

AUGUST 2026

sew what's new!





Sewing and Embroidery Combination Machine

A Machine That Moves with You

- **Industry First Curve Sewing**

Gently guide your fabric with less pressure when the needle is down, making it easy to rotate. When the needle rises, normal pressure smoothly feeds the fabric forward.

- **Generous Built-in Sewing Stitches & Embroidery Designs**

Explore the extensive library of 754 built-in stitches and 774 built-in embroidery designs including 140 decorative frames and 23 fonts

- **Generous Workspace**

Maximize your productivity with a ~10" x 4.1" workspace and 10-inch distance from the needle to the arm, providing you with precision and effortless control. Enjoy the 8" x 14" embroidery area.

- **Intelligent Stitch Regulator (Optional)**

Maintains consistent stitch lengths by adjusting the needle timing to match the fabric's feeding speed. It includes three modes (Continuous, Intermittent, and Basting) and three free-motion feet (Regular, Open-Toe, and Echo). (sold separately).

- **Easy Needle Plate Removal**

The easy removal, exchange, and hassle-free cleaning of the two needle plates (a straight stitch plate and a needle plate) ensure your machine runs smoothly.

- **External Laser Guideline Marker**

Attaches to your machine and provides a projected, adjustable laser guideline to help sew straight lines or stitch along the fabric edge. This stitching can be done using the straight stitch or decorative stitches.

- **My Custom Stitch & Stitch Tapering**

With the advanced My Custom Stitch feature, you can create your own decorative stitches or patterns, save them, and use them across all your projects. The Stitch Tapering feature automatically widens or narrows decorative stitches at the beginning or end of a seam, delivering smooth, professional finishes.

- **Crystal Clear 7" LCD Display**

Bring your designs to life on the expansive 7" high-definition LCD display. Effortlessly explore menus, view crisp icons, and preview your design properties with clarity.

- **Artspira Mobile App¹**

Unleash your creativity like never before! With the Artspira mobile app, turn your own sketches into stunning designs—ready to stitch on your machine. Dive into a world of inspiration by exploring exciting new projects and step-by-step tutorials. Bringing your artistic vision to life has never been this easy and fun!



DEDICATED EMBROIDERY MACHINE

A Machine That Moves with You

- **Built-in Embroidery Designs and So Much More**

774 built-in embroidery designs, a lineup of Brother Exclusive designs, plus more embroidery designs that include Quilting, 10 French Knot patterns, 3-D Applique, 7 Crochet Couching Patterns, Crochet Lace, and In the Hoop designs, One Point Alphabets, Buttonhole, Couching, 140 Decorative Frames, and 23 fonts.

- **Spacious Embroidery Area**

Plenty of room to create with 8" x 14" embroidery area.

- **2-Point Embroidery Positioning Function with LED Pointer**

Provides precise positioning to show where the needle will drop for all your projects. Reduce fabric waste, save time on re-hooping or adjustment, and achieve professional-quality finishes. Additionally, with the two-point positioning, you can easily align and place embroidery designs along fabric corners or lines.

- **Matrix Copy**

Matrix Copy function automatically arranges repeat designs, saving fabric and time. Create multiple designs in a single hooping for greater efficiency.

- **High-End Features**

Includes an extra blade to cut the thread after bobbin winding is finished and, an extra spool pin for bobbin winding for all your projects, so you can wind the bobbin without removing the main spool thread.

- **Artspira Mobile App¹**

Unleash your creativity like never before! With the Artspira mobile app, turn your own sketches into stunning designs—ready to stitch on your machine. Dive into a world of inspiration by exploring exciting new projects and step-by-step tutorials. Bringing your artistic vision to life has never been this easy and fun!

- **My Stitch Monitor App¹**

The My Stitch Monitor app alerts you when it's time to change the thread and even when your design is finished.

- **Yarn Couching**

Create striking 3-D embroidered letters with yarn. You can also enjoy making new, unique crochet couching projects, using water-soluble stabilizer.

