



AUGUST 2026

SEW & Jewels

SCOOP

PURCHASE THIS "LET YOUR LIGHT SHINE" QUILT KIT HERE

creative icon™ 3

sewing and embroidery machine

PFAFF®



Bigger Embroidery. Smarter Projection. Seamless Connectivity.

Experience the next evolution of creativity with advanced features designed to give you more control, more precision, and more possibilities plus so much more to discover.

Preorder by August 31, 2026 To Receive an Exclusive Presale Collection*

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creative icon™ 3

New Features

PFAFF
Perfection starts here.™



NEW
to
PFAFF®



New Embroidery Unit

The new embroidery unit reduces noise and vibration and provides an industry-leading embroidery size of 450 x 450 mm*. The newly designed attachment for both the embroidery unit and hoops makes the setup quick and easy.

NEW
to
PFAFF®



Free-Arm Embroidery

With free-arm embroidery it is easier than ever to personalize ready-made items. Embroider on tubular pieces, such as baby clothes, bags and pillowcases without having to take the seams apart.

NEW



Quick Quilt Settings with Bobbin pick-up

Quilting in embroidery often requires multiple adjustments for a clean look on both sides. With this new feature, all settings are done for you. The machine turns off ActivStitch™ Technology, increases thread tension, turns off automatic thread cut and activates the new bobbin pick-up feature.

NEW



Enhanced STITCH CREATOR™

Design unique stitches wider than 9 mm from scratch or edit the machine's built-in stitches. Adjust the stitch length and width, reshape stitch patterns, or create decorative stitches with complete control. Perfect for adding signature touches, creating embellishments, or bringing your ideas to life.

NEW
to
PFAFF®



Fabric Selection

Set the type of fabric you are sewing and the machine automatically adjusts to the optimal settings for your chosen fabric, technique, and stitch.

NEW
to
PFAFF®



Exact Position with Scaling

Adjust your design's position and rotation with stitch-point accuracy, reducing the time and effort spent achieving perfect hooping. If any elements extend beyond the hoop limits, the enhanced Exact Position feature allows you to easily scale the design to fit. Scaling also makes final design parts fit easily when multi-hooping.

* Reduced noise and vibrations when compared to the PFAFF® creative icon™, creative icon 2 and creative performance™ 950 embroidery units. The industry's largest embroidery area is 450 x 450 mm when compared to Brother Aveneer, Babylock Radiance, Bernina B990 and Janome Continental M17, and requires the optional creative™ Grand Turnable Hoop.
** Some CREATIVATE features require a paid membership.

TEAM *Spotlight*

AMANDA MCKAY

Amanda is an avid quilter, crafter, cellist. Amanda is a passionate children's teacher within the store and within the homeschool community.

Amanda was inspired to design and complete this piece to honor her husband who proudly served in the United States Marines and retired from the United States Army.

She explained "I used his Marine uniform to piece out the various pieces using the collage method. I used different parts of his uniform to showcase his life by using pockets, pant ties, and even leaving the dry cleaners tag on because everything is dress right dress."

**WE ARE PROUD TO HAVE
AMANDA MCKAY ON OUR TEAM
AT SEW AND SEWS. ❤️**



— 2026 —

CHRISTMAS

FABRIC AND QUILT KIT LAUNCH

15% OFF

THIS WEEK ONLY

AUGUST 1-6



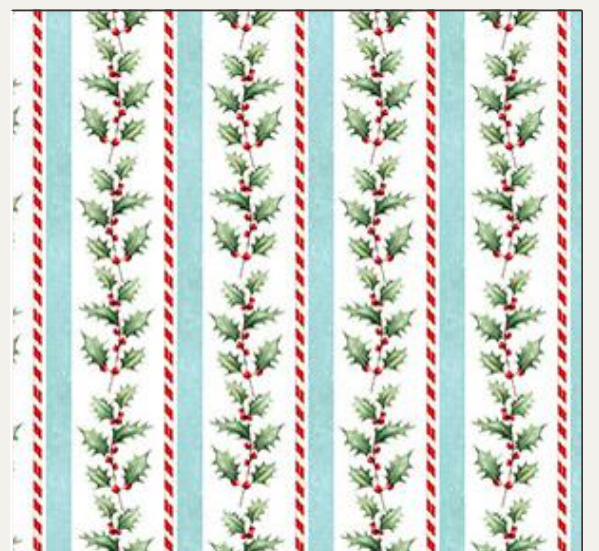
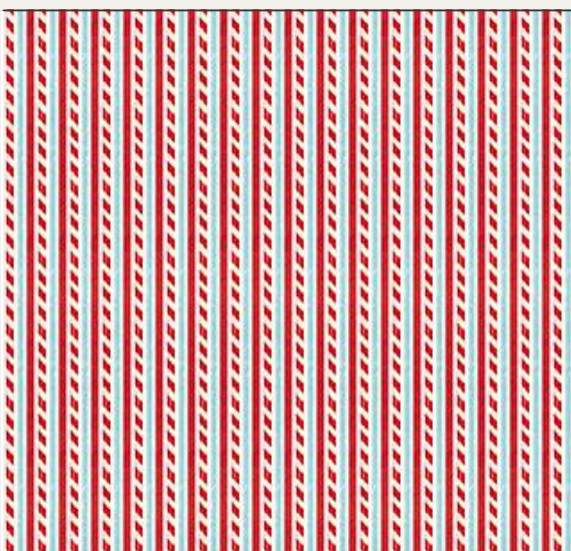
THESE FABRICS WILL NOT BE
PUT ON SALE AGAIN UNTIL

