NOVEMBER 2026

sew what's new!



Sew What!

Sew What!

NOVEMBER 2026

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5 **6:00 PM** Beginning Sewing: Home Décor **6:15 PM** Beginning Quilting II	6 **10:15 AM** New Owners 1: Machine Basics	7 **10:15 AM** Embroidery Club: Virtual **10:15 AM** Embroidery Club: In Person
8	9 **10:15 AM** Embroidery Club: Virtual **10:15 AM** Embroidery Club: In Person	10 **10:15 AM** Stash & Dash Organizer	11 **6:30 PM** SAGA Meeting	12 **6:15 PM** Beginning Quilting II	13 **10:15 AM** New Owners 3: Embroidery	14 **10:15 AM** Soft Pottery: Mug Mats **10:15 AM** Merry Wallhanging
15	16	17 **11:00 AM** Easy Tote	18 **10:30 AM** Days for Girls **6:30 PM** Days for Girls	19 **5:00 PM** Sew Cosplay **6:15 PM** Beginning Quilting II	20	21 **10:15 AM** Kid Stitch 2 **10:15 AM** New Owners 2: Decorative Stitches **2:30 PM** Floriani FTC-U Group
22	23	24	25	26 **12:00 AM** Closed for the holiday.	27 **10:00 AM** Closed on Black Friday.	28 **1:30 PM** Kid Stitch
29	30					

CLASSES | CLUBS | COMMUNITY

New Owners Classes:
1 Machine Introduction
2 Decorative Stitches
3 Embroidery

Class fee is waived if you purchased your machine from Sew What!

VIEW DETAILS & REGISTER ONLINE

Beginning QUILTING II

Advanced



Build your quilting skills.

Learn how to piece more than the basics. With this class you will learn the techniques to piece Flying Geese, Quarter Square Triangles, Curved Piecing and more. A basic knowledge of piecing is required. If you're comfortable with a rotary cutter and ¼" seam, sign up and take your skills further.

5 SESSIONS

NOV 5 • NOV 12 • NOV 19
DEC 3 • DEC 10

6:15 – 8:30 PM | $74.99

Sign Up Today!

Husqvarna VIKING

NOVEMBER 1 - DECEMBER 25, 2026

FILL EVERY STOCKING

WITH CREATIVITY





ALL HUSQVARNA VIKING

ACCESSORIES & NOTIONS

25% OFF

- Needles
- Scissors
- Roller Bags
- Stabilizer
- Presser Feet
- Extension Tables
- Embroidery Hoops
- Multi Function Foot Control
- Magnifying Lens Set
- Quilting Kit
- Specialty Bobbin Case
- And More!

Stash *and* Dash

Fold-Over Organizer

A compact, travel-friendly organizer with three zippered mesh pockets, a clear vinyl slip pocket, and an adjustable strap closure.

NOVEMBER 10
10:15 AM – 4:30 PM

$59.99
Class + Pattern

LEARN MORE & SAVE YOUR SEAT

THE 12 DAYS of Christmas

DECEMBER 1–12

Follow our Facebook page for links to Daily Specials.

Each day will feature one new item (or a favorite making its return) at a special discounted price.

A link will be included so you can shop directly on our website. Simply add the item to your cart and check out each day. Be sure to select whether you'd likeshipping or in-store pickup at checkout.

Each item will stay on special from the day it's released until the end of the event, or while supplies last.

Wrapped & Ready for Giving

Your paid items will be shipped or ready for pickup, beautifully wrapped, bowed, and ready to place underyour tree for the gifts you truly wanted.

Make sure to "like" and "follow" us ahead of time so you don't miss a single bit of the holiday fun.

Sew What!

