

# sew WHAT'S NEW!

January 2026



4311 Kirkwood Hwy  
Wilmington, DE

Sew  
What!

[www.sewwhatde.com](http://www.sewwhatde.com)  
contact@sewwhatde.com

# Need to Know Info

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## 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

New  
Store  
Hours



## 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

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## 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 12<sup>th</sup>**

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**

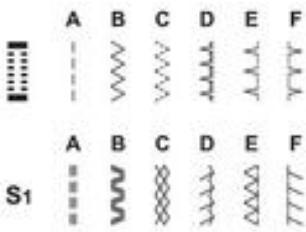
## eXcellence 780+ | COMPUTERIZED SEWING MACHINE

- 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

Sew What!

## NEW OWNERS 1



### Sewing Machine Intro

Jan. 2, 13, or 17  
10:15 - 1:30 | \$219.99\*

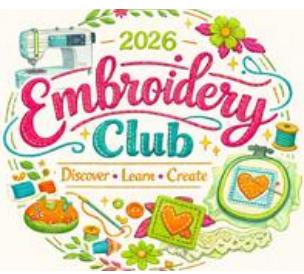
[REGISTER HERE](#)



### 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](#)

saga

SMOCKING  
ARTS GUILD  
OF AMERICA

### Smocking Arts Guild of America

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

[REGISTER HERE](#)



### 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

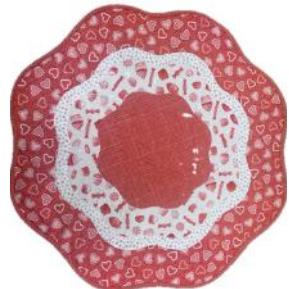
[REGISTER HERE](#)



### 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](#)

## Days for Girls

### Days for Girls

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

[REGISTER HERE](#)

## 8 SESSIONS

### Beginning QUILTING



#### Begin and Finish a Quilt

[Sign Up Today!](#)

Learn to Quilt  
in this class  
designed for

- 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

Sew What!

3 SESSIONS



## The Elemental Coat

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

[JOIN WAITLIST](#)

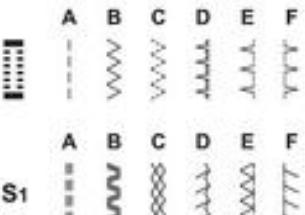


## CASE for SMILES

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](#)

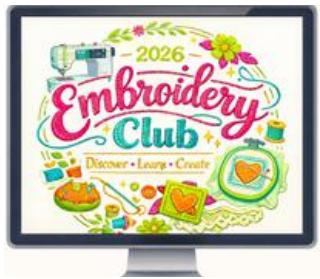


## Embroidery Club In Person

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](#)



Action Alphabet — \$12.99

Heart, Q, Share, Bookmarks

Sew Vintage Keychains — \$12.99

Heart, Q, Share, Bookmarks

Edge-to-Edge Highlights — \$39.99

Heart, Q, Share, Bookmarks

Split Seam Appliques — \$9.99

Heart, Q, Share, Bookmarks

Freestanding Tea Light Lotus — \$12.99

Heart, Q, Share, Bookmarks

Game On by Angela Nickeas — \$14.99

Heart, Q, Share, Bookmarks

Wings of Beauty — \$14.99

Heart, Q, Share, Bookmarks

Classic Wizard of Oz — \$39.99

Heart, Q, Share, Bookmarks

Classic Willy Wonka — \$59.99

Heart, Q, Share, Bookmarks

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

**PFAFF**  
Perfection starts here.™

25% off  
All PFAFF® Presser Feet  
and Needles

January 1 - 31, 2026



ADDITIONAL 15% Off Refurbished Sewing Machines

**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.

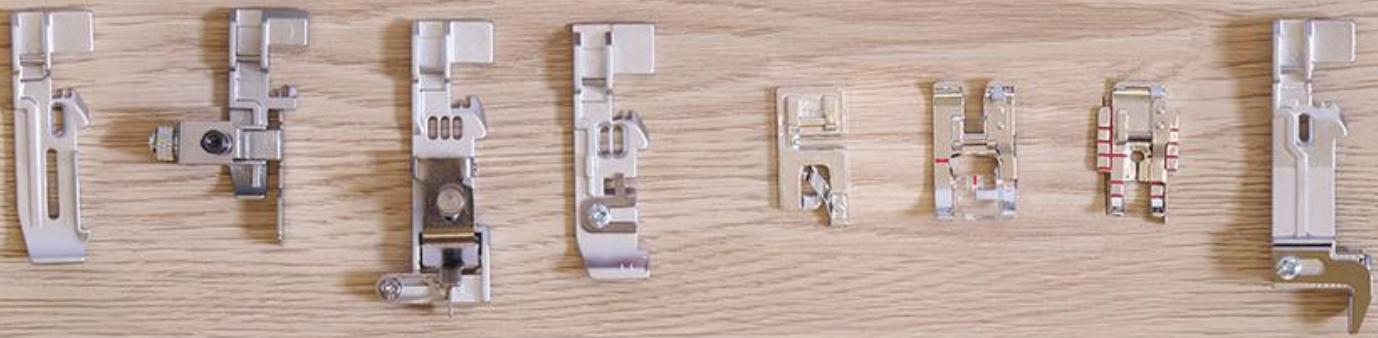
**PFAFF**  
Perfection starts here.™



# 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 Aveneer EV1 or EV1-LE purchase credit



**LIMITED TIME ONLY**  
**January 2<sup>nd</sup> - 31<sup>st</sup>, 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



ENTREPRENEUR  
W PR680W

**\$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



ENTREPRENEUR  
ONE PR1X



ENTREPRENEUR  
PRO X PR1060W

-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 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



**eXperience 550**

**SALE \$699**  
MSRP \$799

**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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