

sew what's new!

January 2026



4311 Kirkwood Hwy
Wilmington, DE



www.sewwhatde.com
contact@sewwhatde.com

Need to Know Info

Hours Update

Tuesday, Friday, and Saturday
10:00 AM – 5:00 PM

Wednesday and Thursday
10:00 AM – 9:00 PM

Closed on Sunday and Monday



Coming Soon

Garment sewing classes!
We've heard your requests and we're working behind the scenes to bring you classes designed to build confidence, skills, and great-fitting results.

Details will be announced soon.

Service

Our service department is currently booking ahead.

If your machine is due for service, please call the store to add your name to the service waitlist.

Scheduling early helps avoid longer wait times.



Community Monthly Programs

Ryan's CASE for SMILES

A hospital stay can be frightening for a child and overwhelming for their family. While many organizations focus on finding a cure, Ryan's Case for Smiles supports children in the moment by easing the stress and emotional impact of illness. Bright, whimsical pillowcases offer comfort and a much-needed boost, and the program's resources help families better understand and cope with the experience.



Join us each month as we sew pillowcases together and share in the joy of giving back to our local community. All completed pillowcases made here in Delaware are donated to the Children's Hospital of Philadelphia.

Donations of 100 percent cotton child friendly fabrics are always welcome. Bright, fun, and holiday prints are encouraged. You are welcome to bring your own machine for these community service days.

DAYS FOR GIRLS

Days for Girls works globally to advance menstrual equity and dignity for women and girls. Volunteers create reusable menstrual health kits that last up to three years and include washable pads, underwear, soap, and a discreet carry pouch. These kits help girls stay in school and participate fully in daily life. Days for Girls also provides health education and supports local enterprises that produce kits within their own communities.



Their work has reached millions of women and girls in more than one hundred countries.

Our Days for Girls group meets monthly to sew kit components, assemble supplies, and support this important mission. All skill levels are welcome, and every contribution helps create lasting change for women and girls around the world.

See our [calendar](#) for dates and more information.

Embroidery Club is Calling Your Name



Discover, learn, and grow your embroidery skills all year long

Just getting started or looking to expand your creative techniques? Our 2026 Embroidery Club is designed to inspire, educate, and build confidence, one project at a time.

The club officially launches in February and runs for 10 months, with a downloadable embroidery project each month. Projects focus on techniques you can use again and again while creating something beautiful.

What You'll Learn

A wide variety of embroidery techniques, including (but not limited to): embroidery on towels, Appliqué, Free-Standing Lace, In-The-Hoop projects, and more

FREE January Kickoff Event - January 12th

Join us for a FREE launch of the 2026 Embroidery Club. We'll review embroidery tools and accessories used throughout 2026, preview all 10 club projects, and share what to expect from the year ahead. Attend In Person Join us in-store for the kickoff event. No machines needed. Attend Virtually Join us online from anywhere. No machines needed. BONUS: A FREE project coupon code will be given during the event. Coupon code expires 1/31/2026

Registration & Pricing

\$25 per month \$100 for all 10 classes (offer valid through 2/21/2026) Virtual participants: Register for four dates and you will be added to the remaining six classes at no additional charge

REGISTER HERE FOR
IN-PERSON

REGISTER HERE FOR
VIRTUAL



Fix It Friday is a free, monthly demonstration series designed to help you tackle common clothing and household repairs with confidence. Whether it's a loose button or a split seam, we provide straightforward solutions for everyday people.

This isn't an advanced tailoring course—it's a guide to practical, life-long skills. As a live demonstration, you can sit back, take notes, and learn the techniques without the pressure of a hands-on workshop. Come curious, leave empowered, and keep your favorite items out of the donation pile.

Jan 9: Series Launch. Bring your questions and help us shape the year!

Feb: Buttons. Master the anchor and the shank.

Mar: Seams. Fixing splits and loose threads.

Apr: Mending. The basics of patching and repair.

May: Topstitched Hems. The secret to a crisp finish.

Jun: Invisible Hems. Professional finishes for dressier pieces.

Attendance is free. Preregistration is required.

