

SEPTEMBER 2026

sew WHAT'S NEW!



EXPEDITION
Innov-is BX1

Sew
What!

creative icon™ 3
sewing and embroidery machine

PFAFF
Perfection starts here.™

LAUNCH COLLECTION



Every PFAFF® *creative icon*™ 3 is accompanied by a deluxe launch collection* worth over \$1,600, included with purchase.

Includes:

Over
\$1,600
Value

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
Bring embroidery to sleeves,
cuffs, and finished pieces.

\$500
In-Store Shopping Spree
Make the machine your own
with \$500 to spend at pick-up.

Available through December 31, 2026,
at authorized PFAFF retailers.

*Launch collection only available with the purchase of a PFAFF creative icon 3 between September 1 – December 31, 2026. Additional exclusions may apply. Prices are suggested and may vary by variation. Promotional offer terms and pricing are subject to resurvey. 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. PFAFF, PFAFF PERFECTION STARTS HERE, CREATIVE ICON, CREATIVATE, and CREATIVE are the exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.

JOIN US

Saturday, Sept 19, 2026

TEACH THE WORLD TO SEW DAY™



SINGER, PFAFF, Husqvarna Viking and CREATIVATE are uniting for a global sewing event! On Saturday, September 19, sewists everywhere will make the same simple sunglass case — the perfect first project to discover the magic of sewing.

Make a
FREE*
Sunglass
Case



Join the fun, create your sunglass case and celebrate the joy of sewing. From your first stitch, you'll leave inspired and ready for more!

Save Your Seat

*\$5.00 registration fee refunded as a store credit.

Sew COSPLAY

A place to work on costumes,
ask experienced garment sewists,
learn from one another and
share ideas.

