

Stitchtober

Fall in Love with Creativity
at S&R



S&R

SEWING AND VACUUM CENTER

Huntsville | Decatur | Boaz



HOMECOMING *Starts Here*

FREE Pressing
with DTF Purchase!



REP YOUR BULLDOGS

Get game-day ready with Alabama A&M fabrics, ribbon and DTF designs at S&R. Pick your favorite DTF, bring in your shirt, and our team will heat press it for you.

[SHOP A&M DTF DESIGNS](#)



PINK OUT GIRLS NIGHT

FRIDAY, OCTOBER 2

5:30 – 9:00 PM | \$15 PER PERSON

Join us for a fun and meaningful evening as we make embroidered lace ribbon earrings to donate to local cancer centers.

Your class fee also helps provide goodie bag items for patients going through treatment.

Wear pink, bring a friend and let's make a difference.

PLUS, WE'RE CELEBRATING

*Randi's
Birthday*

REGISTER HERE



— IS YOUR BIRTHDAY IN —

OCTOBER?

This One's For You.

SATURDAY, OCTOBER 31
10:00 AM – 3:00 PM



15% OFF

EVERYTHING
IN STORE*

CUPCAKES

FOR OUR OCTOBER
BIRTHDAY GUESTS

**A BIRTHDAY
GIFT**

JUST FOR YOU

On the last Saturday of every month, we celebrate everyone with a birthday that month. Come spend a little of your birthday with us.

LET'S CELEBRATE OCTOBER BIRTHDAYS TOGETHER.

SOME EXCLUSIONS APPLY. SEE STORE FOR DETAILS.



FRESH FROM RILEY BLAKE

Four new Batik Rolie Polies, ready to mix, match and make.

Sunset Sorbet

Misty Meadows

Twirl & Swirl

Legacy

IN STORE NOW

MAISON
BERGER
PARIS

30%
OFF

— ONLY ON —
PUMPKIN SPICE

Oct 8 - Oct 14



JANOME[®]

CONTINENTAL M8

PROFESSIONAL

Hi-Definition Quilting & Sewing



A.S.R.
(Accurate Stitch
Regulator) Included



AcuFeed™ Flex Plus
Layered Fabric
Feeding System



13.7" Workspace
to the Right
of the Needle



1,300 SPM
Maximum
Sewing Speed

\$6,995

PLUS AN **\$800** BONUS PACKAGE

INCLUDED WITH YOUR PURCHASE OF THE JANOME M8
WHILE SUPPLIES LAST | SEE STORE FOR DETAILS



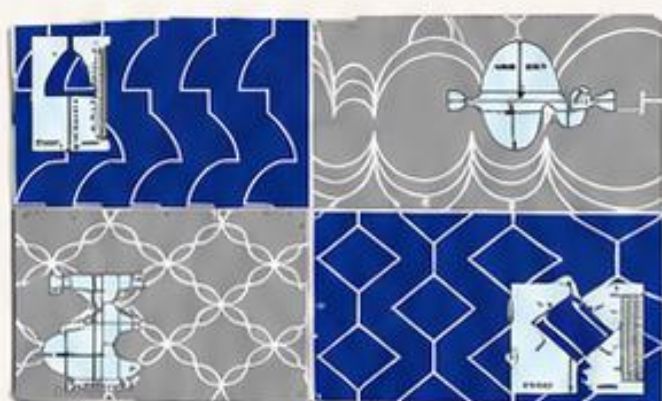
Janome Scissor Set



AcuFeed Deluxe
Accessory Kit



500 Bobbin Package



Edge to Edge Ruler Template Set



Ruler Work Kit
6 Piece Set

Quilted Shoes

TWO-DAY WORKSHOP



REGISTER HERE



OCTOBER 10

10:00 AM – 3:00 PM

OCTOBER 17

10:00 AM – 3:00 PM

\$125

Kit Included

INSTRUCTOR: RANDI



20%
OFF

OCTOBER 15 – 21

See store for details.



Think
Pink
WEEK

20%
OFF

PINK FABRICS • THREADS • TOOLS

OCTOBER 22 – 28

See store for details.

by **annie**[®] Bags Worth Making

FOUR BYANNIE PATTERNS.
FOUR VERY GOOD REASONS
TO START ANOTHER PROJECT.

On the Go 2.0

ByAnnie
\$11.99



Two Little Totes

ByAnnie
\$11.99



Zip It Up 2.0

ByAnnie
\$11.99



Leader of the Pack

ByAnnie
\$11.99



SHOP THE PATTERNS

AVAILABLE NOW AT S&R AND ONLINE.



Split Sweatshirt Appliqué

FRIDAY, OCTOBER 9

5:30 PM – 8:30 PM | \$15

Create a split appliqué sweatshirt and learn serger basics in this approachable class.