[*Register Here*](#)

PFAFF FLOOR MODEL

Sale



creative 4.5
Retail: \$6,999
Sale: \$3,999



creative 3.0
Retail: \$5,299
Sale: \$2,499



quilt expression 720
Retail: \$4,999
Sale: \$2,499



expression 710
Retail: \$4,449
Sale: \$2,199.99



creative ambition 640
Retail: \$2,299
Sale: \$1,499



SMARTER 260c
Retail: \$739
Sale: \$399

DEMO SALE



Retail \$10,000
Sale \$5,499

eXpressive 920 | COMPUTERIZED SEWING & EMBROIDERY MACHINE

- 400 stitches incl. 13 automatic buttonholes
- 9 mm stitch width
- 350 built-in embroidery designs
- Long arm and extra-large working space 280 x 120 mm
- Full-color and high-definition large LCD touch screen



Retail \$6,999
Sale \$3,999

eXcellence 790PRO | COMPUTERIZED SEWING MACHINE

- 400 stitch patterns
- 9 mm stitch width
- 12 automatic buttonholes, 1 sensor buttonhole
- Alphabet in 3 fonts and capital letters available in 9 mm
- Adjustable sewing speed reaching 1300 stitches/minute



Retail \$5,499
Sale \$2,999

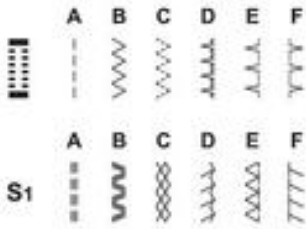
eXcellence 780+ | COMPUTERIZED SEWING MACHINE

- T350 stitches
- 9 mm stitch width
- 11 automatic buttonholes and alphabet with 3 fonts
- Maximum sewing speed adjustable up to 1060 stitches/min.
- Full-color and high-definition LCD touch screen

Classes

SewWhat!

NEW OWNERS 1



Sewing Machine Intro

Jan. 2, 13, or 17
11:15 - 1:30 | \$219.99*

[REGISTER HERE](#)



Fix It Friday

Jan. 9
10:30 - 12:30 | FREE

[REGISTER HERE](#)



Embroidery Club Launch Party

Jan. 12
10:30 - 12:30 | FREE

[REGISTER HERE](#)



Smocking Arts Guild of America

Jan. 14 and Feb. 11
6:30 - 8:30 | FREE

[REGISTER HERE](#)

NEW OWNERS 2



Lucky Penny Wallet

Jan. 15
10:45 - 1:30 | \$49.99

[REGISTER HERE](#)



Floriani FTC-U Total Control

Jan. 17 or Feb. 21
2:30 - 5:00 | \$29.99

[REGISTER HERE](#)



Decorative Stitching

Jan. 20
11:15 - 1:30 | \$219.99*

[REGISTER HERE](#)



Seasonal Table Topper with Robin

Jan. 20
10:45 - 3:00 | \$39.99

[REGISTER HERE](#)

8 SESSIONS



Days for Girls

Jan. 21
10:30 - 12:30 | FREE

[REGISTER HERE](#)



Begin and Finish a Quilt

Sign Up Today!

Learn to Quilt in this class designed for

You will learn:

- Quilting by Machine
- Fabric Tips and Cutting Tricks
- Rotary Cutting
- Block Assembly

Beginning Quilting I

Multiply Dates
6:15 - 8:30 | \$149.99

[REGISTER HERE](#)



Snowflake Applique Pillow

Jan. 24 & Feb 28
10:15 - 1:30 | \$39.99

[REGISTER HERE](#)



Kid Stitch

Jan. 24 & Feb 28
10:15 - 1:00 | \$24.99

[REGISTER HERE](#)

Classes

SewWhat!

