



Newsletter

January 2026



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sewalotonline@gmail.com

LEXINGTON
859.264.7472

JANUARY WEEKLY COUPONS

COUPON REQUIRED AT PURCHASE TO RECEIVE DISCOUNT.

In-Store Coupon

**GYPSY QUILTER
PRODUCTS**

15% OFF

JANUARY 5-10, 2026

In-Store Coupon

**FAT QUARTERS
PRE-CUTS**

10 FOR \$30

JANUARY 12-17, 2026

In-Store Coupon

**ALL PREVIOUSLY
LOVED MACHINES**

10% OFF

JANUARY 19 - 24, 2026

In-Store Coupon

NEEDLES

ANY BRAND

**Buy 3, Get 1
FREE**

JANUARY 26 - 31 2026

DEMO sale

**PRICED TO SELL.
ASK US FOR DETAILS.**

TOP 5 REASONS TO BUY

1. Projection Technology for Precision

Sewing and embroidery projection shows placement directly on your fabric, helping you align stitches, designs, and quilting lines with confidence before you sew.

2. Industry-Leading Embroidery Capability

Create oversized, professional embroidery with one of the largest embroidery areas available, plus free-arm embroidery options for difficult-to-hoop projects.

3. Advanced Stitch Quality & Fabric Control

The deLuxe™ Stitch System, Integrated Dual Feed, and EXCLUSIVE SENSOR SYSTEM™ work together to deliver consistent, beautiful stitches on everything from silks to heavy quilts.

4. Powerful Built-In Creativity

With hundreds of stitches and embroidery designs, specialty techniques like ribbon and bobbin work, and STITCH CREATOR™, you can customize projects without extra software.

5. Smart Technology That Works With You

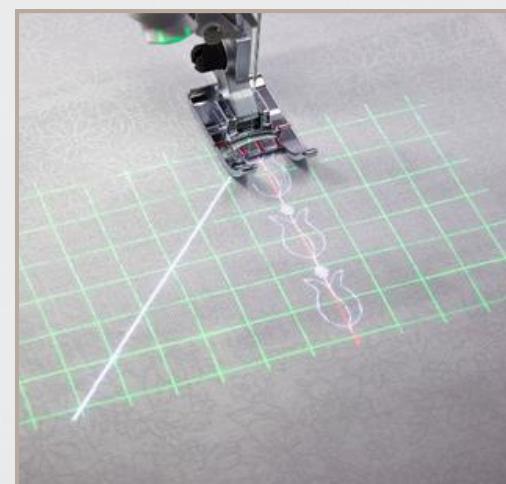
JoyOS ADVISOR™, AI presser foot recognition, and mySewnet™ connectivity guide you step-by-step, making advanced sewing and embroidery easier and more enjoyable.

ADDITIONAL HIGHLIGHTS

- 10.1 inch color touchscreen
- 12 inch+ workspace to the right of the needle
- Embroidery speeds up to 1,000 stitches per minute
- Exact Positioning for precise multi-hooping
- Create Shape and Appliqué on screen
- In-hoop buttonholes and decorative stitches
- Free-motion quilting, including ruler work
- Large bobbins with thread sensors and automatic threading
- Save Current State for project recovery
- Wi-Fi and USB updates
- Designed and engineered in Sweden



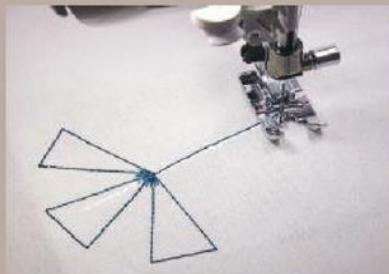
Designer Epic™ 3





STITCH CREATOR™

Create a 9mm stitch completely from scratch so you always have the right stitch for your project, or edit one of the many built-in stitches to customize a stitch for unlimited creativity.



New Guided Pictogram Stitch Technique

Use the new stitch technique, Guided Pictogram, to easily make large motifs while the machine guides you every step of the way. Simply sew until the machine automatically stops and then let the projected guide show you where and when to pivot your fabric until you are done.



DESIGNER™ Embellishment Attachment* Capabilities

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.



Artificial Intelligence Technology

Attach any included presser foot and the machine will inform you if the foot is compatible with your stitch selection. It will also show you if the foot is attached incorrectly to make sure you are using the best foot in the best way for your projects.