***THIS IS NOT A CLASS.
COME READY TO WORK
INDEPENDENTLY.***

/ SEPTEMBER 17

/ OCTOBER 15

/ NOVEMBER 19

/ DECEMBER 17

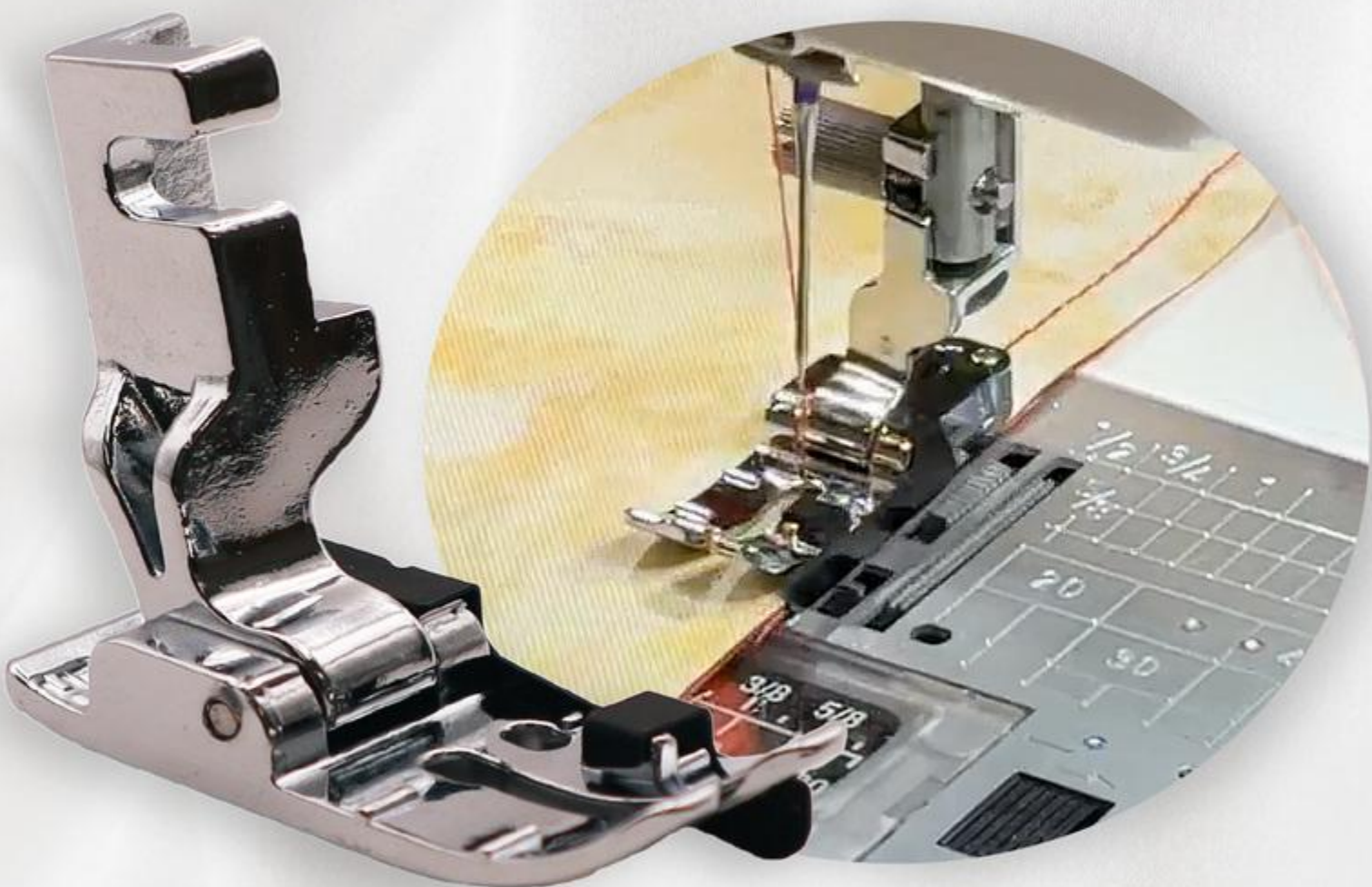
5:00–9:00 PM

NO CHARGE TO ATTEND

Future plans may include technique-
focused classes and group shopping
trips for fabrics and supplies.

elna
SWISS DESIGN

SEPTEMBER
ACCESSORY OF
THE MONTH



**Professional Grade
1/4" Seam Foot HP**

SEPTEMBER



CLASSES, CLUBS & COMMUNITY

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 10:15 am Beginning Quilting	3	4	5 CLOSED FOR THE HOLIDAY
6 CLOSED FOR THE HOLIDAY	7 CLOSED FOR THE HOLIDAY	8	9 10:15 am Beginning Quilting 6:30 pm SAGA	10 10:15 am New Owners 1: Machine Intro	11 10:15 am Too Cute To Spook: Pillow	12 10:15 am Embroidery Club: Virtual 10:15 am Embroidery Club: In Person
13	14 10:15 am Embroidery Club: Virtual 10:15 am Embroidery Club: In Person	15 5:30 pm Too Cute To Spook: Pillow	16 10:15 am Beginning Quilting 10:30 am Days for Girls 6:30 pm Days for Girls	17 10:15 am New Owners 3: Embroidery 5:00 pm Sew Cosplay	18 10:15 am Too Cute To Spook: Table Runner	19 10:00 am Teach the World to Sew Day 10:15 am New Owners 1: Machine Intro 12:00 pm Teach the World to Sew Day 2:30 pm Floriani FTC-U User Group 3:00 pm Teach the World to Sew Day
20	21	22 10:15 am New Owners 1: Machine Intro 5:15 pm Too Cute To Spook: Table Runner	23 10:15 am Beginning Quilting 12:00 pm Cases for Smiles 6:00 pm Cases for Smiles	24 10:30 am Scan N Cut Techniques 6:00 pm Beginning Sewing: Basic Bags	25 10:15 am Too Cute To Spook: Placemats 10:45 am Beginning Sewing: Basic Bags	26 10:15 am Soft Pottery: Coasters to Bowls 10:15 am Kid Stitch 2
27	28	29 10:15 am New Owners 2: Decorative Stitching 5:15 pm Too Cute To Spook: Placemats	30			

● CLASSES ● CLUBS ● SPECIALTY ● COMMUNITY ● NEW OWNER

VIEW DETAILS & REGISTER ONLINE



PRINCE CHARMING DEJA VU

BY TULA PINK FOR FREESPIRIT FABRICS

THE ROYAL FROG IS BACK

Tula Pink revisits her 2011 favorite in one bold new colorway, with bubblegum pink and twice as many print colors as the original.