Shop Online

Follow Us on Facebook

Zest & Bloom
by kate lower

QT fabrics
IMAGINE & CREATE

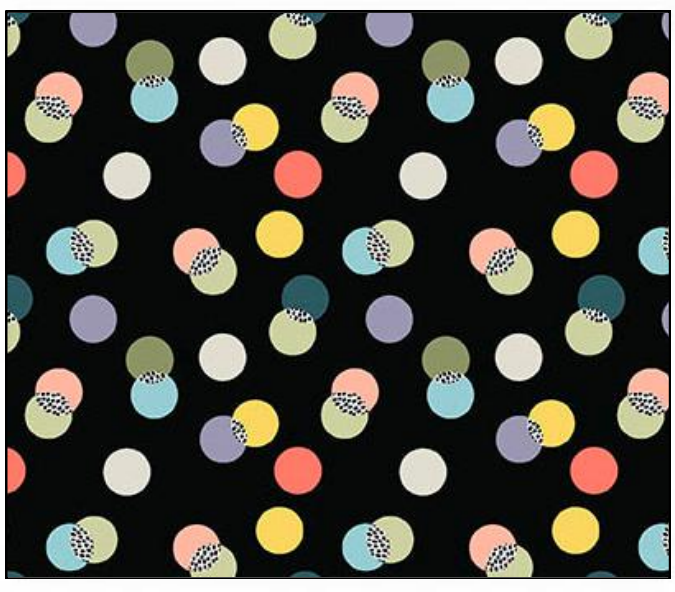
With cheerful florals, citrus motifs, and charming lemonade carafes, this collection is full of fresh, sunny charm.

Playful details like polka dots and potted plants make the prints fun to mix and match for all kinds of projects.











SHOP THE COLLECTION

2027 Embroidery Club

The Complete Bundle

11
HANDS-ON LESSONS

- Live virtual lessons
- Embroidery designs for all 11 lessons
- Stabilizers and trims
- Bonus embroidery designs

Everything You Need for the Year

Your complete bundle ships together, and purchasing automatically enrolls you in all 11 classes. No separate registration required.

Get Your 2027 Bundle

Individual monthly kits are not available separately.

Harriet

REGULAR PRICE
$1,599.99

HOLIDAY PRICE
$999.99



Christa

REGULAR PRICE
$2,199.99

HOLIDAY PRICE
$1,099.99



arrow
classic sewing furniture

11/3 - 1/4/2027
Holiday Sales

Kookaburra

REGULAR PRICE:
$1,899.99

HOLIDAY PRICE
$1,499.99

FREE
Cutting Mat & Pressing Pad

AccuQuilt Cutting Table

REGULAR PRICE:
$2,099.99

HOLIDAY PRICE
$1,599.99

FREE
Cutting Mat & Pressing Pad

arrow
classic sewing furniture

11/3/2026 - 1/4/2027
Holiday Sales

Black Friday

LOWEST PRICES OF THE YEAR

Bandicoot

Regular price $1,299.99

Black Friday Deal

$699.99



Gidget II

Regular price $425.99

Black Friday Deal

$295.99



Judy

Regular price $845.99

Black Friday Deal

$499.99



Arrow Chairs

Regular price $529.99

Black Friday Deal

$299.99



arrow™
classic sewing furniture

11/13/2026 – 12/2/2026

BLACK FRIDAY SALES

Husqvarna® VIKING®

CREATE MAGIC. GIVE SEWING.

Save with the Season's Biggest Sewing Deals.

NOVEMBER 1 - DECEMBER 25, 2026

Plus, 0% Financing Available for Your Next Machine.†

DESIGNER EPIC™ 3
Sewing & Embroidery Machine

NOW UP TO
$5,000 OFF
*WITH QUALIFIED TRADE.^*

Plus, $2,000 to Spend In-Store on Accessories of Your Choice.^^

MSRP $23,869

DESIGNER TOPAZ™ 65
Sewing & Embroidery Machine

NOW
$1,100 OFF*

And, receive a FREE small roller bag with purchase. A $400 Value!**

*Discount only applies to DESIGNER TOPAZ 65. **free gifts availabble with the porasinroee of the purchase of a DESIGNER TOPAZ 65 an applist number 929627096.





HANDMADE HOLIDAYS START HERE.

The best gifts are the ones you make yourself. With a CREATIVATE™ Membership, you get access to beautiful Holiday Tree Stniet, plus the tools to finish them in time to wrrap. Choose Basic, Essential, Extra, or Elite and start on your list today.

Husqvarna VIKING

BEST GIFTS WITH

ADDED VALUE

EPIC QUILT™ 97
Sewing Machine

NOW
$5,000 OFF*

Quilting Kit Included.**
Valued Over $700!

*Discount only applies to EPIC QUILT 97; **Free gifts only available with the purchase of an EPIC QUILT 97 and applies to part number 820643096.







TOPAZ™ 55Q
Sewing Machine

NOW
$1,500 OFF*

And, receive a FREE small roller bag with purchase.
A $400 Value!**

*Discount only applies to TOPAZ 55Q; **Free gifts only available with the purchase of a TOPAZ 55Q and applies to part number 920820996.