- **Crystal Clear 7" LCD Screen**

Effortlessly move through menus with ease, navigate crystal-clear icons, and edit directly on-screen on the large 7" built-in high-definition LCD display.

SASEBBX1BNDL

Expedition Bundle

Elegant and sophisticated, the Designio by Brother Expedition Luggage Set resembles a vintage traveling case with modern details and vegan leather accents wrapped in a handsome, quilted Taupe exterior.

- **Designio for Brother Expedition Luggage (SASEBBX1)**
Heavy-duty rolling tote with telescoping handle
- **BES Silver Software (SABESSILVER)**
Embroidery and Lettering Software
- **Wide Table ~25"x16" Extension Table (SAWTXJB)**



Images are for illustrative purposes only. All specifications subject to change.
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QT fabrics
IMAGINE & CREATE

RENEW YOUR CREATIVITY

Say hello to **Renewal of Hope**, the gorgeous new contemporary quilting collection by **Steve Baker** of **The Sophisticated Gnome** for QT Fabrics!

CLOSEOUT SALE

Both models feature
Sewing & Embroidery with the Original IDT™ System

PFAFF® creative™ 3.0

- Color Touch Screen
- Precise Positioning
- Stitch Creator™ Feature



PFAFF® creative™ 4.5

*Everything included on the
creative™ 3.0, plus:*

- Shape Creator™ Feature
- Unique Sewing Techniques
- Start/Stop Function



creative™ 3.0

MSRP

~~\$5,299.99~~

SALE

\$2,275

creative™ 4.5

MSRP

~~\$6,999.99~~

SALE

\$3,000

Full Manufacturer's Warranty

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***

PFAFF, PFAFF PERFECTION STARTS HERE, and CREATIVE ICON are the exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved. *At launch on September 1, 2026, a version of this package remains available, valued at over \$1,800. 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.

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.

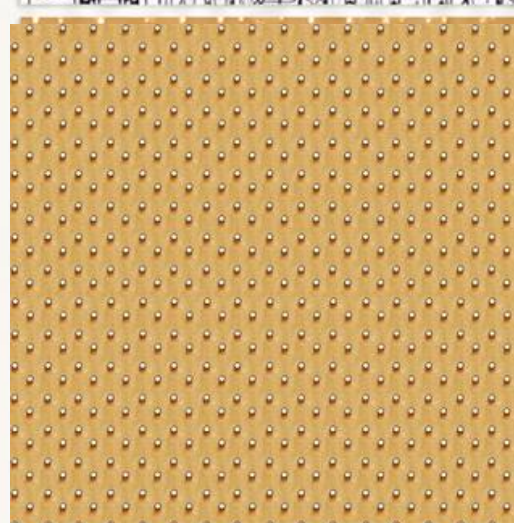
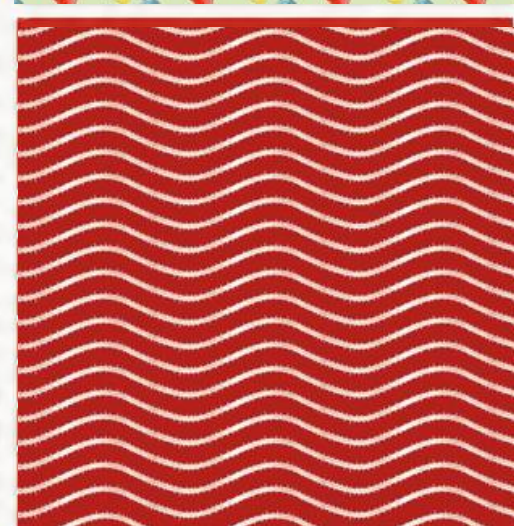
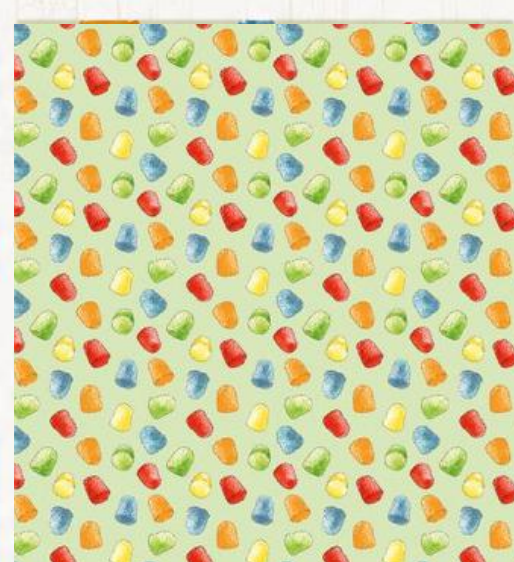
GINGERBREAD