[REGISTER HERE](#)



Upcycle Reverse Appliqué Sweatshirt

MONDAY, OCTOBER 12

10:00 AM – 2:00 PM | \$25

Bring an old sweatshirt and give it new life with reverse appliqué techniques.

[REGISTER HERE](#)

Beginning Sewing + Embroidery

OCTOBER 14

10 AM–1 PM

Beginner Sewing Machine Class

5:30–8:30 PM

Beginner Embroidery & Appliqué Class

\$20 Each

[VIEW CLASSES](#)





Huntsville BARN QUILT PAINTING CLASS

WHAT TO EXPECT

We will guide you step by step through the entire process—from pattern placement and taping to painting techniques and finishing touches. Whether you're painting for your home, barn, porch, or garden, you'll leave with something special and uniquely yours.

**Friday,
October 23, 2026**
OR
**Saturday,
October 24, 2026**

9:00 AM – 4:00 PM

S&R SEWING AND VACUUM
1407 N Memorial Parkway, Suite 1
Huntsville, AL 35801

REGISTER HERE



Picture a Christmas II

PANEL BUNDLE

Five beautifully illustrated Christmas panels featuring Santa, the Nativity, and nostalgic holiday scenes.



Panel Bundle
100% Cotton
43"/44" Wide

*Available in store at
S&R Sewing and Vacuum Center.*

MAISON
BERGER
PARIS



Experience Maison Berger

FRAGRANCE · PURIFY · ELEVATE

More
than a
fragrance.

Discover how
Maison Berger's
iconic lamps purify
your air while filling
your home with
exceptional
fragrance.



Join Us for a Maison Berger Party

Thursday, November 5, 2026

1:00 PM

3:00 PM

5:30 PM

BRING A FRIEND & SAVE 20%

Bring a friend and receive 20% off your purchase that day.

Space is limited. Sign up for the time that works best for you.

WITH MAISON BERGER EDUCATOR

Val Bodnar

A Little Comfort Goes a Long Way



DONATION
BOX IN STORE

*All
November*

This November, S&R Sewing will be collecting **new blankets, pillows, and pillowcases** for children in foster care.

There are over 2,000 children in foster care in our area, and each child receives a pillow, pillowcase, and blanket for Christmas.

We will have a donation box at the store throughout November for anyone who would like to contribute.



BRING A NEW BLANKET, PILLOW, OR PILLOWCASE
AND HELP US FILL THE BOX.

quilt expression[™] 725

Sewing Machine

Made for Quilters Who Want More Control

CREATE ▪ QUILT ▪ PERSONALIZE
WITH CONFIDENCE



8" COLOR CAPACITIVE TOUCHSCREEN

See your settings clearly, preview designs, and make all your edits right on screen.



ADJUSTABLE LASER SEWING GUIDANCE

Project a laser guidance line directly on your fabric to easily line up your stitches.



ORIGINAL IDT[™] SYSTEM

Precisely feeds all types of fabric from the top and bottom for perfect stitching every time.



730 STITCHES & EXCLUSIVE PFAFF[®] STITCH TECHNIQUES

A stunning selection of high-quality stitches plus exclusive PFAFF[®] techniques for endless creativity.

PFAFF®

Perfection starts here.™

performance icon™

SPACE • PRECISION • POSSIBILITY

A LARGER WAY TO CREATE

12.2" of workspace
and increased height
under the sewing
head to handle your
biggest ideas.

BRILLIANT VISIBILITY

A large 10.1"
color touchscreen
and optimized LED
lighting give you a
clear view with
no shadows.

POWERFUL PERFORMANCE

Enhanced Original
IDT™ and a stronger
needle piercing
force deliver the
stability and precision
you can feel.

CONNECTED CREATIVITY

Built-in WiFi and
mySewnet™ keep you
connected with apps,
updates, inspiration
and more.



\$500 SHOPPING SPREE

When you purchase a Baby Lock Array or Venture 2



baby lock



FOR THE LOVE OF SEWING

Offer valid October 1-31, 2026 at participating Baby Lock retailers.
Shopping Spree amount applies to MSRP value of select Baby Lock accessories only.
No cash value. Offer valid while supplies last.

BABY LOCK ACCESSORIES *Sale*



FOR THE LOVE OF SEWING

Offer valid October 15 - November 30, 2026 at participating Baby Lock retailers and on [babylock.com](https://www.babylock.com). Some exclusions apply. Offer valid while supplies last.

Jelly Roll Rug

NOVEMBER 9, 2026
& NOVEMBER 10, 2026

10:00 AM - 3:00 PM
BOTH DAYS

REGISTER HERE



 andover

Little Ladies

2½" STRIP ROLL ♥ 40 CUTS

*Sweet prints.
Happy color.
Ready to sew.*



♥ IN STORE NOW ♥

Previously LOVED

BABY LOCK OVATION

\$3,800

Includes cabinet,
Baby Lock logo serger
trolley, workbook
and foot kit.