BEST GIFTS TO

LEVEL UP CREATIVITY

NOVEMBER 1 - DECEMBER 25, 2026



MSRP $1,699

OPAL™ 670

NOW
$400 OFF*

*Discount only applies to OPAL™ 670.



MSRP $649

EMERALD™ 118
Sewing Machine

ONLY $599*

*Discount only applies to EMERALD™ 118.



MSRP $749

ONYX™ 30
Sewing Machine

ONLY
$579*

*Discount only applies to ONYX™ 30.



MSRP $6,399

AMBER™ AIR S|600
Coverlock Machine

NOW
$1,400 OFF*

*Discount only applies to AMBER™ Air S|600.

HOLIDAY PILLOW PROJECT

Make this your next creation with tools from HUSQVARNA. FING. full project instructions ot Creativate.com.



Husqvarna VIKING

BEST GIFTS

UNDER $500

ONYX™ 15
Sewing Machine

ONLY
$299*

*Discount only applies to ONYX 15.

ONYX 25
Sewing Machine

ONLY
$349*

*Discount only applies to ONYX 25.

MSRP $379

MSRP $429



BEST GIFTS WITH THE

BIGGEST SAVINGS

NOVEMBER 1 - DECEMBER 25, 2026

AMBER™ AIR S|400
Overlock Machine

NOW
30% OFF
ONLY $1,299*

*Discount only applies to AMBER AIR S|400.

OPAL™ 650
Sewing Machine

NOW OVER
30% OFF
ONLY $999*

*Discount only applies to OPAL 650.

OPAL 690Q
Sewing Machine

NOW OVER
30% OFF
ONLY $1,499*

*Discount only applies to OPAL 690Q.

MSRP $1,849

MSRP $1,599

MSRP $2,199

DESIGNER QUARTZ™ 29
Sewing & Embroidery Machine

NOW
50% OFF
ONLY $999*

*Discount only applies to DESIGNER QUARTZ 29.

MSRP $1,999

Soft Pottery Mug Mats

NOVEMBER 14

10:15 AM – 1:30 PM

$14.99

Discover a soft pottery technique and create useful rope mug mats with step–by-step instruction. A great class for getting started with soft pottery.

REGISTER & GET SUPPLY LIST >





In store only. Tula Pink excluded.

Husqvarna® VIKING®

BLACK FRIDAY SALE

NOVEMBER 20 – DECEMBER 2, 2026

OUR BIGGEST DEALS OF THE YEAR.



SAVINGS UP TO
$4,500
*ON SELECT MACHINES.**

LIMITED TIME
30% OFF
ACCESSORIES & NOTIONS

GET AN EXTRA
15% OFF
*CERTIFIED PRE-LOVED MACHINES***



Take a Look at the Holiday Gift Guide

Inspiring ideas for every
sewing, quilting and embroidery enthusiast.

VIEW THE GUIDE

Sew What!

DECEMBER 2026

SUN	MON	TUE	WED	THU	FRI	SAT
		1 **10:15 AM** New Owners 1	**2**	**3** **6:15 PM** Beginning Quilting II	**4**	**5** **10:15 AM** Embroidery Club In Person **10:15 AM** Embroidery Club Virtual **10:30 AM** Embroidery Club 2027 Planning Party
6	**7** **10:30 AM** Embroidery Club 2027 Planning Party	**8** **10:15 AM** New Owners 2	**9** **6:30 PM** SAGA Meeting	**10** **6:15 PM** Beginning Quilting II	**11**	**12** **10:15 AM** Soft Pottery Purse or Tote **10:15 AM** Kid Stitch 2
13	**14** **10:15 AM** Embroidery Club Virtual **10:15 AM** Embroidery Club In Person	**15**	**16** **10:30 AM** Days for Girls	**17** **5:00 PM** Sew Cosplay	**18**	**19** **10:15 AM** New Owners 1 **2:30 PM** Floriani FTC-U Group
20	**21**	**22**	**23**	**24**	**25** Closed for the holiday.	**26** Closed for the holiday.
27	**28**	**29** **10:15 AM** Kids Basics (ages 9–15)	**30** **10:15 AM** Kids Basics (ages 9–15)	**31**		

CLASSES | CLUBS | COMMUNITY

New Owners Classes:
1 Introduction
2 Decorative Stitches
3 Embroidery

Class fee is waived if you purchased your machine from Sew What!