Integrated Dual Feed Technology

Feeds fabric from both the top and bottom for effortlessly sewing multiple layers of fabric or specialty fabrics, eliminating the need for a separate dual feed presser foot.

Designer Epic™ 3

Sewing and Embroidery Machine



JoyOS ADVISOR™

The DESIGNER EPIC™ 3 sewing and embroidery machine will be your smartest and most skillful companion with help from the JoyOS ADVISOR feature. It provides interactive tutorials, step-by-step project instructions, and many more useful guides.

Needle Piercing Power

Electronic needle piercing power (150N) provides superior results when using heavy fabrics or multiple layers.

#1 Sewing Chair in America

SALE

FLOOR
MODEL



\$299

while supplies last

BUY A DEMO 8 SERIES BERNINA SERGER
Roller Bag and Accessory Tote **FREE**

GIFT WITH
PURCHASE



while supplies last

Previously Loved Machines

BERNINA

| | |
|-------------------------------------|---------|
| Bernina 790 Pro | \$8,999 |
| Bernina 790 Plus Gold Edition | \$5,999 |
| Bernina 790 Plus | \$4,999 |
| Bernina L890 | \$4,999 |
| BERNINA 570 no BSR | \$2,999 |

PFAFF

| | |
|----------------------------------|---------|
| PFAFF creative 4.5 | \$2,999 |
| PFAFF creative 3.0 | \$2,799 |
| PFAFF creative vision 5.0 | \$1,499 |
| PFAFF creative 2.0 | \$999 |
| PFAFF performance 5.2 | \$999 |
| PFAFF quilt expression 4.2 | \$799 |
| PFAFF Smarter C1100 Pro | \$699 |
| PFAFF creative 2144 | \$599 |
| PFAFF c7550 | \$499 |
| PFAFF smarter 160s | \$199 |

HV (Husqvarna Viking)

| | |
|---------------------------|---------|
| HV Ruby 90 | \$5,999 |
| HV Designer DeLuxe | \$1,599 |
| HV Designer Diamond | \$1,499 |
| HV Tribute 150 C | \$599 |
| HV #1 | \$399 |
| HV Emerald 116 | \$249 |

JANOME

| | |
|-------------------------------|-------|
| Janome Memorycraft 500E | \$999 |
| Janome 2222 | \$149 |

SINGER

| | |
|------------------------------|-------|
| Singer 9180 | \$499 |
| Singer Heavy Duty 4452 | \$149 |

BROTHER

| | |
|-----------------------|-------|
| Brother CS 7205 | \$159 |
| Brother 2600i | \$99 |
| Brother LX 3817 | \$55 |

BABYLOCK

| | |
|--------------------------|---------|
| Babylock Evolution | \$1,999 |
|--------------------------|---------|

ACCUQUILT IS BACK!

PRECISION CUTTING HAS RETURNED TO THE CUTTING TABLE



AccuQuilt makes fabric cutting faster, easier, and more accurate for quilters and sewists of all skill levels. AccuQuilt GO! cutters and steel-rule dies cut precise shapes in seconds, saving time while reducing hand strain and improving accuracy. Whether you are cutting a single shape or preparing an entire quilt, AccuQuilt helps you cut smarter so you can spend more time sewing.

AccuQuilt offers hundreds of GO! dies, with compatibility ranging from over 275 dies on entry-level cutters to more than 450 dies on larger electric models. Die sets are also available in convenient GO! Qube collections, which include coordinated dies designed to work together for blocks and quilts, making it easy to build projects with confidence. With hand-crank and electric cutter options, AccuQuilt provides solutions for beginners, everyday quilters, and high-volume makers alike.



GO! Cutter Comparison Chart



| FEATURE | GO! Me | GO! | GO! Bolt Electric | GO! Big Electric |
|---------------|-------------------------|--------------------|--------------------|----------------------|
| COMPATIBILITY | 275+ GO! Dies | 425+ GO! Dies | 425+ GO! Dies | 450+ GO! dies |
| PERFECT FOR | Beginners, small spaces | Everyday quilters | On-the-go makers | High-volume quilters |
| WEIGHT | 8.5 lbs. (3.9 kg) | 15 lbs. (6.8 kg) | 8.5 lbs. (3.9 kg) | 23 lbs. (10.4 kg) |
| CUT LAYERS | 6 layers of fabric | 6 layers of fabric | 4 layers of fabric | 6 layers of fabric |
| OPERATION | Hand-operated | Hand-operated | Automatic | Automatic |
| FOLDABLE | Yes | Yes | No | Yes |
| DIE CATCHER | No | No | Yes | Yes |

Why Quilters Love the GO! Qube® Mix & Match Block System



EASY

Die numbering system makes it easy to know which shapes you need to create blocks.

