

NEWSLETTER



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



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.

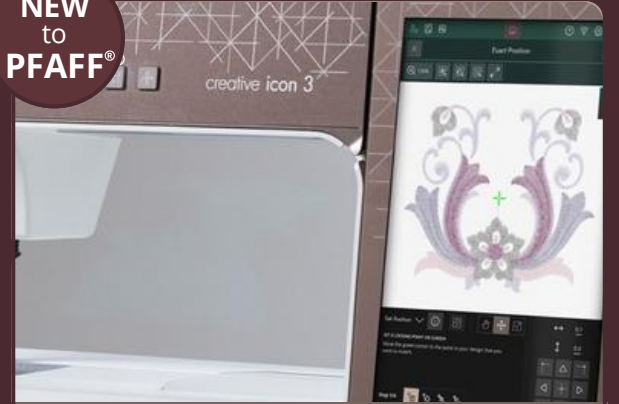
NEW
to
PFAFF®



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 Radianc, Bernina B990 and Janome Continental M17, and requires the optional creative™ Grand Turnable Hoop.

** Some CREATIVATE features require a paid membership.

JULY CLASSES

CENTERVILLE



10
JUL

Momento Monthly Class

Friday, July 10, 2026

10:00am–1:00pm



14
JUL

Binding Technique Class

Tuesday, July 14, 2026

5:00pm–8:00pm



15
JUL

Scout Tee

Wednesday, July 15, 2026

12:00pm–4:00pm

This class will meet for two weeks.



18
JUL

Wire Frame Carry Case

Saturday, July 18, 2026

12:00pm



23
JUL

Boscobel Quilt

Thu, Jul 23 – Thu, Jul 30, 2026

1:00pm

Meets once per week for 2 weeks.



28
JUL

Quilt Block Tote Embroidered Bag

Tuesday, July 28, 2026

5:30pm



29
JUL

Cozy Cabin Quilt

Wednesday, July 29, 2026

5:30pm



25
JUL

Creativate/Mysewnet Class 6 Basics of Editing

Saturday, July 25, 2026

1:00pm–3:00pm



27
JUL

Kids Camp

Mon, Jul 27 – Thu, Jul 30, 2026

9:30am–12:30pm

REGISTER FOR JULY CLASS

FEATURED FABRIC

Le Petit Escargot

Designed by Lori Woods



Available Now at
Sew-A-Lot Centerville

RED, WHITE & BLUE SALE

25% Off Fabric
JULY 1-3



JULY CLASSES

LEXINGTON



2
JUL

Creativate: Making Decorative Stitch Embroideries

Thursday, July 2, 2026
5:30pm



8
JUL

Dew Dress

Wednesday, July 8, 2026
10:00am



11
JUL

Simple Star Quilt

Saturday, July 11, 2026
10:00am



18
JUL

Wire Frame Carry Case

Saturday, July 18, 2026
12:00pm



23
JUL

Boscobel Quilt

Thu, Jul 23 – Thu, Jul 30, 2026
1:00pm



28
JUL

Quilt Block Tote Embroidered Bag

Tuesday, July 28, 2026
5:30pm



29
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Cozy Cabin Quilt

Wednesday, July 29, 2026
5:30pm

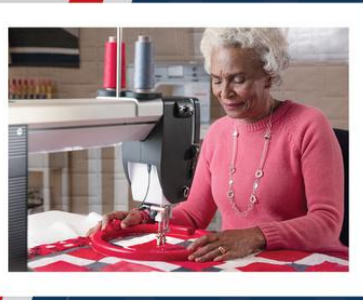
JULY CLASS DETAILS



JULY 15–AUGUST 31, 2026

FREE Q Series Sit-Down Accessory Package

When You Buy Any Q Series Sit-Down System



Longarm
Sit-down
package

\$2,225 VALUE*

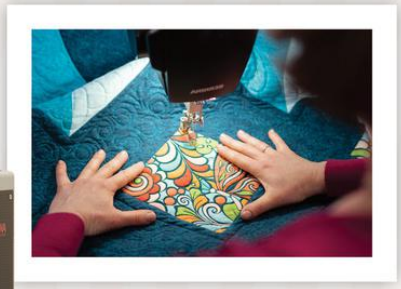
- ★ 18 essential Longarm accessories including extra bobbins, presser feet, needles, rulers, and more!



JULY 15–AUGUST 31, 2026

FREE Q Series Frame Accessory Bundle

When You Buy Any Q Series Frame System



Longarm
Frame
package

\$3,425 VALUE*

- ★ 20 essential Longarm accessories including extra bobbins, presser feet, needles, rulers, and more!