J. WECKER FRISCH

Get ready to pre-heat your sewing machine and step into a nostalgic winter wonderland with **Gingerbread**, the ultra-whimsical Christmas fabric collection by J. Wecker Frisch for **Riley Blake Designs!**



[SHOP HERE](#)



CUSTOMER SPOTLIGHT

Nancy Kalbach

I purchased the Sallie Tomato Lego like sewing machine.

Had a lot of fun putting it together but was missing a piece.

Called them and they were more than happy to send it to me.

This past week I entered it in the Lego division of our county Farm Fair.

Not only did I win first place but I won best in the division also.

Had to laugh a little out of all the things that were there my little sewing machine won.





JULY 1 - AUGUST 31, 2026

ELNA ON HOLIDAY

eXcellence 792

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



GIFT WITH PURCHASE
Receive a table stand, insert, and an Elna trolley. \$1,300 Value.



eXcellence 772

SALE
\$3,999
MSRP \$5,499



GIFT WITH PURCHASE
Receive an Elna trolley. Valued at \$240.



eXpressive 830LCE

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



GIFT WITH PURCHASE
Receive an Elna scissor kit. Valued at \$199.



eXcellence 680+

SALE
\$1,699
MSRP \$1,799



GIFT WITH PURCHASE
Receive a Hilos Iris Thread Box. A \$62.99 value.



eXtend CoverMax

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



GIFT WITH PURCHASE
Receive an Elna Trolley. A \$115 value.



