

OCTOBER 2026

sew WHAT'S New!



Sew
What!

8TH Anniversary SIDEWALK SALE

ONE DAY ONLY!

TUESDAY, OCTOBER 6TH

EXTENDED HOURS

10AM - 9PM

8 YEARS = LOTS OF
\$8 DEALS!



SPECIAL PRICING PS700

TWO FOR
\$8

SPECIAL PURCHASE
YARD CUTS
OF FABRIC



EIGHT FOR
\$25

FAT
QUARTERS

\$8^{EA}

SELECT
EMBROIDERY
COLLECTIONS



\$8^{EA}

SELECT
BOOKS



CELEBRATING ALL MONTH ONLINE!

PURCHASE A GIFT CERTIFICATE ONLINE DURING OCTOBER
AND RECEIVE AN 8% BONUS GIFT CERTIFICATE.

4311 KIRKWOOD HWY
WILMINGTON, DE



sewwhatde.com



contact@sewwhatde.com



(302) 397-8091

Sew What!



SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 10:15 AM 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 5:30 PM SAGA	8 6:00 PM Basic Bags	9 10:15 AM Basic Bags 10:15 AM New Owners 1	10 9:30 AM Sophie Tote 10:15 AM New Owners 3
11	12 10:15 AM Embroidery Club: Virtual 10:15 AM Embroidery Club: In Person	13 10:30 AM Ruffle Wreath	14	15 5:00 PM Sew Cosplay 6:00 PM Basic Bags	16 10:15 AM Home Décor 10:15 AM New Owners 2	17 10:15 AM Soft Pottery Trivet 10:15 AM New Owners 1 2:30 PM Floriani User Group
18	19	20 10:15 AM New Owners 1	21 10:30 AM Days for Girls 6:30 PM Days for Girls	22 10:30 AM Scan N Cut 6:00 PM Home Décor	23 10:15 AM Home Décor	24 10:15 AM Kid Stitch 2 1:30 PM Kid Stitch
25	26	27 10:15 AM New Owners 3	28 12:00 PM Cases for Smiles 6:00 PM Cases for Smiles	29 6:00 PM Home Décor	30 10:15 AM Home Décor	31



CLASSES



CLUBS



COMMUNITY



NEW OWNER

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

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.

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.***

/ 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.

The Sophie Tote Bag

The Sophie Tote Bag is the perfect size to use as a purse, book bag, or shopping tote. Pre-cut fabric strips or your own scraps add personality to this simple Quilt-As-You-Go project that comes together quickly.



OCTOBER 10
9:30 – 4:30



\$69.99



**ONLY A COUPLE
SEATS LEFT!**

LEARN MORE & SAVE YOUR SEAT



Sample project shown. Fabrics may vary.

PFAFF

Perfection starts here.™



From Idea to Stitch, Instantly Connected

CREATIVATE™ Connected Machines Starting at \$1,399*

Turn Ideas into Reality with Powerful Creative Tools

Access designs directly on your machine. | Get step-by-step guidance and tutorials.

Preview your design before stitching.



creative performance™ 950



creative expression™ 750



creative elevate™ 680



creative expect™ 680



performance icon™



quilt expression™ 725



expression™ 715

*Sole effective October 1 - 31, 2024. All consumer pricing is in the sole discretion of the retailer. Valid in authorized PFAFF® retailers in the United States, PFAFF, PERFECTION STARTS HERE, CREATIVATE, CREATIVE PERFORMANCE, CREATIVE EXPRESSION, CREATIVE EXPECT, CREATIVE ELEVATE, PERFORMANCE ICON, QUILT EXPRESSION, and EXPRESSION are the exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2025 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.

Better Than Black Friday

OCT. 9 - OCT. 23

32% Off

GO!® Dies & June Tailor® Products

40% Off

Select GO! Die Bundles

Extra \$25 Off

GO! Qube® Mix & Match Blocks
and Companion Sets



 **accuquilt**

Restrictions apply.

©2024 AccuQuilt

elna
SWISS DESIGN

October Accessory of the Month Border Guide Foot

The Border Guide Foot makes it easy to match your border designs with the red guidelines on the foot. The two sets of vertical red lines are calibrated to provide perfect spacing between rows. The horizontal red line matches the needle drop, helping you line up the start of each row. The small red mark indicates the center of the design, making it easy to align with the marking for the first row.