3 SESSIONS



The Elemental Coat

Jan 27, Feb 3 & 17
10:45 - 2:30 | \$99.99

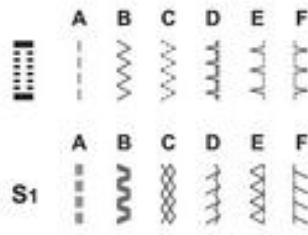
JOIN WAITLIST



Jan. 28 & Feb. 25
12:00-2:00
6:00-8:00
FREE

REGISTER HERE

NEW OWNERS 1



Sewing Machine Intro

Feb. 5 or Feb. 24
10:45 - 1:30 | \$49.99

REGISTER HERE



Embroidery Club In Person

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

REGISTER HERE

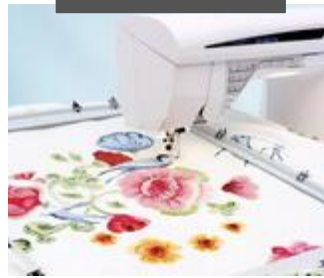
NEW OWNERS 3



Embroidery Club Virtual

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

REGISTER HERE



Embroidery

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

REGISTER HERE



Fix It Friday

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

REGISTER HERE



Days for Girls

Feb. 18
11:15 - 1:30 | \$219.99*

REGISTER HERE



Decorative Stitching

Feb. 19 & 21
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



Easy Tote Bag

Feb. 27
1:00 - 4:30 | \$19.99

REGISTER HERE

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Action Alphabet — \$12.99



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Sew Vintage Keychains \$12.99



♡ 👁 🗑 📌
Edge-to-Edge Highlights \$39.99



♡ 👁 🗑 📌
Split Seam Appliques \$9.99



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Freestanding Tea Light Lotus \$12.99



♡ 👁 🗑 📌
Game On by Angela Nickeas \$14.99



♡ 👁 🗑 📌
Wings of Beauty \$14.99



♡ 👁 🗑 📌
Classic Wizard of Oz \$39.99



♡ 👁 🗑 📌
Classic Willy Wonka \$59.99

SHOP NOW

MEET MELBOURNE & ADELAIDE



Brilliant Apart.

ADELAIDE



Reg. \$1,179.99
\$899.99

MELBOURNE



Reg. \$2,359.99
\$1,799.99

Better Together.

BUY BOTH AND GET
A FREE DAYLIGHT
SLIMLINE FLOOR
LAMP, A \$337 VALUE



Hydraulic pair
sale price
\$2,699.98



1/2 - 1/29/2026
Happy New Year Sale

Alice

Reg. \$1,049.99

\$499.99

Save \$550
off MSRP



Laverne & Shirley

Reg. \$2,699.99

\$1,599.99

Save \$1100
off MSRP



❄️ 25% off All PFAFF® Presser Feet and Needles ❄️

January 1 - 31, 2026



ADDITIONAL 15% Off Refurbished Sewing Machines AD -

❄️ ANNUAL ❄️ WINTER *clearance* EVENT ❄️

DECEMBER 26, 2025 - JANUARY 31, 2026

SAVE ON

Previously Loved Machines and
Event and Classroom Machine Models.
Limited quantities, while supplies last.



25% OFF
All Presser Feet & Needles

JANUARY 1 - 31, 2026



**RED TAG
SAVINGS**
DEC 26, 2025 - JAN 31, 2026

SAVE ON

Previously Loved Machines
and Event and Classroom
Machine Models.

Limited quantities, while supplies last.

Additional 15% Off
Refurbished Sewing Machines



Step Boldly Into the Future

Trade up to the performance you've been waiting for and receive a \$1,200 Avener EV1 or EV1-LE purchase credit



LIMITED TIME ONLY
January 2nd - 31st, 2026

See participating authorized Brother Dealer for full offer details.

brother
at your side

BOSS ERA

Turn Your Passion Into Profit in 2026

JANUARY 2-31, 2026

Instant Rebate Offer*

**\$600
OFF**

PR680W

6 needle embroidery
machine

**\$600
OFF**

PR1X

Single Needle Free
Arm Machine

**\$300
OFF**

PR1X Bundle Package
(PR1XACCBNDL)
Includes over \$2,000 in
accessories!

**\$600
OFF**

PR1060W

10 needle embroidery
machine



-OR- \$600 off the PR680W Bundle
Package (PR680WBNDL) Everything you
need to start right out of the box!

*See participating authorized Brother Dealer for full offer details.

brother
at your side

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
Elna Roller Trolley **VALUE**

eXcellence 720 PRO



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

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

eXcellence 680+



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

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

eXperience 570a



SALE
\$999

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

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

eXperience 560



SALE
\$899
MSRP \$999

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

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

eXperience 550



SALE
\$699
MSRP \$799

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

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

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Sew
What!