eXcellence 782

MSRP \$7,999
SALE \$5,999



eXpressive 940

MSRP \$8,499
SALE \$3,999



eXpressive 850

MSRP \$4,999
SALE \$2,699



usa.elna.com

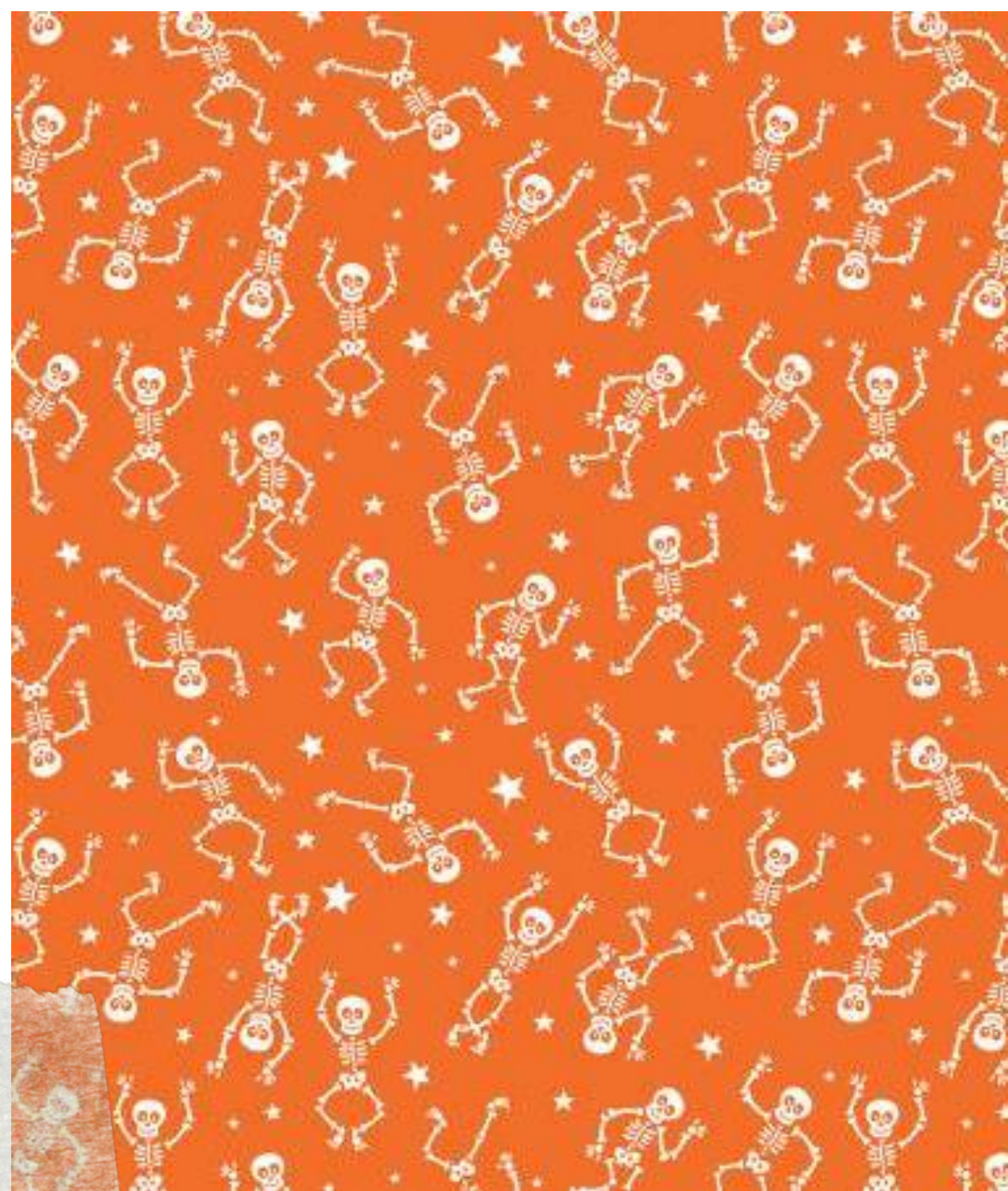
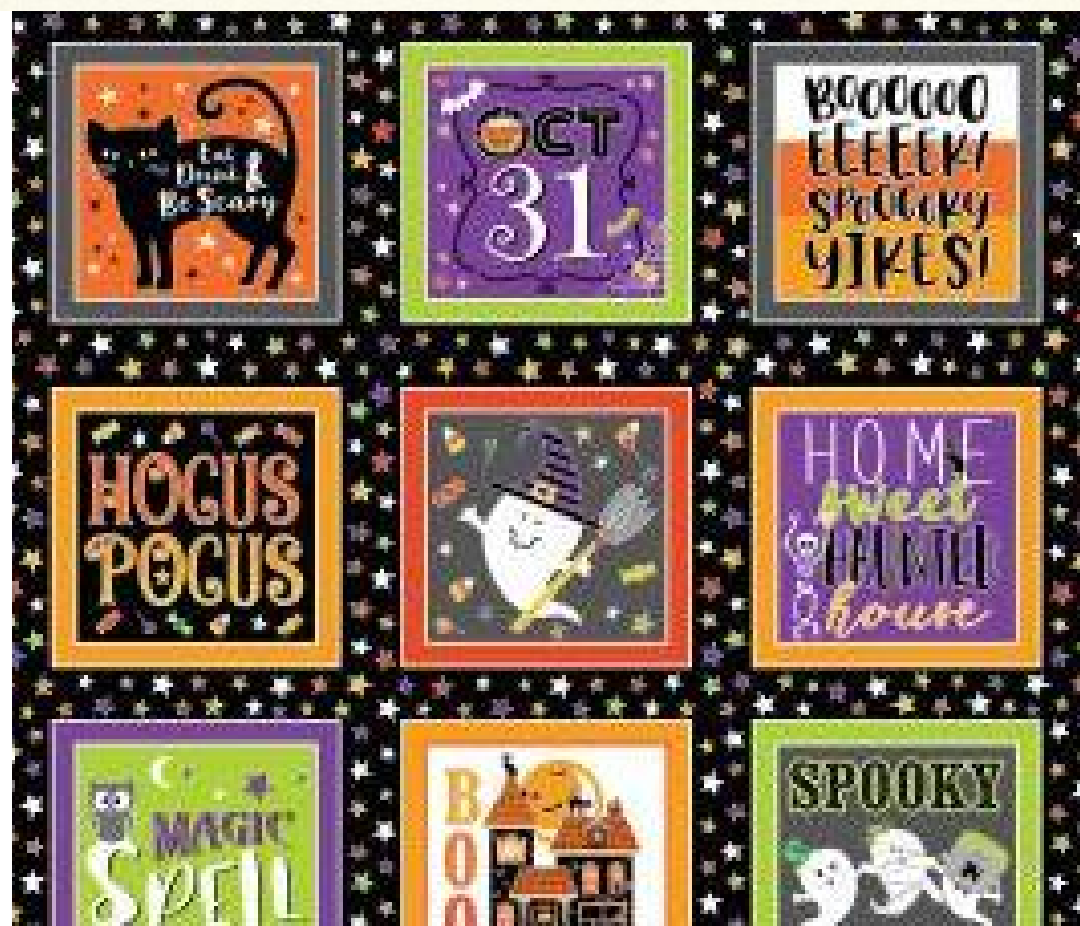
All offers valid July 1 - July 31, 2026 at participating Elna Authorized Dealers. Offers based on Manufacturer's Suggested Retail price and may not be combined with any other offer. All offers valid with qualifying machine trade-in. Void where prohibited.