VIEW DETAILS & REGISTER ONLINE

Black Friday 2026

Offers valid Nov. 12 - Dec. 6

SAVE $109

$389.99

GO! Bolt + Battery Pack Starter Pack

($499.98 MSRP)



SAVE $80

$99.99

GO! Me® Fabric Cutter Starter Set

($179.99 MSRP)



SAVE $208

$689.99

Ready. Set. GO! Bolt Ultimate Fabric Cutting System

($898.91 MSRP)

SAVE $120

$339.99

GO! Bolt™

($459.99 MSRP)

SAVE $89

$379.99

GO! Bolt Essentials

($469.98 MSRP)



SAVE $289

$1,149.99

GO! Big® + Grizzly Starter Pack

($1,439.95 MSRP)

accuquilt

Listed savings are off MSRP. Restrictions apply.

©2026 AccuQuilt

Black Friday

Offers valid Nov. 12 - Nov. 25

Extra Savings on GO! Qube® Sets

Take an Extra **$20 Off**

Mix, match and make more *for less.*



accuquilt®

Restrictions apply.

©2024 AccuQuilt

GO BIGGER WITH GO! Grizzly™

Meet five NEW heavy-duty dies designed to take on your biggest cutting needs.

Cut up to 12 layers of cotton at once and prep more fabric in fewer passes.



GO! Grizzly™ Strip Cutter-2" (1½" Finished) 5 Strips

GO! Grizzly Strip Cutter-3½" (3" Finished) 3 Strips

MSRP: ~~$324.99~~

MAP: $279.99

GO! Grizzly Square-10" (9½" Finished)

GO! Grizzly Square-10½" (10" Finished)

GO! Grizzly Square-12½" (12" Finished)

MSRP: ~~$199.99~~

MAP: $169.99

accuquilt®

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CREATE MAGIC GIVE SEWING

PFAFF
Perfection starts here.®

creative icon™ 3
sewing and embroidery machine

Deluxe Launch Collection

September 1 - December 31, 2026

$1,600 Value



0% Financing Available†

iPad: 11”
128 GB; A16 chip for smooth CREATIVATE™ performance and design management.

CREATIVATE™ One-Year Elite Membership
Advance your skills with software and guided learning.

***creative*™ Free-Arm Hoop 100x150 mm**
Embroider sleeves, cuffs, and finished pieces.

$500 In-Store Shopping Experience
$500 to spend on notions and accessories at pickup.