Frame Package included with purchase of Q Series machine head on BERNINA Hoop Frame. Does not include the Domestic BERNINA Hoop Frame.

July 24–August 6, 2026

CELEBRATE WITH OUR **SPECIAL** FINANCING OFFER



Limited-Time Special Financing

0% Interest for 24 months*

On in-store purchases of \$999 or more. Participating Dealers Only. 24 Equal Monthly Payments Required.

OR

0% Interest for 48 months*

On in-store purchases of \$3,500 or more. Participating Dealers Only. 48 Equal Monthly Payments Required.





CELEBRATING THOMAS

Teacher.
Machine Expert.
Problem Solver.

Join us on **July 9**
as we celebrate
Thomas's birthday.

30% OFF

One regular priced item under
\$100 of your choice.

Mention this ad at checkout to receive the discount.

LEXINGTON STORE

Closed July 20-22

Centerville remains open.
Reopening July 23.

WELCOME SHOP HOPPERS!



JULY 15–AUGUST 31, 2026

Receive a **FREE** Gift Package

When You Purchase the B 990 Machine

\$4,636 VALUE*



- The B 990 Package**
- ★ B 990 3-Piece Luggage Set
 - ★ V9 DesignerPlus Software
 - ★ Medium Border Magnetic Hoop
 - ★ BERNINA Skill Hub Class

BERNINA
made to create

*Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 990 sewing, quilting, and embroidery machine. Gift with purchase includes; a matching machine luggage set, MSRP \$1,488; V9 DesignerPlus Embroidery Software, MSRP \$2,499; a Medium Border Magnetic Embroidery Hoop, MSRP \$349; and One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; Total package value \$4,636. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

PRODUCT SPOTLIGHT

Small Details, Big Impact: Meet oESd Fine Line



Small lettering is one of the biggest challenges in machine embroidery. As designs shrink, standard thread can fill in details and reduce readability.

OESD Fine Line's ultra-fine 60 wt polyester was engineered to keep tiny text and intricate details crisp, clean, and legible.

WHY FINE LINE WORKS

- Perfect for lettering under ¼"
- Keeps dense embroidery soft and flexible
- Rayon-like sheen with polyester durability
- Colorfast and UV resistant
- Oeko-Tex Standard 100 Class 1 Certified



Available at Sew-A-Lot

Power Up Your Sewing Setup

Free Electric Lift Upgrade (\$500 value)

Buy a qualifying cabinet & get upgraded FREE



On Kangaroo & Joey or Wallaby.
Ends 7/31. Restrictions apply.

 **KANGAROO**
sewing furniture

 **Husqvarna**

VIKING

FREE Roller Bag

With Every TOPAZ™ 55Q Purchase
Limited Time Offer.