after Christmas.



Holly Jolly

BY EMMA LEACH
FOR NORTHCOTT FABRICS



FULL LINE AND QUILT KITS IN STOCK

TAX FREE WEEKEND

— AUG. 7-9 —

WE CAN'T GIVE YOU
THE TAX FREE

BUT WE CAN OFFER YOU

10% OFF

OF YOUR ENTIRE PURCHASE.

CAN NOT BE COMBINED
WITH OTHER DISCOUNTS.



CIRCULAR ATTACHMENT DEMO

Ask for a
15 MINUTE DEMO
of the Circular Attachment.

30% OFF

when you purchase
your Circular Attachment.



DOUBLE WEDDING RING Templates

Designed by
Judy Niemeyer

25%
OFF

Creative Grids®
4-Piece Acrylic Set
17 1/4" Size
for cutting and piecing
curved quilt blocks.

AUGUST 1-31



Husqvarna®

VIKING®

From Hoop to Table

Achieve This Elegant Design with our DESIGNER EPIC™ 3 + Gift with Purchase Embroidery Toolkit. A \$1,000+ Value



DESIGNER EPIC™ 3
Nordic Frost
MSRP \$23,999

Sale effective August 1 - 31, 2026. Bundled items only available with the purchase of a DESIGNER EPIC™ 3 Nordic Frost and applies to part numbers 920809096, 920563096, 920832056, 920824096, 2265, 920668996, 920568096, 920726096. 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® retailers in the United States. VIKING is the exclusive trademark of Singer Sourcing Limited LLC or its Affiliates. HUSQVARNA and the "H" Crown Device are trademarks of Husqvarna AB and are used under license. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.



ROBIN RUTH
—DESIGNS—

The Complete MARINER'S COMPASS SYSTEM

Everything you need to create
beautiful Mariner's Compass quilts
using strip piecing.



DOG DAYS of *Summer*



25% OFF!

ALL DOG & CAT
FABRIC COLLECTIONS,
PANELS & QUILT KITS

AUG. 17–22



Cardinal Charm

by Susan Winget
for Wilmington Prints

Explore a gorgeous mix of traditional plaids, elegant damasks, scenic frames, and scattered berry prints perfect for holiday patchwork.

Full line + Quilt Kits
now available.