elna



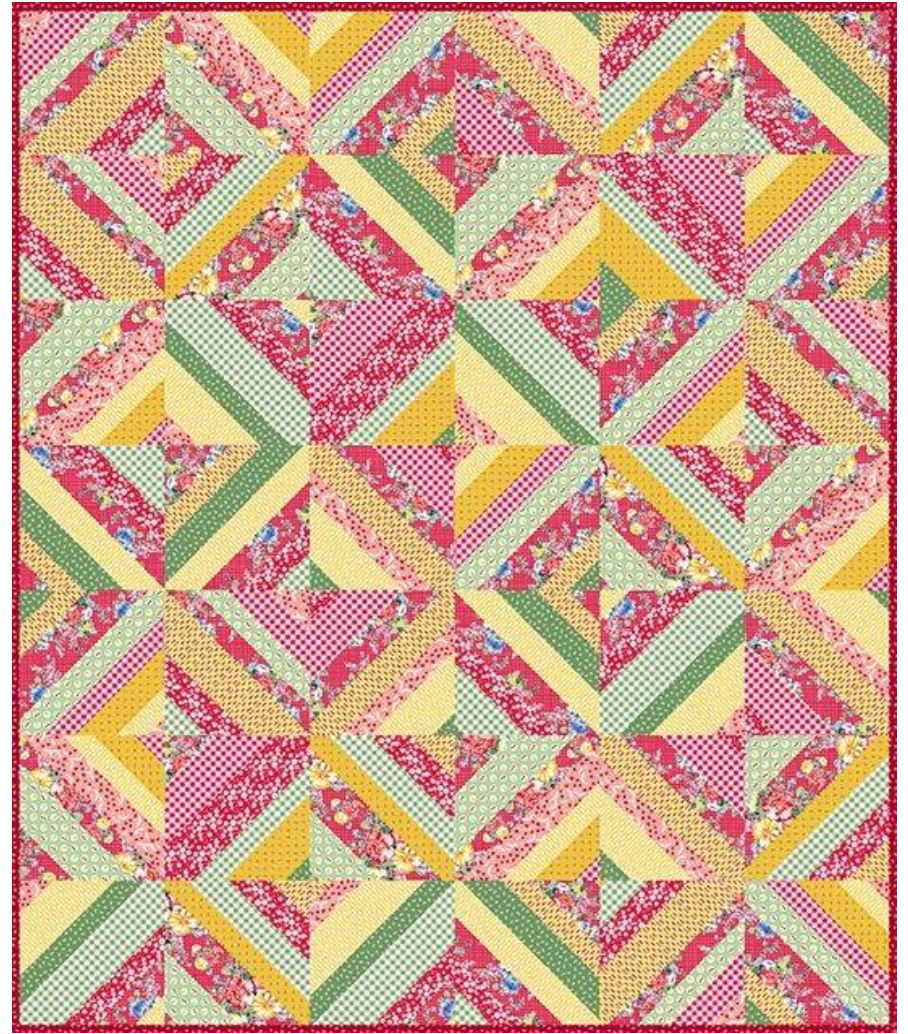
IN-STOCK GLOW-IN-THE-DARK
HALLOWEEN FABRICS UP TO
50% OFF. FULL-YARD CUTS.
ONLINE ONLY.