AUGUST CLASSES

CENTERVILLE



4
AUG

Project Bag

Tuesday, August 4, 2026
5:00pm-8:00pm



6
AUG

Floating Stitches and Embroidered Appliqué

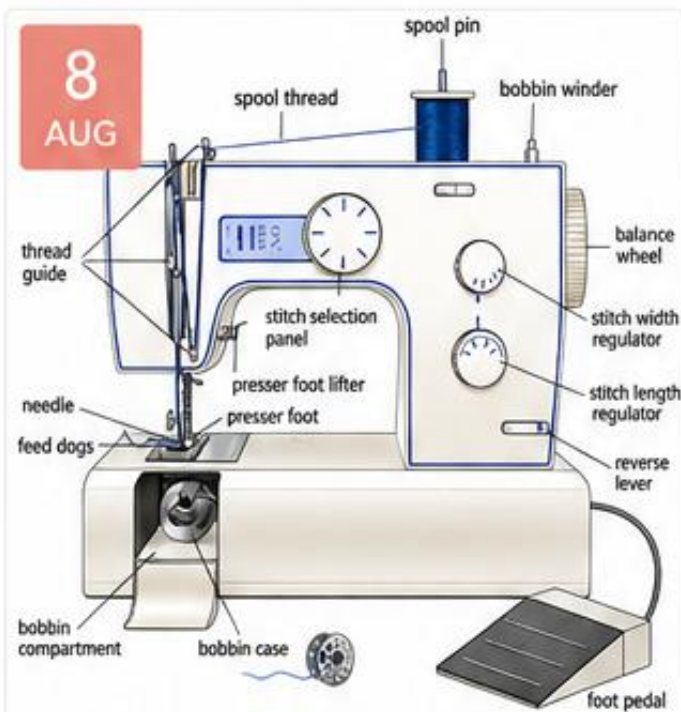
Thursday, August 6, 2026
10:00am-2:00pm



7
AUG

Momento Monthly Class

Friday, August 7, 2026
10:00am-1:00pm



8
AUG

Sewing Machine Basics

Saturday, August 8, 2026
10:00am-12:00pm



14
AUG

Learn to Quilt Beginning Quilt Class

Fri, Aug 14 - Fri, Sep 4, 2026
12:00pm-4:00pm



20
AUG

Flying Geese Technique

Thursday, August 20, 2026
5:00pm-8:00pm



29
AUG

Creativate/Mysewnet Class 1: The Basics

Saturday, August 29, 2026
10:30am-12:30pm



29
AUG

Creativate/Mysewnet Class 7 Create an Express Design

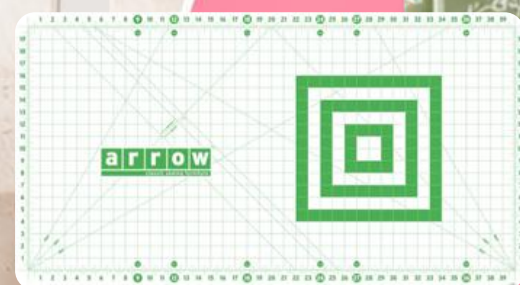
Saturday, August 29, 2026
1:00pm-3:00pm

AUGUST CLASS DETAILS

Meet Eleanor II

Sit. Stand. Sew. All in One.

Intro price \$899.99 + FREE cutting mat
& pressing pad (\$250 value)



FREE Cutting Mat
& Pressing Pad
(\$250 Value)



Ends 7/31. Restrictions apply.

Christmas in July

Offers valid July 1 - July 30

25% Off
GO!® Dies



GO! Me®
Fabric Cutter
\$99.99

SAVE
\$50



GO!® Fabric Cutter
\$299.99 SAVE \$80

SAVE
\$90



GO! Bolt™ Electric
Fabric Cutter
\$399.99

GO! Big® Electric Fabric
Cutter Starter Set
\$649.99 SAVE \$50

\$20 Off
GO! Qube® Sets



Ask about
FREE
SHIPPING!

Restrictions apply.



©2025 AccuQuilt



JULY 15–AUGUST 31, 2026

Two FREE Gift Packages

With Purchase of a B 570 QE or B 770 QE PRO



Purchase a B 570 QE or B 770 QE PRO with Embroidery Module, get a FREE Embroidery Package.

\$1,684 VALUE*



BERNINA Skill Hub Class



BERNINA Walking Foot



BIG Book of Presser Feet

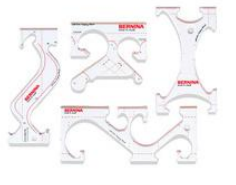
\$655 VALUE



BIG Book of Machine Quilting



Essentials Ruler Kit



Borders Ruler Kit



Adjustable Ruler Foot #72S



Adjustable Stippling Foot #73



Adjustable Gliding Cup Foot #74

\$1,029 VALUE

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*Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 770 QE PRO or B 570 QE sewing and quilting machine. Gift with purchase includes: One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; a BIG Book of Presser Feet, MSRP \$125; and a Walking Foot #50, MSRP \$229.99; an Adjustable Ruler Foot #72S, MSRP \$167.99; an Adjustable Stippling Foot #73, MSRP \$167.99; an Adjustable Gliding Cup Foot #74, MSRP \$167.99; an Essentials Ruler Kit, MSRP \$199.99; a Borders Ruler Kit, MSRP \$199.99; and a BIG Book of Machine Quilting, MSRP \$125; Total package value \$1,684. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

Three FREE Gift Packages

With the Purchase of a B 570 QE, B 590 or B 770 QE PRO with Embroidery Module



TOTAL VALUE \$2,982*



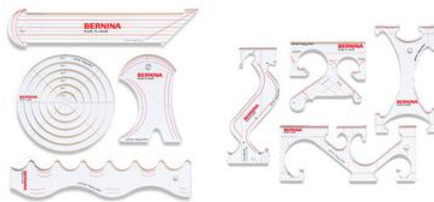
- ★ BIG Book of Presser Feet
- ★ BERNINA Walking Foot
- ★ BERNINA Skill Hub Class



\$655 VALUE



- ★ BIG Book of Machine Quilting
- ★ Essentials Ruler Kit
- ★ Borders Ruler Kit
- ★ Adjustable Feet:
 - ★ Ruler Foot #72S
 - ★ Stippling Foot #73
 - ★ Gliding Cup Foot #74



\$1,029 VALUE



- ★ Embroidery Bundle Box
- ★ Midi Hoop



\$1,298 VALUE

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*Offer valid July 15–August 31, 2026 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

THE STITCHING HOUR

KIMBERBELL 2-DAY EMBROIDERY EVENT

SEPTEMBER 11 & 12
10:00-4:00

Stitch three main projects plus five Halloween ornaments for your included tabletop tree.