STAY ORGANIZED

Easily turn your scraps into organized sewing pieces.

EXPANDABLE

Easily mix and match block sizes to expand your quilt design options.

GREAT VALUE

Everything you need is in one box; just add a GO! Fabric Cutter and fabric!



LEXINGTON CLASSES



4 SESSIONS



Embroidery Fundamentals

Jan 6, 13, 20, & 27
5:30 | \$159

[REGISTER HERE](#)

4 SESSIONS

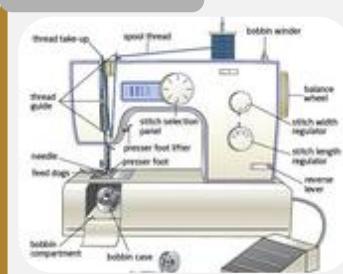


Quilting Fundamentals

Jan. 8, 15, 22 & 29
5:30 | \$99+

[REGISTER HERE](#)

LEARN TO SEW



Sewing Machine Basics

January 10
9:00 | \$30+

[REGISTER HERE](#)

LESSON 7



Creativate/ MySewnet Software

January 14
5:30 | \$15 or \$30*

[REGISTER HERE](#)

2 SESSIONS



Beachcomber Quilted Jacket

Jan. 19 & Feb. 2
12:00 | \$48 +

[REGISTER HERE](#)

2 SESSIONS

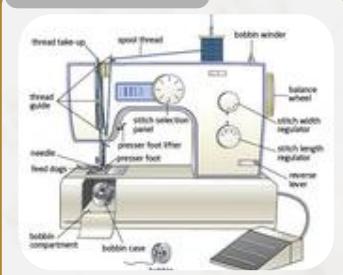


Reversible Apron Sewing

Jan. 8, 15, 22 & 29
5:30 | \$99+

[REGISTER HERE](#)

LEARN TO SEW



Sewing Machine Basics

January 31
9:00 | \$30+

[REGISTER HERE](#)

LESSON 7



Ripple Effect Quilt

February 10 & 24
12:30 | \$48+

[REGISTER HERE](#)

CENTERVILLE CLASSES

4 SESSIONS



Beginning Quilt Class

January 7, 14, 21, & 28
12:00 | \$48+

[REGISTER HERE](#)

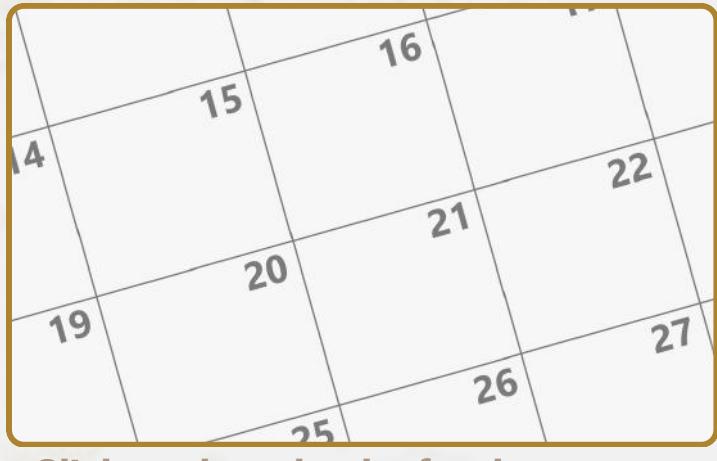
2 SESSIONS



Scout Tee Class

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

[REGISTER HERE](#)



Click on the calendar for the most up to date classes.