valid 8/1-9/30



Quilt Kit of the Month

Cherry Lemonade Picnic



BLUE OR RED? YOU REALLY CAN'T GO WRONG.

\$79.99

EVERYTHING YOU NEED
FOR THE QUILT TOP & BINDING

- Pattern included
- Precut 3½", 2½" & 2" strips included
- Backing sold separately

BUY THE KIT

EXCLUSIVE
**SHOP HOP
SPECIALS**

JULY 1 – AUGUST 31, 2026



Demo Machine Sale

Special pricing on our Brother demo machines.



Brother Essence VM5200

- Sewing, Quilting & Embroidery
- 715 built-in stitches
- 318 built-in embroidery designs
- Maximum embroidery area: 8" x 12"



Brother Essence VE2300

- Embroidery Machine
- 318 built-in embroidery designs
- 17 built-in embroidery fonts
- Maximum embroidery area: 8" x 12"

Visit or call for demo pricing.



HENRY GLASS

Oak & Berries

FALL IN LOVE WITH
AUTUMN

Get ready to bring the cozy beauty of the harvest season to your sewing machine with

Oak & Berries,
the stunning new collection

by **Jan Mott** for
Henry Glass Fabrics!

PREVIOUSLY *Loved*

Sew
What!



Husqvarna® Viking®
Sapphire™ 835
Sewing And Quilting Machine

*This rare beauty is
red, white & blue!*

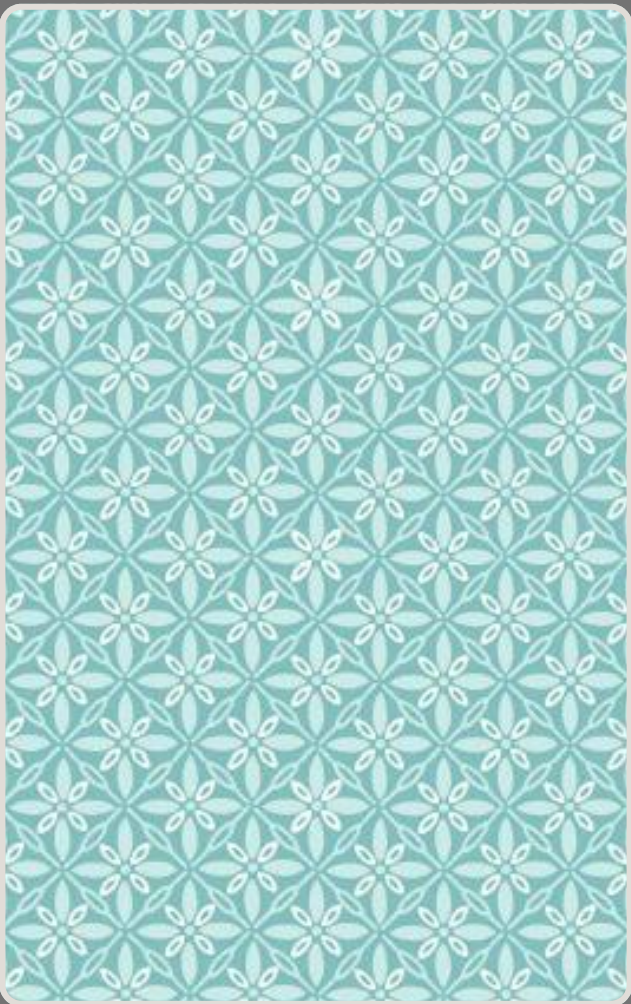
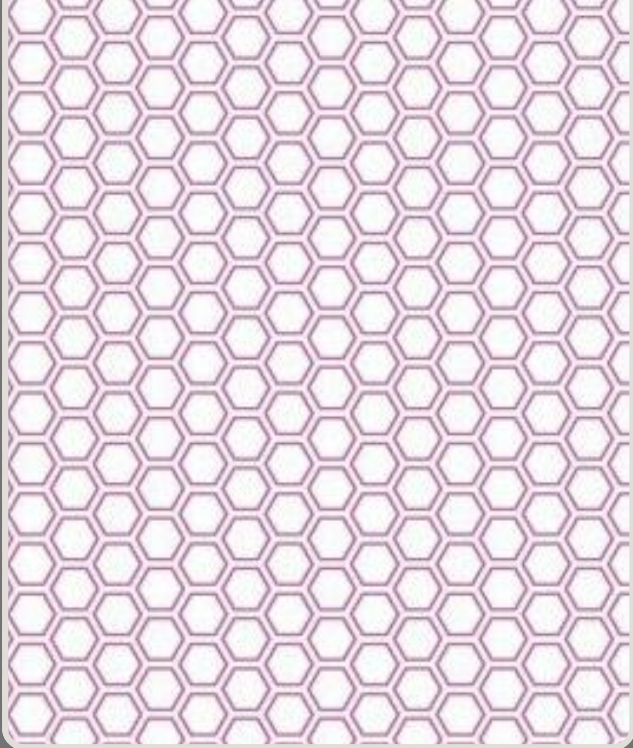
\$899.99