Winter Village Freestanding
Christmas Tree Farm

\$29.99



Winter
Table Runner

\$29.99



Wildflower
Waltz

\$39.99



Curio
Quilting

\$39.99



Spooky
Alphabet

\$14.99



Freestanding
Couching

\$14.99



Team
Bling

\$29.99



12 Days of
Christmas Ornaments

\$59.99



Gingerbread
Cookies Applique

\$9.99

No Tricks. All Treats.

Gift with Purchase*

October 1–27, 2026

FREE

ScanNCut DX
Electronic Cutting
Machine

with purchase of Innov-is 2800D



Cuts materials up to 3mm in thickness*



Create custom appliques for your creations



Apply seam allowances and sewing guidelines when piecing fabric

*Dealer Discount and/or gift with purchase fulfilled at time of purchase by participating Authorized Brother Dealer. Prices set by dealer may vary. Offer is subject to change at any time without notice. Gifts with purchase may not be exchanged for cash or gift cards. See participating authorized Brother Dealer for full offer details. *Material compatibility may vary. Always perform a trial/test cut to confirm. Check model specifications for full feature set.

RUFFLE WREATH WALL HANGING

October 13

10:30 AM – 1:00 PM

Learn how to make a seasonal three-ruffle fabric wreath for your door, wall or gift giving. This demonstration will cover everything you need to know. Kits with instructions will be available for purchase at the store.

SIGN UP



\$10 REGISTRATION FEE CAN BE APPLIED TOWARD A WREATH KIT
OR REGISTRATION FOR THE UPCOMING HANDS-ON WREATH CLASS (TO BE SCHEDULED).

FREE SMALL ROLLER BAG

with purchase of the
SAPPHIRE™ 930 Sewing Machine.*

October 1-31, 2026



Senses fabric for
perfect feed,
every time.

Room for your
biggest projects.

One-touch
thread cutting,
zero interruptions.

+200 stitches to
bring every design
to life.

Sale effective October 1 - 31, 2026. Additional exclusions may apply. Prizes are suggested and may be paid. Promotional offer terms and pricing are subject to change. We reserve the right to modify or cancel the promotions of any time in our sole discretion. All customer pricing is at the sole discretion of the retailer. Valid at authorized HUSQVARNAS® VIKING® retailers in the United States. VIKING® and SAPPHIRE® are exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. HUSQVARNA and the "H" Crown Logo are trademarks of Husqvarna AB and are used under license. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved. *Free gifts only available with the purchase of a SAPHIRE™ 930 and applies to part numbers: 9208:2096.

PFAFF®

Limited Time Only

25% Off

PFAFF® Accessories and Notions



October 9 - 12, 2026

"OUR WORLD" BY KENDRA BINNEY FOR CLOTHWORKS!

THIS BEAUTIFUL COLLECTION PAIRS AN ILLUSTRATED MAP PANEL WITH WHIMSICAL WATERCOLOR WILDLIFE COORDINATES. SEE HOW EFFORTLESSLY THEY BLEND TOGETHER IN THE PAINT CHIPS QUILT KIT FEATURED



[Shop Collection >](#)

Better Than
Black Friday
CUTTER SALES

OCT. 9 - OCT. 23



\$99.99
 GO! Me Fabric
 Cutter Starter Set
 (\$179.99 MSRP)

\$329.99
 GO! Bolt™
 (\$459.99 MSRP)

\$379.99
 GO! Bolt Essentials
 (\$469.98 MSRP)

\$399.99
 GO! Bolt + Battery
 Pack Starter Pack
 (\$499.98 MSRP)

\$699.99
 Ready. Set. GO! Bolt
 Ultimate Fabric
 Cutting System
 (\$898.91 MSRP)

\$749.99
 GO! Big® Grizzly 2½"
 Strip Starter Pack
 (\$1,009.97 MSRP)

\$1,049.99
 GO! Big + Grizzly
 Starter Pack
 (\$1,439.95 MSRP)

accuquilt®

Restrictions apply.

©2023 AccuQuilt

CLOSEOUT

VM5200

MSRP \$10,999.99

\$5,499.99

FLOOR MODEL.
 FULL WARRANTY.