PROJECTS INCLUDE:

- Haunted House Gift Card Holder
- Monster Stash Zipper Pouch
- Batty Candy Wrap
- Five Spook-tacular Ornaments

Sew-A-Lot



REGISTER TODAY



Husqvarna®

VIKING®

Experience the DESIGNER EPIC™ 3 Nordic Frost
Walk Away with \$50 On Us*



Kids Sewing Camp

LEARN A SKILL THEY'LL
USE FOR YEARS TO COME.



JULY 27-30, 2026

9:30 AM - 12:30 PM

CENTERVILLE

\$245

SUPPLIES INCLUDED

REGISTER TODAY!



JULY 15–AUGUST 31, 2026

Sparkling Hot Buy!

B 475 Quilters Edition
NOW \$1,999*
MSRP: \$3,199



BERNINA
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*Offer valid July 15–August 31, 2026 at any participating BERNINA/bemette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

PFAFF
Perfection starts here.™

SUMMER ROLLER BAG SALE

June 1–July 31, 2026



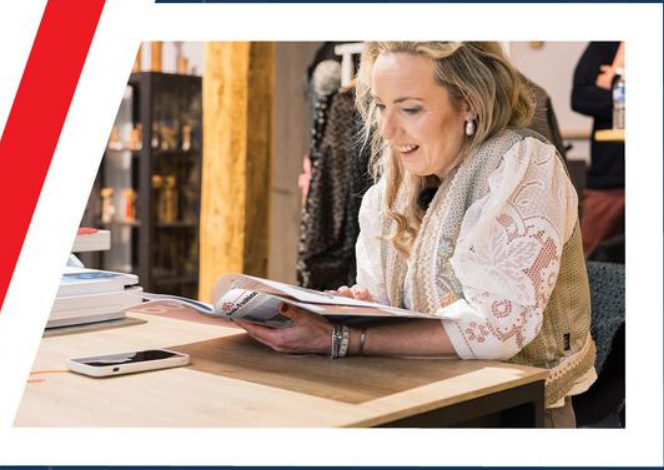
Save 30% on Select PFAFF® Roller Bags



JULY 15–AUGUST 31, 2026

FREE Serger Package

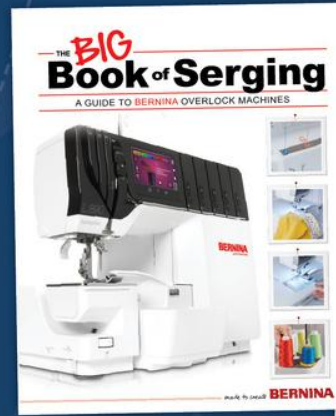
with purchase of an L 860 or L 890 machine



\$974 VALUE*

The Serger Package

- ★ BIG Book of Serging
- ★ BIG Book of Serger Quilting
- ★ BIG Book of Fashion Sewing
- ★ Overlocker Thread Collection
- ★ BERNINA Skill Hub Class



Sparkling Hot Buys!