8-PIECE MINI COLLECTION
Half-Yard & Ribbon Bundles Available



NATIONAL SEWING MONTH SALE

September 1 - 30, 2026

PFAFF
Perfection starts here.™

SAVE \$10 ON EVERY \$100 YOU SPEND

On Machines with PFAFF® Original IDT™ System

SAVE
up to
\$490



creative elevate™ 680

SAVE
up to
\$1,090



performance icon™

SAVE
up to
\$540



expression™ 715

SAVE
up to
\$100



passport™ 3.0

Sale effective September 1 - 30, 2026. Additional exclusions may apply. Prices are suggested and may vary by location and time in sole discretion. All consumer pricing is at the sole retailer. CREATIVE ELEVATE, PERFORMANCE ICON, EXPRESSION, PASSPORT, and IDT are the exclusive PFAFF, PFAFF PERFECTION LLC of Singer Sourcing Limited LLC or its Affiliates. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.

Let Creativity Shine

NEW GO!® Double Star-10" Finished Block on Board® (BOB®) Die

Get a FREE GO!® Cutting Mat - \$32 value!

MSRP: \$84⁹⁹
Your price: \$69⁹⁹



September
die to try™
Series
Die

Free cutting mat included for a limited time
while supplies last. Restrictions apply.

@ accuquilt®

©2025 AccuQuilt

PREVIOUSLY LOVED



Husqvarna Viking
DESIGNER TOPAZ™ 50

\$1,999.99



SINGER
Confidence 7463

\$189.99



PFAFF
ClassicStyle 610A

\$399.99



Brother HE1
embroidery-only

\$299.99

comes with warranty & owners classes



National Sewing Month SAVINGS

Offers valid Sept. 1 - Sept. 30

Buy One GO!® Die,
**Get the Second
50% Off**

**FREE
Die Catcher**

with GO! Bolt™ Fabric
Cutter Starter Set
(*\$69.99 bonus value!*)



\$99.99

GO! Me® Fabric
Cutter Starter Set
(*\$179.99 MSRP*)

@ accuquilt®

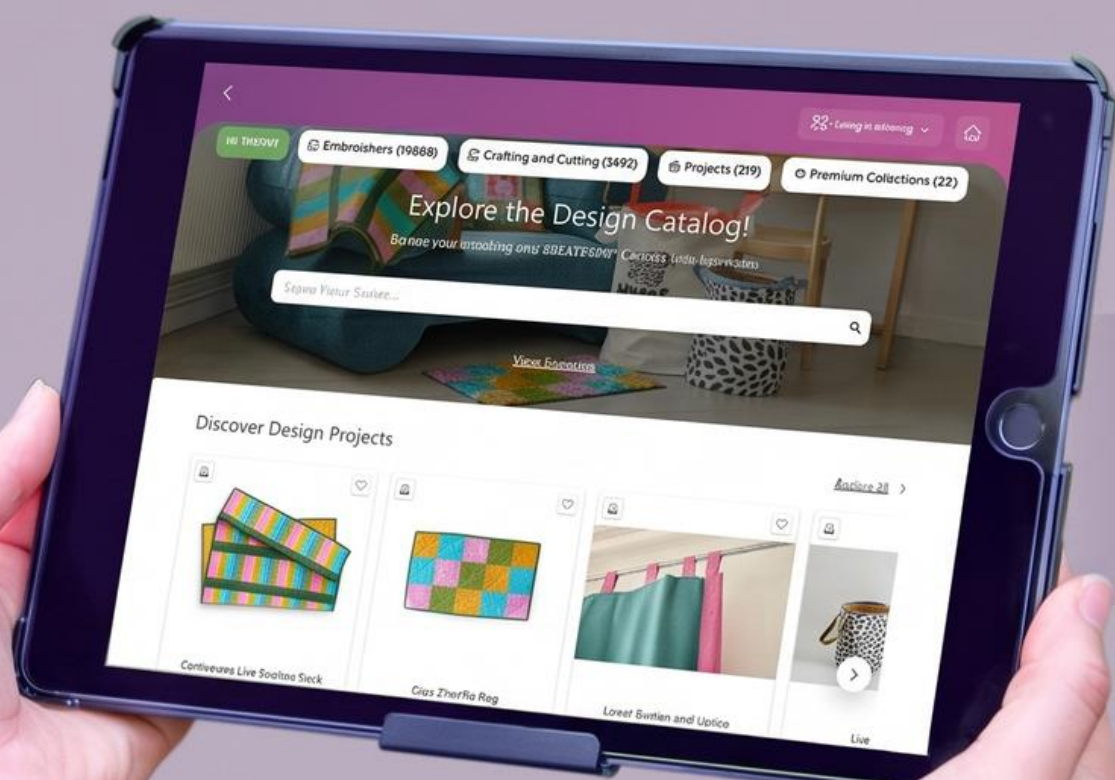
Restrictions apply.

