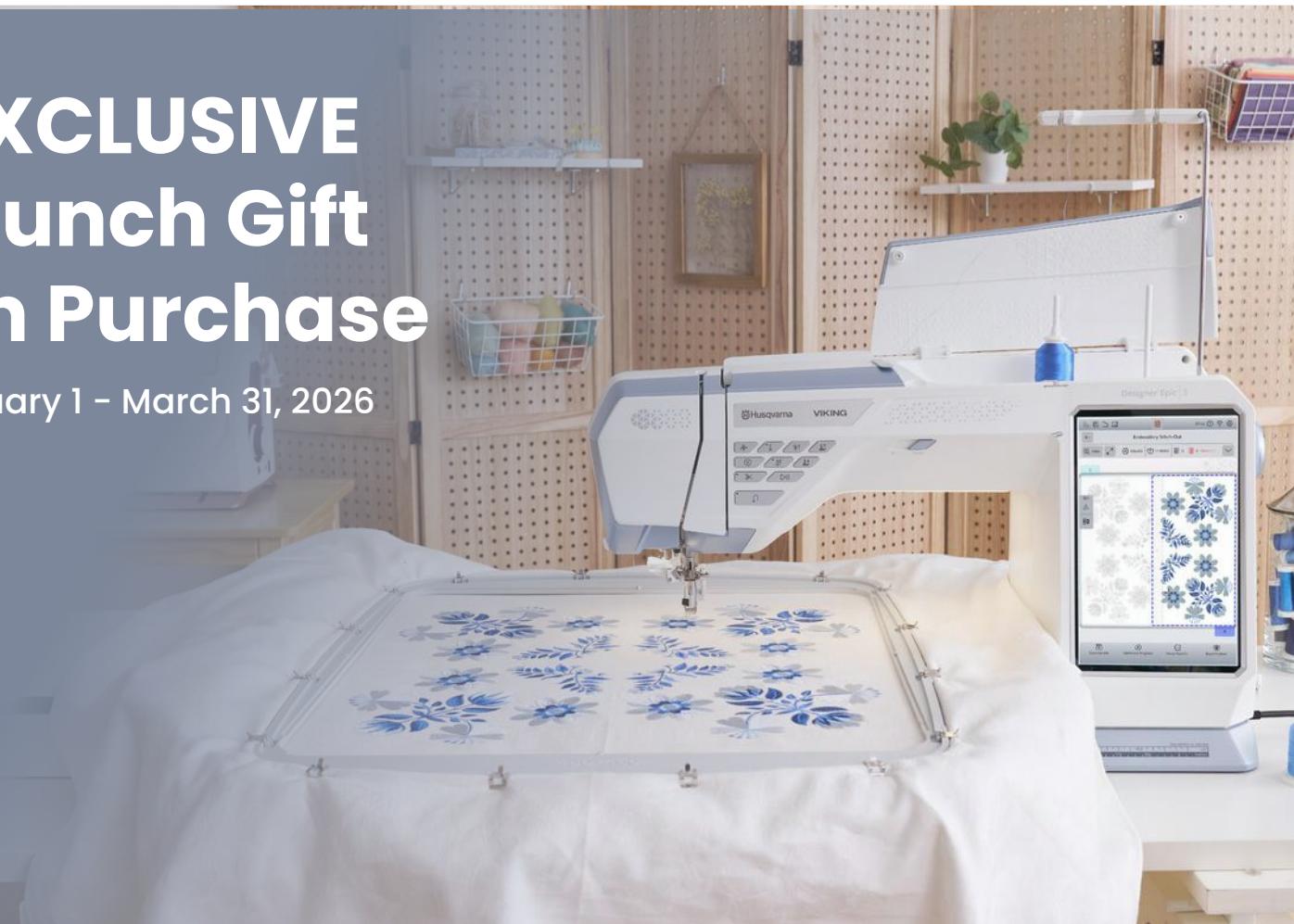


Designer Epic™ 3

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!



**GIFT
VALUE
\$1,195**

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 Avenir, Bernina B990 and Babylock Radiance.