Fairy Lake

QUILT DESIGNS
home of
FUN & DONE! QUILTING

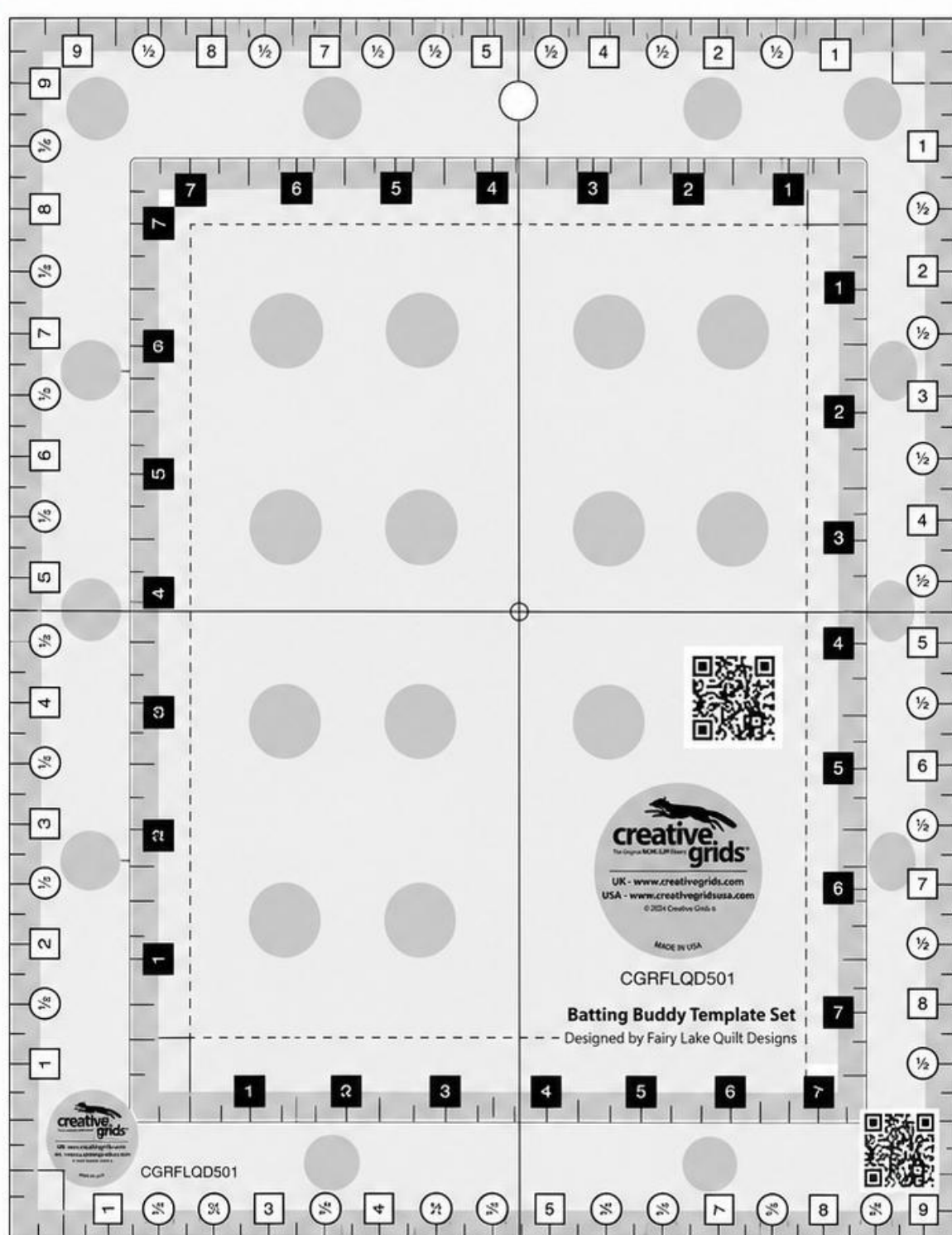
BATTING BUDDY TEMPLATE SET

This two-piece template set from Creative Grids®, designed by Carrie Walker of Fairy Lake Quilt Designs, makes creating quilt-as-you-go projects and rag quilts faster and easier.

✓ **PRINTED FOR BOTH
RIGHT- AND LEFT-HANDED CUTTING.**

✓ **CENTERING LINES**
Makes aligning blocks and
batting easier.

✓ **MAKES CENTERING EASIER**
Makes centering your blocks
and batting easier than ever.



MARK WITH CONFIDENCE.

Sew with precision.



This limited-edition 4-piece set includes:



2 FABRIC MECHANICAL PENCILS

Precise, smudge-free lines on both light & dark fabrics.



FABRIC GLUE PEN

Water-soluble temporary stick; helps replace pins without gumming up needles.



AIR ERASING ROLLER PEN

Smooth ceramic roller tip. Pink ink disappears naturally with air or can be removed with water.



New Quilt Kit

Raven's Call

Available
Now



Raven's Call
by Deborah
Edwards and
Melanie Samra
for Northcott
Fabrics

NOW IN STOCK





Rudolph the Red-Nosed Reindeer

by Northcott Fabrics

Create whimsical storytelling quilts and holiday décor with a vibrant palette of traditional **reds**, **forest greens**, and **snowy blues**.