©2025 AccuQuilt



SAVE 25%

On the first 6 months of your
CREATIVATE membership.



September 19 – 30, 2026

Promo Code:
SEWTOGETHER

OCTOBER

CLASSES, CLUBS & COMMUNITY



SUN	MON	TUE	WED	THU	FRI	SAT
				1 6:00 pm Beginning Sewing: Basic Bags	2 10:15 am Beginning Sewing: Basic Bags	3 10:15 am Embroidery Club: Virtual 10:15 am Embroidery Club: In Person
4	5	6 10:00 am Anniversary Celebration	7 10:15 am Beginning Quilting	8 6:00 pm Beginning Sewing: Basic Bags	9 10:15 am Beginning Sewing: Basic Bags 10:15 am New Owners 1: Machine Intro	10 9:30 am Sophie Tote: Quilt as You Go 10:15 am New Owners 3: Embroidery
11	12 10:15 am Embroidery Club: Virtual 10:15 am Embroidery Club: In Person	13	14 10:15 am Beginning Quilting 6:30 pm SAGA	15 5:00 pm Sew Cosplay 6:00 pm Beginning Sewing: Home Decor	16 10:15 am Beginning Sewing: Home Decor 10:15 am New Owners 2: Decorative Stitching	17 10:15 am Soft Pottery: Multi-color Trivet 10:15 am New Owners 1: Machine Intro 2:30 pm Floriani FTC-U User Group
18	19	20 10:15 am New Owners 1: Machine Intro	21 10:15 am Beginning Quilting 10:30 am Days for Girls 6:30 pm Days for Girls	22 10:30 am Scan N Cut Techniques 6:00 pm Beginning Sewing: Home Decor	23 10:15 am Beginning Sewing: Home Decor	24 10:15 am Kid Stitch 2
25	26	27 10:15 am New Owners 3: Embroidery	28 12:00 pm Cases for Smiles 6:00 pm Cases for Smiles	29 6:00 pm Beginning Sewing: Home Decor	30	31

● CLASSES

● CLUBS

● SPECIALTY

● COMMUNITY

● NEW OWNER

VIEW DETAILS & REGISTER ONLINE

NATIONAL SEWING MONTH SALE

September 1-30, 2026

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



More dimension. Less hand work.