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



OESD Stabilizer Labels
\$14.99



Animal Quilting Pack
\$39.99



In the Hoop USB Holder
\$9.99



Fancy Alphabet
\$12.99

Classes

Sew What!

3 CLASSES



Beginning Sewing
Home Décor Edition

Feb. 5, 12 and 19
5:45 - 9:00 | \$89.99*

[REGISTER HERE](#)



Embroidery Club
In Person

Feb 7 or Feb 9
10:15 - 4:30 | \$25

[REGISTER HERE](#)



Embroidery Club
Virtual

Feb 7 or Feb 9
10:15 - 4:30 | \$25

[REGISTER HERE](#)

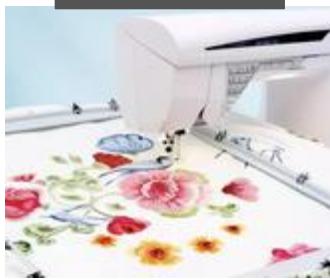


Super Sew Sunday

Feb. 8
10:00 - 7:00 | \$25.00

[REGISTER HERE](#)

NEW OWNERS 3



Embroidery

Feb. 10
10:15 - 1:30 | \$329.99*

[REGISTER HERE](#)



Smocking Arts
Guild of America

Feb 11
6:30 - 8:30 | FREE

[REGISTER HERE](#)



Fix It Friday

Feb. 13
10:30 - 12:30 | FREE

[REGISTER HERE](#)



Days for Girls

Feb. 18
10:30 - 12:30 | FREE

[REGISTER HERE](#)



Kids Basics

Feb. 18 & 19
5:45 - 8:30 | \$149.99*

[REGISTER HERE](#)



Decorative
Stitching

Feb. 19
10:15 - 1:30 | \$219.99*

[REGISTER HERE](#)



AccuQuilt
Exploration

Feb. 19
1:00 - 2:30 | \$14.99

[REGISTER HERE](#)



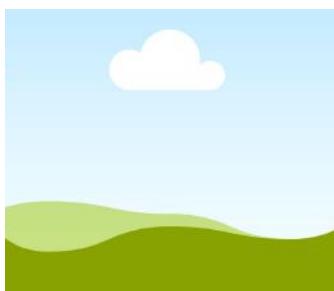
Easy Applique
using AccuQuilt

Feb. 20
10:15 - 1:30 | \$19.99

[REGISTER HERE](#)

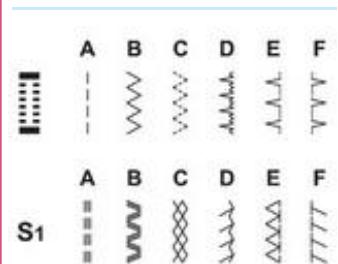
Classes

Sew What!



Floriani FTC-U
Total Control
Feb. 21
2:30 - 5:00 | \$29.99

[REGISTER HERE](#)



Sewing Machine
Introduction
Feb. 24
10:15 - 1:30 | \$219.99

[REGISTER HERE](#)



Ryan's
CASE for SMILES

Feb. 25
12:00-2:00
6:00-8:00
FREE

[REGISTER HERE](#)



Scan N Cut
Techniques
Feb. 26
10:30 - 12:30 | \$39.99

[REGISTER HERE](#)



Virtual - Scan N
Cut Techniques
Feb. 26
10:30 - 12:30 | \$39.99

[REGISTER HERE](#)



Open Sew
Feb. 26
5:00 - 9:00 | \$10.00

[REGISTER HERE](#)



Easy Tote Bag
Feb. 27
1:00 - 4:30 | \$24.99

[REGISTER HERE](#)



Kid Stitch
Feb. 28
10:15 - 1:00 | \$24.99+

[REGISTER HERE](#)