PREMIUM GIFTS

NOVEMBER 1 - DECEMBER 25, 2026

Save Up To $4,500 Off
+ $200 In-Store Shopping Experience**

creative performance™ 950
sewing and embroidery machine

Now
$4,500 Off*



MSRP $15,999

creative expression™ 750
sewing and embroidery machine

Now
$3,000 Off*



MSRP $11,499

performance icon™
sewing machine

Now
$3,100 Off*



MSRP $10,999

BEST VALUE GIFTS

PFAFF
Perfection starts here.™



creative elevate™ 680
sewing and embroidery machine

Now $1,700 Off*

+ $100 In-Store Shopping Experience**

Now $1,200 Off*

+ $100 In-Store Shopping Experience**



MSRP $5,499

expression™ 715
sewing machine



MSRP $5,999

quilt expression™ 725
sewing machine

PERFECT STARTER GIFTS

NOVEMBER 1 - DECEMBER 25, 2026

SMARTER BY PFAFF™



MSRP $739

260c sewing machine

Limited Time

$599*



MSRP $429

160s sewing machine

Limited Time

$349*

passport™ Line

$50 In-Store Shopping Experience**

passport™ 2.0
sewing machine

Limited Time

$749*

passport™ 3.0
sewing machine

Limited Time

$849*



CREATIVE FAVORITES

PFAFF
Perfection starts here.™

ambition™ 610
sewing machine



MSRP $1,399

Limited Time $999*
+ $50 In-Store Shopping Experience**

Up to $550 Off*
+ $75 In-Store Shopping Experience**



MSRP $1,799

ambition™ 620
sewing machine

Now
$500 Off*



MSRP $2,249

quilt ambition™ 635
sewing machine

Now
$550 Off*

CREATIVE FAVORITES

NOVEMBER 1 - DECEMBER 25, 2026

Save on Sergers*
+ Up to $100 In-Store Shopping Experience**



admire™ 3000
overlock machine

Now
$450 Off*
+ $50
Shopping Experience

admire™ air 5000
air-threading overlock machine

Now
$550 Off*
+ $75
Shopping Experience

admire™ air 6000
air-threading ovverlock machine

Now
$1,200 Off*
+ $100
Shopping Experience

admire™ air 7000
air-threading coverlock machine

Now
$1,450 Off*
+ $100
Shopping Experience

CREATE MAGIC GIVE SEWING

PFAFF
Perfection starts here.™

The Perfect Machine Deserves the Perfect Extras

Limited Time Only

25% OFF

All PFAFF Accessories and Notions





Handmade Holidays Start Here.

The best gifts are the ones you make yourself. With a CREATIVATE™ Membership, you get access to beautiful holiday projects, including this tree skirt, plus the tools to finish them in time to wrap. Choose Basic, Essential, Extra, or Elite and start on your list today. Visit creativate.com to learn more and start creating!

Merry Wallhanging



Celebrate the season with ***Merry,*** a cheerful machine appliqué wall hanging designed by Patrick Lose.

In this class, you'll learn how to create the appliqué top using machine techniques that are both approachable and versatile.

NOVEMBER 14
10:15 AM – 4:00 PM

$49.98
Class + Pattern

LEARN MORE & SAVE YOUR SEAT

PFAFF

Perfection starts here.™

BLACK FRIDAY SEWING EVENT

November 20 - December 2, 2026^



Save up to

50% Off

on Select Machines*

Limited Time

30% Off

Accessories & Notions

Get an Extra

15% Off

Certified Pre-Loved Machines**

OESD

dime BY OESD

12 DAYS of CHRISTMAS

HOLIDAY CELEBRATION BY LONI HARRIS

Celebrate the Season with Exclusive Holiday Projects!

2026 Holiday Celebration Collections

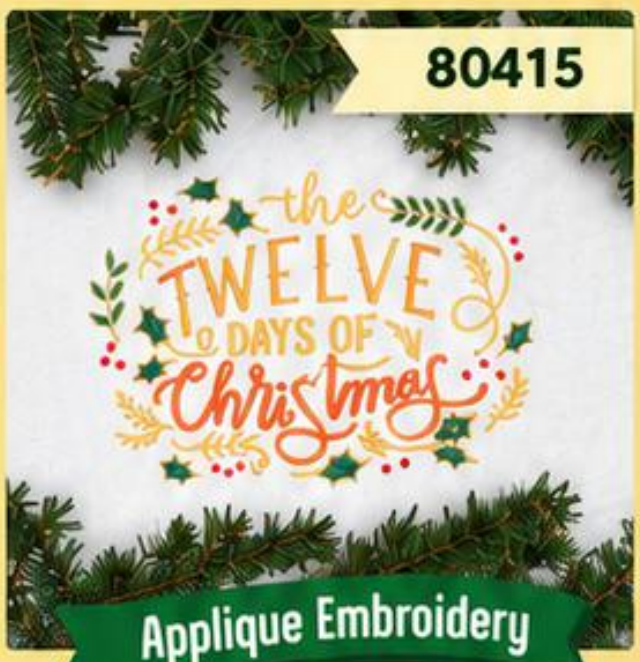
Get a 12 Days of Christmas Collection FREE with a $59 purchase of OESD products each month!*

COLLECT ALL 3!

Stitch Memories All Holiday Long!

From festive ornaments to heartfelt cards and charming décor, this year's Holiday Celebration is filled with projects you'll love creating, sharing, and gifting!

This Year's Featured Collections







Three Collections. $180+ Value — Yours Free!

Collect all three exclusive holiday collections, each valued at $60, FREE with qualifying purchases!
Each month from September through November, a different collection will be available to you.
Just make a $59 purchase each month to receive the current FREE designs!
That's more embroidery, more projects, more holiday inspiration and celebration for you... all at no additional cost!

Deal Available Monthly September–November 2026.

Visit your local OESD retailer to start collecting your exclusive holiday designs.

* Gift added automatically on qualifying $59 orders (pre-tax/shipping). Limit one per customer, per month.
No substitutions. SPREE Club members receive Holiday Celebration Collections automatically with no purchase required.

NOVEMBER 2026

sew what's new!

ARTISAN'S AVENUE TO MARKETING

Sew What!