— Come See the Full Line —



CHARACTERS MULTI



RUDOLPH TOSS



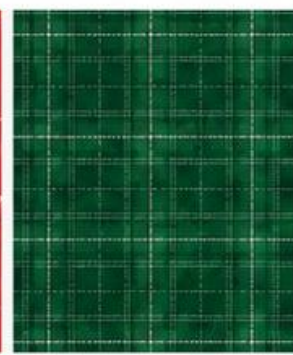
SANTA



BUMBLE



SNOW



PLAID



PHRASES

Save the Date

TEACH THE WORLD TO
SEW DAY

SINGER • VIKING • PFAFF • CREATIVATE

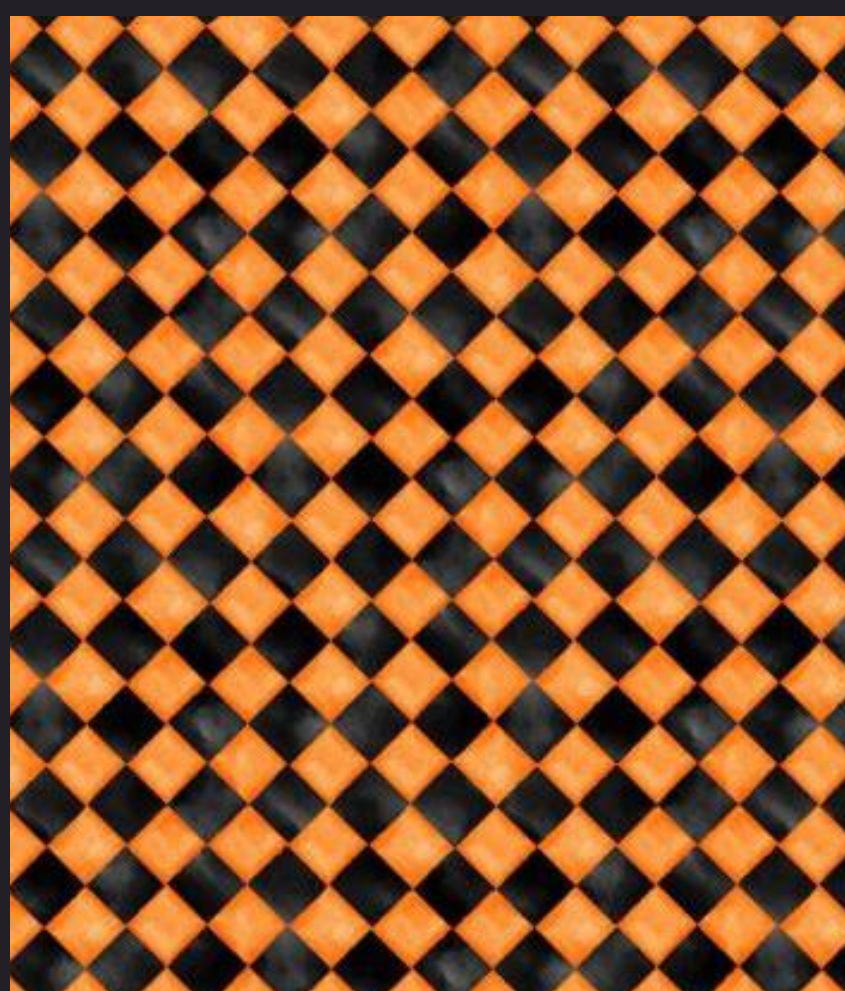


September 19, 2026

A HAUNTINGLY CUTE HALLOWEEN COLLECTION



FULL
COLLECTION,
CHARM
PACKS, LAYER
CAKES AND
QUILT KITS
AVAILABLE



SPOOKY TAILS
BY NANCY MINK
FOR WILMINGTON PRINTS



New Quilt Kit

.....

Spooky Tails - Fish & Chips Quilt Kit

*designed by
Villa Rosa Designs*

creates a finished quilt
measuring

54" x 62"

\$53.00

PURCHASE HERE

 **Husqvarna®**

VIKING®



Made by you. Worn by them.

HUSQVARNA® VIKING® quality
under \$1,000



ONYX™ 30



ONYX™ 25



ONYX™ 15



EMERALD™ 118



AMBER™ S300



EMERALD™ 116

New Quilt Kit



Vintage *Midnight Forest*



NOW AVAILABLE



KICK OFF THE FAIR

SALE

**LARGE CLEARANCE SALE,
GAMES, AND POPCORN**

SEPT. 11 – 17



5125 N PORTLAND AVE.

**9AM – 5PM AND
SAT. 9AM – 3PM**



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ON FACEBOOK**



SEW & Jewels

AUGUST SCOOP

OKLAHOMA CITY • STILLWATER