Free Embellishment attachment bundle with purchase of

Designer Epic™ 3 Nordic Frost

Gift value \$1,000+



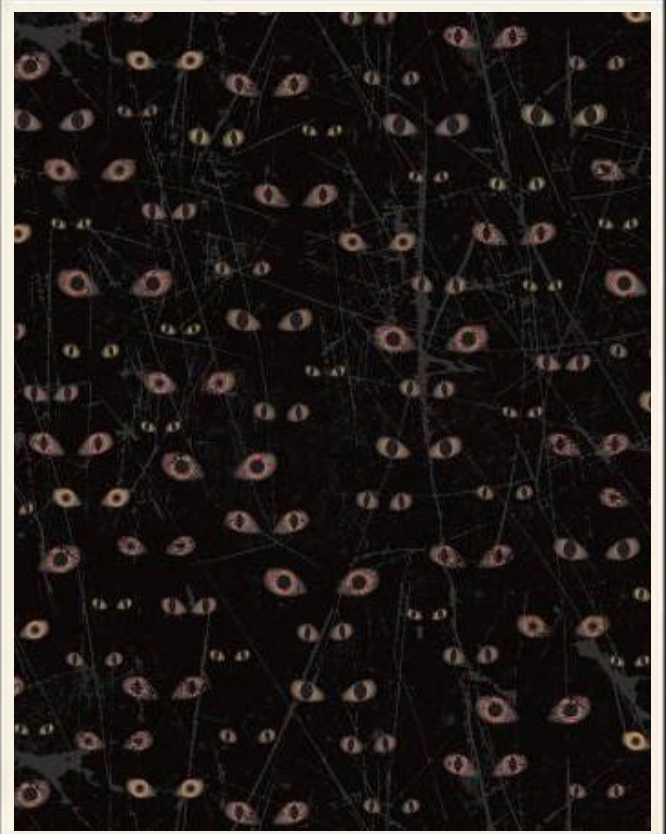
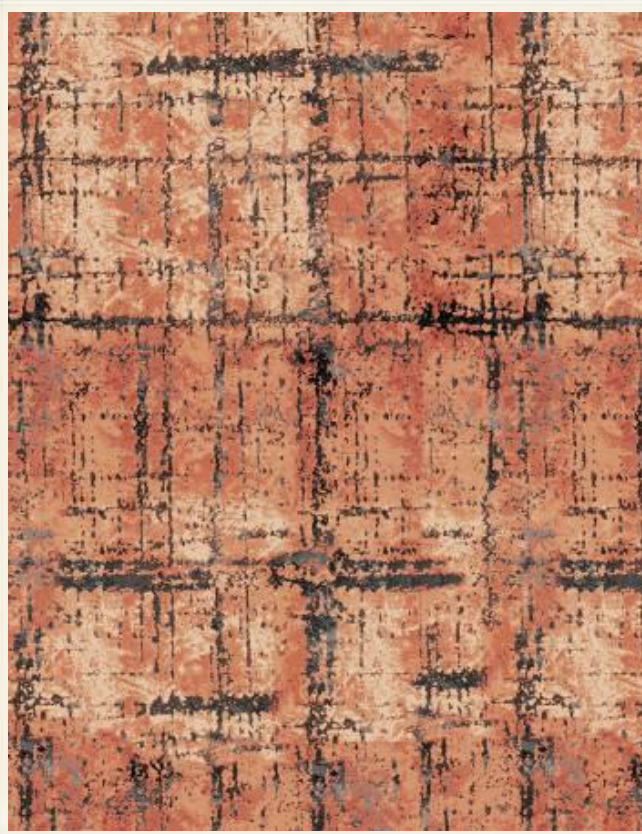
SCARY SPICE

By Funny Girl for Studio e Fabrics

HALLOWEEN WITH SOME BITE

Jack-o'-lanterns, skeletons, bats and spiders
layered in classic orange, black, sepia and cream.