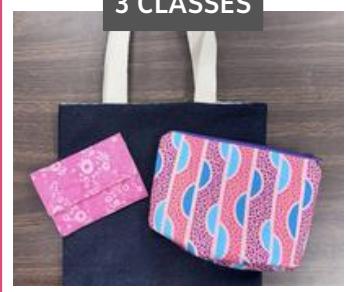
Seasonal Table
Topper with Robin
March 3
10:45 - 3:00 | \$39.99

[REGISTER HERE](#)



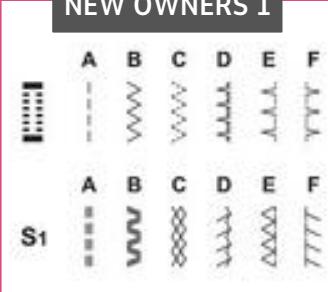
Possibility Panels
March 5
10:45 - 1:00 | \$39.99

[REGISTER HERE](#)



3 CLASSES
Beginning Sewing:
Basic Bags Edition
March 5, 12, and 19
6:15 - 9:00 | \$89.99

[REGISTER HERE](#)



Sewing Machine
Introduction
March 6, 10, or 21
10:15 - 1:30 | \$19.99

[REGISTER HERE](#)

Classes

Sew What?



Embroidery Club In Person

Feb. 20
10:15 - 4:30 | \$25

[REGISTER HERE](#)



Embroidery Club Virtual

March 7 or 9
10:15 - 4:30 | \$25

[REGISTER HERE](#)



Smocking Arts Guild of America

March 11
6:30 - 8:30 | FREE

[REGISTER HERE](#)



Accuquilt Exploration

March 12
1:00 - 2:30 | \$14.99

[REGISTER HERE](#)



Fix It Friday

March 13
10:30 - 12:30 | FREE

[REGISTER HERE](#)

2 CLASSES



Bodobo Big Bag

March 17 & 24
10:30 - 1:30 | \$19.99

[REGISTER HERE](#)

3 CLASSES



Beginning Sewing: Basic Bags Edition

March 17, 24, and 31
10:45 - 1:30 | \$89.99

[REGISTER HERE](#)

Easy Does It Zippered Bag

March 18
5:15 - 8:30 | \$29.99

[REGISTER HERE](#)

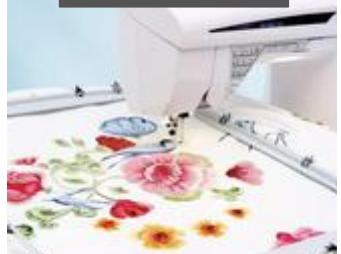


Table Runner

Feb. 20
10:15 - 1:30 | \$19.99

[REGISTER HERE](#)

NEW OWNERS 3



Embroidery

March 20
10:15 - 1:30 | \$329.99*

[REGISTER HERE](#)

NEW OWNERS 2



Decorative Stitching

March 24
10:15 - 1:30 | \$219.99

[REGISTER HERE](#)



Dragonfly Applique Tea Towel

March 26
10:15 - 1:30 | \$24.99

[REGISTER HERE](#)

Embroidery Club Returns

Build skills, explore new techniques, and get more out of your embroidery machine with our monthly Embroidery Club.

This month we're meeting February 7 and 9 and focusing on Free Standing Lace. It's a fun technique that lets you create detailed lace designs that stand on their own using water soluble stabilizer.

\$10 per class

Must register for all 10 months. Offer ends February 8, 2026.

[REGISTER HERE >](#)

NEW FABRIC COLLECTIONS

Just in for Black History Month, African Story by Gwendolyn McShepard for Elizabeth's Studio brings powerful storytelling to fabric. This 100% cotton collection features expressive prints inspired by community, tradition, and everyday life, with bold colors that make a statement in quilts, garments, and home décor projects.

We also have new Kente cloth arriving this month.

A meaningful collection for projects that celebrate culture, creativity, and history.

 [SHOP NOW](#)

Beginning Sewing: The Series

This project based program gives modern makers a clear, confidence building path into sewing. You'll learn your machine step by step, build practical skills through hands on projects, and finish each class with something beautiful and useful to show for it.