HUSQVARNA VIKING® DESIGNER SAPPHIRE™ 85

\$3,295

Comes with Husqvarna Viking
sewing trolley and embroidery
unit case.



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.

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.

Why Your Vacuum Filter Matters

A clean filter helps your vacuum perform better, last longer and keep your home cleaner.

BETTER SUCTION

Clean filters allow maximum airflow, helping your vacuum pick up dirt and pet hair more effectively.

PROTECT YOUR MOTOR

Blocked airflow traps heat and forces the motor to overwork, which can lead to overheating and costly repairs.

CLEANER AIR

Fresh filters trap fine dust, pollen and bacteria instead of sending them back into your home.

FEWER ODORS

Old filters hold onto dirt and pet dander, which can create musty or burning smells over time.

15% OFF

ALL IN-STOCK VACUUM FILTERS

More than just a sewing store.

We carry all brands of bags and filters including Dyson and Shark.



— BABY LOCK —

LunaTM

Embroidery and Sewing Machine



Create with confidence using the Baby Lock Luna, designed to make every project effortless. Enjoy a wide range of stitches and designs, smooth curved sewing, and built-in guidance to help keep everything perfectly on track. With easy design placement and a large embroidery area, bringing your ideas to life has never been simpler.

INNOVATIVE CURVE SEWING

Simply touch the Curve Sewing key to make it easier to sew curves. The presser foot pressure is automatically adjusted to suit your fabric and the tightness of the curve.

LASER GUIDELINE MARKER

Helps you accurately piece half-square triangles, achieve a variety of accurate seam allowances, and easily quilt fabric without having to mark in advance.

914 BUILT-IN EMBROIDERY DESIGNS

You'll always have something to embroider with Luna's vast selection of built-in designs. Categories include Quilting, French Knot, Couching, 7 large decorative fonts, 23 standard fonts, Crochet Lace, 3-D Appliqué, and more.

8" x 14" EMBROIDERY FIELD

Embroider larger designs without having to re-hoop your fabric with the 8" x 14" (200mm x 360mm) hoop.

NOW IN STORE

COME SEE IT. SEW ON IT. EXPLORE WHAT IT CAN DO.

— BABY LOCK —

Serenity™

4-Thread Serger

Take your serging to the next level with the feature-packed Baby Lock Serenity. Enjoy precision stitching with needle stop positioning, digital speed control, and the Drop Feed System for accurate fabric placement. Exclusive features like the Snap-on Needle System make needle changes quick and tool-free, while the patented Compact Overlock Table expands your creative possibilities with specialty attachments and flawless finishes.



RevolutionAir®
Threading



No Tension
Adjustments



Digital Speed
Control



Needle
Positioning Button



Snap-on Needle
System

Now in Store!

COME SEE IT. SEW ON IT.

CREATE
WITH
ONYX™

Sewing Machine

Starting at \$349

October 1-31, 2026

Find the Pumpkin Rope
Basket project instructions
at Creativate.com



ONYX™ 15
MSRP \$379



ONYX™ 25
MSRP \$429



ONYX™ 30
MSRP \$749

FREE SMALL
ROLLER BAG

with purchase of the
SAPPHIRE™ 930 Sewing Machine.*

October 1-31, 2026



\$400
VALUE



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. Prices are suggested and may be positive. Promotional offer terms and pricing are projected 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 Husqvarna® Viking® retailers in the United States. Viking® and SAPHIRE® are exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. Husqvarna and the "H" Crown Crown 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: 8208-2098.



NEW FROM WESTALEE DESIGN

RULER WORK. NOW WITH REGULATION.

Stitch Regulator Starter Kit

Learn to quilt with confidence using a starter kit designed for ruler work with Baby Lock and Brother stitch regulator systems.



WHAT'S INSIDE

- 1/2" diameter Ruler Foot with mounting hardware
- Spin An Echo #10 Template
- Wave Line & Circle Template
- 6" Arc Template
- Ruler Foot Echo Guide Set
- Spacing Gauge

- Fat Quarter Practice Panel with instruction
- Catalog of compatible ruler work templates
- Ruler Work Guide
- Straight Lines Library
- Pinwheel Spark Book

DESIGNED FOR

Baby Lock StitchSync and Brother Intelligent Stitch Regulation systems.

NOW IN STORE

Good Service Is Worth the Wait.

Your sewing machine deserves more
than a quick once-over.



Serviced by an experienced technician
who knows sewing machines inside and out.

THOROUGH CLEANING | CAREFUL INSPECTION | EXPERT ADJUSTMENTS

QUALITY SERVICE KEEPS YOU SEWING.

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.

FOUR DAYS ONLY

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

October 9-12, 2026