b77
NOW \$1,199*
MSRP: \$2,249



b64 AIRLOCK
NOW \$999*
MSRP: \$1,999

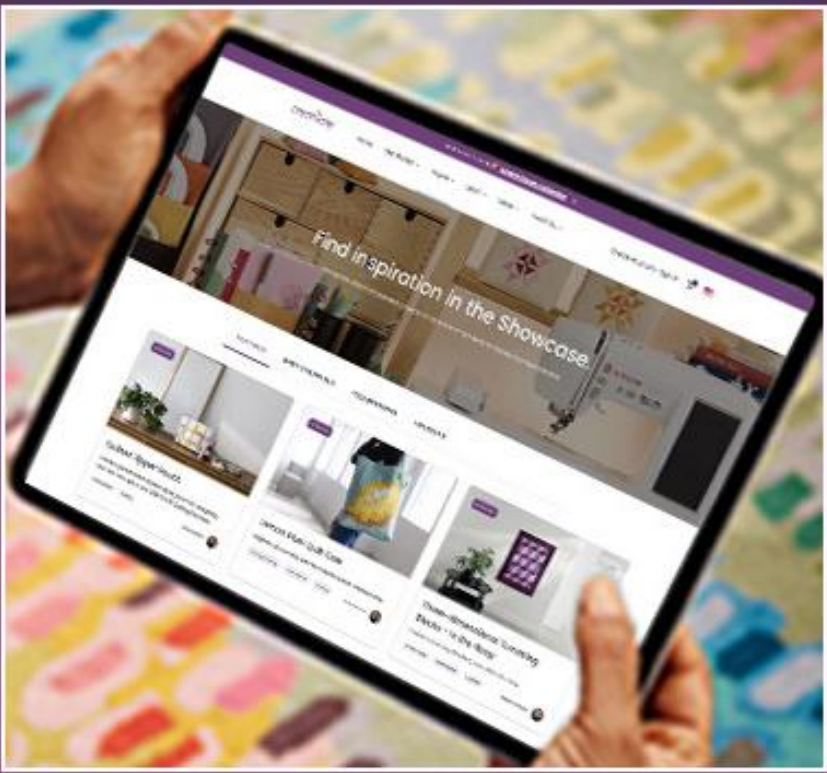
bernette
SWISS DESIGN

*Offer valid July 15–August 31, 2026 at any participating BERNINA/bernette Dealerships in the United States of America. Available while supplies last. Exclusions may apply. See store associate for details.

creativat[™]

Embroidery Software • Quilting Software
Crafting Software • Project Instructions
Crafting Designs • Embroidery Collections

June 12 – July 17, 2026



Join Now & Save
20% OFF
Your First Year of a
CREATIVATE[™] Membership

Contact Us In-Store
for Special Limited Time Pricing

Husqvarna[®]

VIKING[®]

SAVE 30%

Select Roller Bags

June 1–July 31



July NEW RELEASES



Late Afternoon on the
Farm Tiling Scene
by Thomas Kinkade
\$39.99



Spruce
by Sharon Holland
\$29.99



Split Seam Lace
\$9.99



Jolly Holiday Appliqué
\$9.99



Flurries & Bells Quilting
\$39.99



Gingerbread Alphabet
\$29.99



Year-Round Trucks
by Taylor Shannon
\$14.99



Basic Appliqué Shapes
\$14.99



Lucky Bag Charms
\$14.99

Comfortable, Storable Sewing Under \$150

The Original Gidget, on sale for \$149.99

(reg. \$269.99)



Limited
Quantities
Available

Accessory of the Month

July

Ruffler Foot #86

25% OFF!*

Ideal for gathering and pleating fabric with adjustable settings to control pleat depth and spacing.



*Offer valid July 1-31, 2020 at any participating authorized BERNINA Dealership in the United States of America. Offer good for 25% off MSRP on the BERNINA Ruffler Foot #86. Discount is off MSRP. Offer not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Offer is not transferable, not redeemable for cash, and has no cash value. Offer and its terms are subject to change. Offer void where prohibited by law.

made to create **BERNINA**



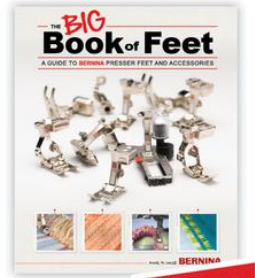
JULY 15-AUGUST 31, 2026

FREE Sewing Package

When You Purchase a B 480, B 535, or B 735 PRO



- ★ BIG Book of Presser Feet
- ★ BERNINA Walking Foot
- ★ BERNINA Skill Hub Class



\$655 VALUE*

BERNINA
made to create

*Offer valid July 15–August 31, 2026 at any participating BERNINA Dealership in the United States of America. Offer applies only to the purchase of a new BERNINA (B) 735 PRO, B 535, or B 480 sewing machine. Gift with purchase includes One (1) Coupon Code for a BERNINA Skill Hub Course, MSRP \$300; a BIG Book of Presser Feet, MSRP \$125; and a Walking Foot #50, MSRP \$229.99; Total package value \$655. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Allow up to 8 weeks for receipt of free gift items. BERNINA of America, LLC reserves the right to extend, modify, eliminate or reduce this promotion at any time without prior notice. Prices set by BERNINA dealer may vary. Void where prohibited by law.

Big Style. Small Price.

JUDY Sewing Cabinet

Now \$399.99!



NEWSLETTER