Home Décor

Perfect for mastering the basics and precision sewing.
What you'll learn: Measuring, cutting, straight seams, pivoting corners.

Projects: Table Runner • Kitchen Towel • Throw Pillow
• Pillowcase

When: Wednesdays, February 5, 12, and 19

Time: 5:45 PM to 9:00 PM

REGISTER NOW

Basic Bags

Level up with construction techniques and zippers.

What you'll learn: Bag making fundamentals and hardware in a relaxed setting.

Projects: Tote Bag • Zippered Pouch • Simple Wallet

When: Wednesdays, March 5, 12, and 19

Time: 5:45 PM to 9:00 PM

REGISTER NOW

The Details

Cost: \$89.99 (kits included)

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*)



a accuquilt®

Let Your Imagination Roam

The NEW
GO!® Baby Zoo Animals Die
has arrived

February
die to try™
Series
Die

Regular price: \$94⁹⁹
Your price: \$79⁹⁹





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



=
=

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)



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)



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

February 1-28, 2026



25%
OFF

All Hoops, Stabilizer, Thread & Specialty Embroidery Accessories



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AN OFFER THAT'S *Sew* easy to *love*

ESSENCE INNOV-ÍS VM5200
COMBINATION MACHINE

\$400
OFF



AVENEER EV1
COMBINATION MACHINE

\$1,200
OFF



STELLAIRE INNOV-ÍS XE2
EMBROIDERY MACHINE

\$200
OFF



INNOV-ÍS NQ1700E
EMBROIDERY MACHINE

\$200
OFF



FEBRUARY 2-20, 2026

*Offers available at participating authorized Brother Dealers only. Pricing and offers are determined by dealers and may vary.

brother
at your side

AN OFFER
THAT'S **Sew
easy to
love**

GIFTS WITH
PURCHASE OF
A PRIX

SABESBLUE

BES BLUE EMBROIDERY &
LETTERING SOFTWARE



SDX325

SCANNCUT DX
INNOVIS EDITION



FEBRUARY 2-20, 2026

*Offers available at participating authorized Brother Dealers only. Pricing and offers are determined by dealers and may vary.

brother
at your side

AN OFFER
THAT'S **Sew**
easy to
love

**0%
APR
FOR
48 or 60 MONTHS***

*On qualifying Brother sewing and embroidery machine purchase of \$5,000 or more with
48 equal monthly payments required
OR \$9,000 or more with 60 equal
monthly payments required
on the Sewing & More
credit card.



CELESTE CX1



CELESTE CX1E



AVENEER EV1

FEBRUARY 2-12, 2026

*Qualifying purchase amount must be on one receipt made at participating authorized Brother dealer locations February 2nd-12th, 2026. Refurbished or used machines do not qualify. Discounts may result in the qualifying purchase amount not being satisfied. No interest will be charged on promo purchase balance including related optional debt cancellation fees, 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 01/31/2025: Purchase APR is 34.99%. Penalty APR is 39.99%. Min Interest Charge is \$2. Existing cardholders: See your credit card agreement terms. Subject to credit approval. ©2026 Brother International Corporation.

brother
at your side

NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

PFAFF
Perfection starts here.™

creative icon™ 2

Sewing and Embroidery Machine



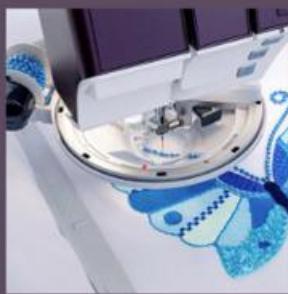
MSRP: \$22,999

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

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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NATIONAL EMBROIDERY MONTH SALE

February 1 - 28, 2026

PFAFF
Perfection starts here.™

25 % OFF

All PFAFF® Hoops, Stabilizer,
Thread and Specialty
Embroidery Accessories



PFAFF
Cut-A-Way Bulk Stabilizer
Dye by acrylic and leaves little residue on
stitch edges.

Cut-A-Way Bulk Embroidery
Unleashes a dual action on your fabrics
to the benefit of the stabilizer and fabrics.