PFAFF® ambition™ 610
Sewing Machine

\$699.99

Sew What! Warranty

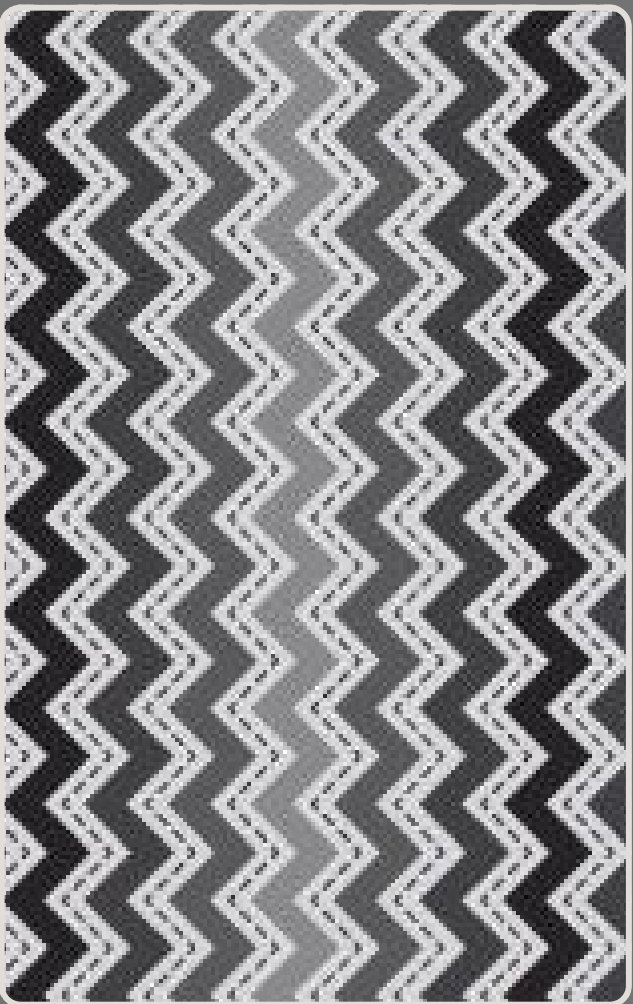


50% OFF
IN STOCK

**KIMBERBELL
FABRICS**

ONLINE ONLY
FULL YARD CUTS

Aug 1-31, 2026



SHOP NOW



elna
SWISS DESIGN

JULY 1 - AUGUST 31, 2026

ELNA ON HOLIDAY

MSRP
\$3,499

\$1,899

eXcellence
710



MSRP
\$1,799

\$1,099

eXpressive
808



MSRP
\$1,399

\$999

eXpressive
802



MSRP
\$1,299

\$899

eXcellence
570a



MSRP
\$799

\$649

eXtend
664PRO



MSRP
\$249

\$179

eXplore
120





August

ACCESSORY OF
THE MONTH

Flower Stitcher

20% OFF

The Flower Stitcher lets you combine your sewing machine's built-in decorative stitches to create unique floral designs and eyelets effortlessly. Simply adjust the circle size and stitch width to produce a variety of unique floral designs for all your sewing projects.

elna
SWISS DESIGN

Free
LUGGAGE BUNDLE

On purchase of a
Celeste CX1 or CX1e

SASEBCX1BNDL with
purchase of a Celeste CX1
SASEBCX1EBNDL with
purchase of a Celeste CX1e

Free
LUGGAGE SET

On purchase of a
Stellaire XJ2 or XE2

SASEBXJE2

\$400
INSTANT REBATE

On purchase of a Stellaire XE2

\$600
INSTANT REBATE

On purchase of a Stellaire XJ2

Make it
the **Best**
Summer
Ever

August
1-28, 2026

\$600
INSTANT REBATE

On purchase of a PR680W

\$600
INSTANT REBATE

On purchase of a PR1060W

brother
at your side

Offers available at participating authorized Brother Dealers only.
Pricing and offers are determined by dealers and may vary.

Husqvarna

VIKING

**Made by you.
Carried by them.**

HUSQVARNA® VIKING® quality
under \$1,000



Onyx™ Collection



Emerald™ Collection



Amber™ S | 300

STEP INTO THE SPOOKY SIDE

Meet
Scary Spice.

The spectacularly
distressed Halloween
fabric collection by
Funny Girl for
Studio e Fabrics!



studio^e
FABRICS



August DEALS

Offers valid July 31 - Aug. 31



\$10 Off

GO! Dies
\$44.99-\$69.99

\$15 Off

GO! Dies
\$79.99-\$139.99

\$25 Off

GO! Dies
\$149.99-\$249.99



Warehouse Die Sale
**60% off
select dies**

FREE Die Catcher
with GO! Big® Electric
Fabric Cutter Starter Set
(\$174.99 bonus value!)

GO! Bundle Clearance
**50% off select
bundles**
only while supplies last

sew what's new!



Renewal of Hope
PATTERN & FABRIC COLLECTION
Steve Baker
The Sophisticated Gnome
QT Fabrics