SHOP SCARY SPICE

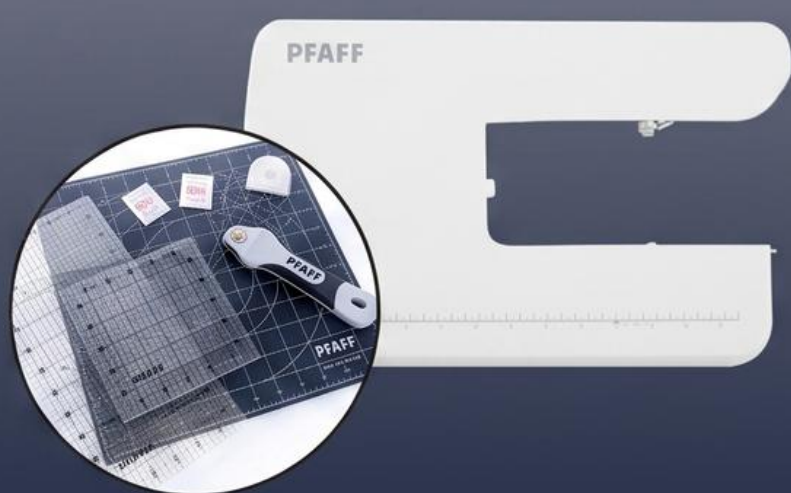


NATIONAL SEWING MONTH SALE

September 8 - 30, 2026

PFAFF
Perfection starts here.™

BUY ONE GET ONE 50% OFF All PFAFF® Accessories and Notions



Instant Savings*

Up to \$800 off
on select machines
Sept 1-28, 2026



brother
at your side

*See participating authorized
Brother Dealer for full offer details

Machine Spotlight

expression™ line



FLOOR MODEL

710

~~MSRP \$4,449.99~~

SALE \$1,999.99



FLOOR MODEL

720 SE

~~MSRP \$4,999.99~~

SALE \$2,999.99



715

~~MSRP \$5,499.99~~

SALE \$4,999.99



725

~~MSRP \$5,999.99~~

SALE \$4,999.99

Too Cute to Spook

Get ready to spook up your space! Join our Halloween Home Decorating series and stitch your way to a hauntlingly beautiful home. We are crafting wickedly cute pillows, festive placemats, and boo-tiful table runners. Every class is offered in both morning and evening sessions to fit your schedule.



Pillow

Sep 11 10:15 AM–1:30 PM

Sep 15 5:30 PM–8:30 PM

\$27.99 class + materials

\$15 class only

[REGISTER FOR PILLOW](#)



Table Runner

Sep 18 10:15 AM–1:30 PM

Sep 22 5:15 PM–8:30 PM

\$27.99

[REGISTER FOR TABLE RUNNER](#)



Placemats

Sep 25 10:15 AM–1:30 PM

Sep 29 5:15 PM–8:30 PM

\$27.99 class + materials

\$15 class only

[REGISTER FOR PLACEMATS](#)

oeSD™

september

new releases



Highland Cow Cuties

\$29.99



Fall Medley Applique

\$9.99



Everyday Dogs

\$14.99



Garden Stroll Quilting Collection

\$39.99



Freestanding Tealight Mum

\$14.99



Holiday Celebration

12 Days of Christmas

\$59.99



Bean Stitch Script Alphabet

\$14.99



10th Anniversary

Santa's Workshop Tiling Scene

\$39.99



Haunted Village

Freestanding Apothecary

\$29.99

elna
SWISS DESIGN

GET BACK TO SEWING



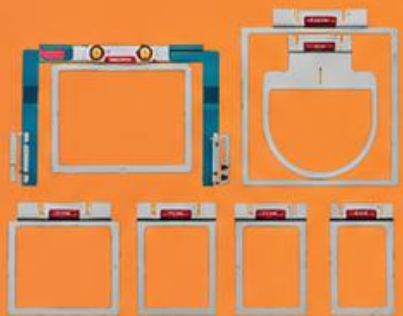
Great Financing Offer this September 1–30

0% APR for 48 Months*

ON ANY QUALIFYING PURCHASES OF \$3,500 OR MORE
MADE WITH YOUR SEWING AND MORE CREDIT CARD.

Gift with Purchase*

FREE Choice of PR Bundle
Sept 1-28, 2026



brother

*See participating authorized
Brother Dealer for full offer details

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.

Husqvarna®

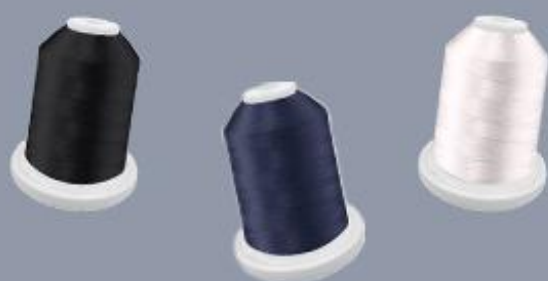
VIKING®

NATIONAL
SEWING
MONTH SALE

Buy one, get one 50% OFF

ALL HUSQVARNA® VIKING®
Accessories and Notions

Valid September 8–30, 2026



elna
SWISS DESIGN

GET BACK TO SEWING

with Great Savings from ELNA!



Purchase these select
Elna sewing machines
September 1st through
October 31st and receive
a Visa® prepaid Gift Card!*



SALE
eXcellence 792 PRO \$7,999
MSRP: \$9,999



SALE
eXcellence 782 \$6,999
MSRP: \$7,999

0% APR Financing*

34, 48, or 60 months

Sept 17-26, 2026



brother
at your side

*See participating authorized
Brother Dealer for full offer details

SEPTEMBER 2026

sew WHAT'S New!



EXPEDITION
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