Cut-A-Way Bulk Vinyl
Simples the Abordas das Viscos e Estrelas
voces a Recortar os des Fibrovinhos.

Cut-A-Way Bulk Stabilizers
Tela de corte e fusão para resultados
perfeitos e duradouros.

Cut-A-Way Bulk Mattress
Estabilizador de encaje de alta barra de
fibra de vidro para resultados duradouros.

Cut-A-Way Light Vinyl
Fabricante (extremo) rígido y ligero con
un aspecto sólido y uniforme que prepara para
una estabilidad permanente.

Cut-A-Way Light Embroidery
Un tejido de punto de alta densidad
que es duradero, flexible y duradero.

Cut-A-Way Light Stabilizers
máquina de coser y de encaje
tela, es duradero, flexible y duradero.

Cut-A-Way Light Stabilizers
Indicación: estabilizante, non tissé, con un
aspecto sólido y uniforme que garantiza

PFAFF

PFAFF
Cut-A-Way Bulk Stabilizer
dye by acrylic and leaves little residue on
stitch edges.

Cut-A-Way Bulk Embroidery
Unleashes a dual action on your fabrics
to the benefit of the stabilizer and fabrics.

Cut-A-Way Bulk Vinyl
Simples the Abordas das Viscos e Estrelas
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Tela de corte e fusão para resultados
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Cut-A-Way Bulk Mattress
Estabilizador de encaje de alta barra de
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Cut-A-Way Light Vinyl
Fabricante (extremo) rígido y ligero con
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Cut-A-Way Light Embroidery
Un tejido de punto de alta densidad
que es duradero, flexible y duradero.

Cut-A-Way Light Stabilizers
máquina de coser y de encaje
tela, es duradero, flexible y duradero.

Cut-A-Way Light Stabilizers
Indicación: estabilizante, non tissé, con un
aspecto sólido y uniforme que garantiza

PFAFF
Aqua Magic Plus Stabilizer
& water soluble stabilizer.

Aqua Magic Plus Embroidery
(enrollaje soluble para la tela)

Aqua Magic Plus Vinyl
(enrollaje soluble para la tela)

Aqua Magic Plus Stabilizers
(estabilizante soluble en agua)

Aqua Magic Plus Mattress
(estabilizante soluble en agua)

Aqua Magic Plus Stabilizers
(estabilizante soluble en agua)

Aqua Magic Plus Embroidery
(enrollaje soluble para la tela)

Aqua Magic Plus Vinyl
(enrollaje soluble para la tela)

Aqua Magic Plus Stabilizers
(estabilizante soluble en agua)

Aqua Magic Plus Mattress
(estabilizante soluble en agua)

Aqua Magic Plus Stabilizers
(estabilizante soluble en agua)

Aqua Magic Plus Embroidery
(enrollaje soluble para la tela)

Aqua Magic Plus Vinyl
(enrollaje soluble para la tela)

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Kick-Off 2026
and eXperience the eXcellence of Elna

JUMP Start

NEW YEARS SALES EVENT

eXcellence 782

SALE \$6,999
MSRP \$7,999

Exclusive A.S.R.® (Accurate Stitch Regulator) System Included!



BONUS w/PURCHASE! \$240 VALUE
Elna Roller Trolley



eXcellence 720 PRO

SALE \$3,499
MSRP \$3,999

BONUS w/PURCHASE! \$240 VALUE
Elna Roller Trolley



eXcellence 680+

SALE \$1,699
MSRP \$1,799

BONUS w/PURCHASE! \$240 VALUE
Elna Roller Trolley



eXperience 570a

SALE \$999

BONUS w/PURCHASE! \$100 VALUE
Elna Exclusive Quilting Kit



Kit contains: Walking foot, 1/4 foot, open toe foot, darning foot & cloth guide



eXperience 560

SALE \$899
MSRP \$999

BONUS w/PURCHASE! \$100 VALUE
Elna Exclusive Quilting Kit



Kit contains: Walking foot, 1/4 foot, open toe foot, darning foot & cloth guide



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