SEWING,
 QUILTING &
 EMBROIDERY
 COMBINATION MACHINE

715
 BUILT-IN
 STITCHES

318
 BUILT-IN
 EMBROIDERY
 DESIGNS

8" × 12"
 MAXIMUM
 EMBROIDERY AREA

Designer Epic 3

Nordic Frost

Sewing & Embroidery Machine

READY FOR AN UPGRADE?

Trade in and save up to \$5,000.*

October 1-31, 2026

Add Monogram Embroidery to difficult-to-hoop projects without opening a seam.

40% Off
Select GO!® Items

\$99.99
GO! Me® Fabric Cutter Starter Set
(\$179.99 MSRP)

Offers valid Oct. 1 – Oct. 8



Beginning Sewing

HOME DÉCOR EDITION

New to sewing or ready to build confidence at the machine? This project-based class teaches essential sewing skills while you create useful, gift-worthy items for your home.



OCTOBER 16, 23 & 30, 2026
10:15 AM – 1:30 PM

OR



OCTOBER 22, 29 & NOVEMBER 5, 2026
6:00 PM – 9:00 PM

YOU'LL MAKE A NEW PROJECT EACH CLASS!

\$99*

LEARN MORE & SAVE YOUR SEAT



*Sample projects shown. Fabrics may vary.
Class has supply requirements.*

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!*

VISA® GIFT CARD PROMOTION



excellence 792 PRO

SALE
\$7,999
MSRP: \$9,999



excellence 782

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



expressive 830LCE

SALE
\$2,999
MSRP: \$3,999



extend covermax

SALE
\$1,399
MSRP: \$1,699



excellence 720 PRO

SALE
\$3,499
MSRP: \$3,999

*Visa® is a registered trademark of Visa Inc. Visa is not a sponsor of, or affiliated with, this promotion.



NOVEMBER

2026

AT SEW WHAT!

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5 6:00 PM Home Décor 6:15 PM Beginning Quilting II	6 10:15 AM New Owners 1	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	12 6:15 PM Beginning Quilting II	13 10:15 AM New Owners 3	14 10:15 AM Soft Pottery: Mug Mats 10:15 AM Merry Wallhanging
15	16	17 11:00 AM Easy Tote Bag	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 2:30 PM Floriani User Group
22	23	24	25	26 Closed for Thanksgiving	27 Closed for Black Friday	28 1:30 PM Kid Stitch
29	30					



CLASSES



CLUBS



COMMUNITY



NEW OWNER

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

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.

KidStitch

CLICK ON A PANEL TO PURCHASE

Gnomes



Boo Crew



Sew This!



OCTOBER 24
1:30 – 4:00 PM



\$24.99
Class +

LEARN MORE & SAVE YOUR SEAT

Two **NEW** Ways to Quilt-As-You-Go!

Meet the **NEW** June Tailor®
Log Cabin Block and
Curved Log Cabin Block
Quilt-As-You-Go Project Kits

Pair with
coordinating
GO!® Dies!



Simple 3-block projects make it easy
to sew, quilt and create as you go.



@accuquilt®

CREATE WITH ONYX™

Sewing Machine

Starting at \$349

October 1-31, 2026

Find the Pumpkin Rope
Basket project instructions
at [Creativate.com](https://creativate.com)



ONYX™ 15
MSRP \$379



ONYX™ 25
MSRP \$429



ONYX™ 30
MSRP \$749

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**





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 1/4" 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!

Exclusive Online Deals

OCT. 9 - OCT. 23

\$119.99

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

\$399.99

GO! Bolt™ Electric Essentials Starter Pack
(\$459.99 MSRP)

\$849.99

GO! Big® Grizzly 2½" Strip Starter Pack
(\$1,009.97 MSRP)



@accuquilt

Restrictions apply.

©2026 AccuQuilt

CLOSEOUT



VE2300

MSRP \$9,199.99

\$3,999.99

NEW IN BOX.

318

BUILT-IN
EMBROIDERY
DESIGNS

17

BUILT-IN
EMBROIDERY
FONTS

MAXIMUM
EMBROIDERY AREA

8" × 12"



FOUR DAYS ONLY

25% OFF
HUSQVARNA® VIKING®
**ACCESSORIES
& NOTIONS**

October 9-12, 2026

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

OCTOBER 2026

sew WHAT'S NEW!



Sew
What!