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



creativate™

CREATE • INNOVATE • ELEVATE

SCAN ME



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



www.sewalotonline.com

Online



>Action Alphabet - \$12.99



Sew Vintage Keychains \$12.99



Edge-to-Edge Highlights \$39.99



Split Seam Appliques \$9.99



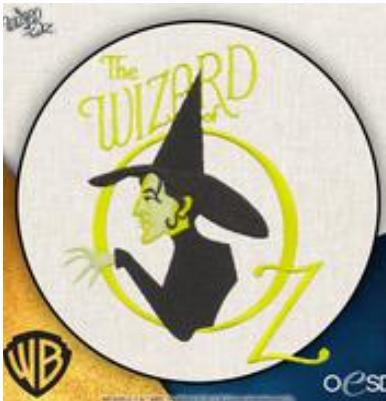
Freestanding Tea Light Lotus \$12.99



Game On by Angela Nickeas \$14.99



Wings of Beauty \$14.99



Classic Wizard of Oz \$39.99



Classic Willy Wonka \$59.99

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

January 1–31, 2026

WINTER SALE

All BERNINA
Cabinets & Furniture

25%*
Off MSRP



*Offer valid January 1–31, 2026 only at participating BERNINA Dealerships in the United States of America. 25% off MSRP offer applies to the purchase of any BERNINA table, cabinet, or furniture. Offer excludes the BERNINA Red Chair. Not valid on previous purchases or combined with any other offers or coupons. Available while supplies last. Taxes are not included in the 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.

BERNINA
made to create

January 1–31, 2026

WINTER SALE

HOT BUY*

b64 AIRLOCK
\$1,199
MSRP \$1,999

Air
Threading
Serger



*Offer valid January 1–31, 2026 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

bernette
SWISS DESIGN

January 1–31, 2026

WINTER SALE

HOT BUYS*

B 325

\$999

MSRP ~~\$1,499~~



B 480

\$2,499

MSRP ~~\$3,749~~

*Offer valid January 1–31, 2026 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

BERNINA
made to create

January 1–31, 2026

WINTER SALE

All BERNINA Q Series Sit-Down Models

25%*
Off MSRP



*Offer valid January 1–31, 2026 only at participating BERNINA Dealerships in the United States of America. 25% off MSRP offer applies to the purchase of any BERNINA Q 20, Q 16 PLUS, or Q 16 longarm quilting machine on a cabinet or table. Not valid on previous purchases or combined with any other offers or coupons. Available while supplies last. Taxes are not included in the 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.

BERNINA
made to create

January 1–31, 2026

Floor Model Special*

Visit your local BERNINA Dealer
for floor model discounts!



*Offer valid January 1–31, 2026 only at participating BERNINA Dealerships in the United States of America.

BERNINA
made to create

Accessory of the Month

January

Roller Foot #51

25% OFF*

Roller Foot #51 ensures even fabric feed on difficult fabrics. Thanks to its rollers, it easily glides over "sticky" materials.



made to create **BERNINA**

*Offer valid January 1-31, 2026 at any participating authorized BERNINA in the United States of America. Offer good for 25% off MSRP on Roller Foot #51. 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.

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.

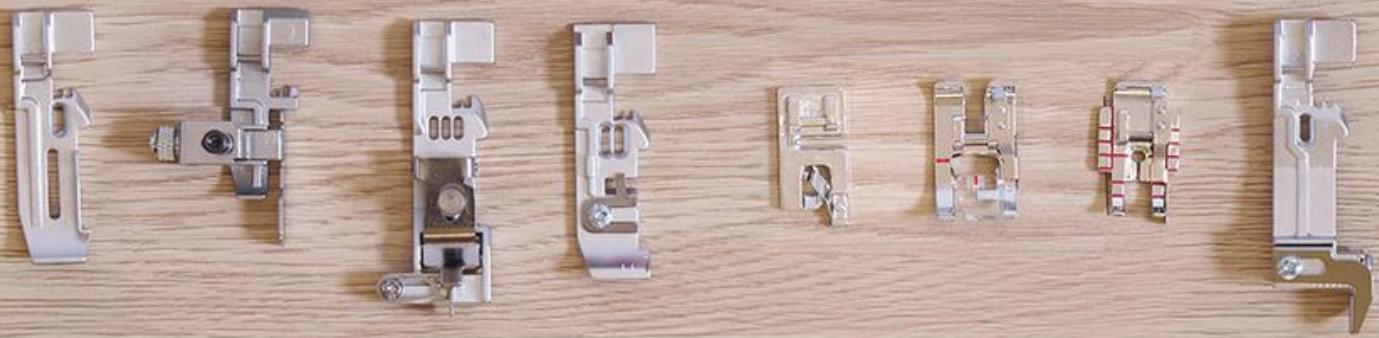
PFAFF
Perfection starts here.™



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



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