


TOP STITCH

Volume 19, Issue 1

Winter 2016

See You on
interest



I confess - I'm not really a fan of social media - as heretical as that sounds. I'm so busy trying to get things done in my real world that the virtual one seems like just another distraction to swallow my time. The few instances I have ventured out generally have led me down unending rabbit holes, often full of misinformation and distress. My paperwhites were a failure this year after taking advice on how to keep the stems upright (a couple of drops of vodka are *not* recommended by me) and using an eraser on my touchscreen just made the scratch muddier. Then there's my work experience of people coming in having problems with their machines just because they "read something on the internet" (which was either inappropriate or flat out wrong). I appreciate that there are some up sides to this world at our fingertips, but I'm skeptical of its seemingly addictive properties and the illusion that it has all the answers.

With that said, I accept that people keep asking us to do more on-line and as an artist, I feel that a picture is worth a thousand words. So this past fall we started a **Pinterest** account in order to post the blocks brought in by customers participating in our Shapes Game. In the weeks and months ahead I plan to be posting more there. Let's call it my 2016 New Years resolution.

One major board will be for posting New Fabrics when they have arrived. This section will focus on the main prints from a recent line but will not generally show it complete - so please don't assume you know everything we have. Another board will feature what I'm calling Hidden Treasures; fabrics that I think haven't gotten the attention they deserve.

In the Projects section I will post samples I've completed for our **BERNINA** and newly revised EMBROIDERY Clubs, as well as other projects made with fabrics and patterns we have in stock (and that you can see in person at the store).

Lastly, our Customer Shares will be the place for photos of the successes our **Top Stitch** customers have brought in to share with us. The one rule for this area is that you either used some of our fabrics or created it with a **BERNINA**. In this exceedingly virtual world I look forward to seeing you in the real one.

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Top News

- Thanks to those who participated in our Shapes Game. You can see the blocks at our Pinterest account: www.pinterest.com/topstitch95
- The WINNERS of our drawing are:
Sue Campanelli - First prize of a Bernette sewing machine and Moda Jelly Roll. Chris Soper and Jeanette A. of Medford both received a bundle of 25 AMB solid fat quarters in a USA made AMB tote bag
- The Art DuJour Gallery on Main St in Medford has art quilts and textile pieces on display thru January.

BERNINA CLUB

BERNINA CLUB lessons incorporate presser feet, accessories and creative machine techniques into projects for everyday living. Go home with a CD that contains hand-outs and instructions. This is a demo/lecture format so no equipment is necessary to attend.


Fee: \$10.00 per session Space is extremely limited - pay at sign-up.

Thursday, February 4, 1:00 - 3:00 Geometric Applique: Create today's modern look using satin stitch and simple shapes. Focus on how to taper corners and hide your starts/finishes for quality results.

Thursday, March 3, 1:00 - 3:00 Wallpaper Cover Art: Mix the new colors of Kraft-TEX with edge-to-edge piecing and decorative stitches to make little pieces of art.

Thursday, April 7, 1:00 - 3:00 Celebrate Quilting: Stretch your wings with an art quilt. Printing photos onto fabric and other simple steps produce stunning results.

Thursday, May 5, 1:00 - 3:00 Organize with Mesh: Working with mesh is easier than you think and makes it easy to see whatever you are trying to find.

Find a quick link to our
 interest account
 from our website:

www.TopStitchBernina.com

Or go directly:

[www.pinterest.com/
topstitch95](http://www.pinterest.com/topstitch95)



Embroidery Club

Be inspired to create using embroidery software from **BERNINA**! Lessons show how to work with **Software 7** as well as **DesignWorks** (CutWork, PaintWork and CrystalWork). Classes also show ways to incorporate embroidery into various projects. You will receive a CD that includes handouts, a PowerPoint Presentation, instructional VIDEO and completed designs. **Fee: \$10.00 per session**


Thursday, January 21, 1:00 - 3:00 CutWork Applique: We will focus on how to applique using the embroidery machine and include using the CutWork tools available for **BERNINA** machines.


Thursday, February 18, 1:00 - 3:00 Pattern and Paint: Experiment with fills, outlines and stamps within the embroidery software and add some PaintWork editing for extra effect.


Thursday, March 17, 1:00 - 3:00 Quilting with Software: Continue to explore creative tools using Artwork Canvas to design and echo quilting to finish.

Thursday, April 28, 1:00 - 3:00 Welcome Spring: Get ready for the patio with in-the-hoop coasters, napkins & rings, as well as Stump-Work drink umbrellas.

Class Policies:

 Space is limited; as a courtesy to others, please inform us immediately if you need to cancel (there may be others on a waiting list)

 We will cancel a class three days in advance if we do not have the minimum number of students.

 You are expected to put a reservation on your calendar; we do not make reminder calls.

These classes are complimentary with purchase of a machine from TOP STITCH.

- If you purchased your machine from us you are welcome to take the New Owner's Guide classes additional times at no extra charge as long as space is available.
- Choose one of the options listed below then call or come in to reserve your space (pre-registration is required).

BERNINA SEWING MACHINE USAGE - \$200.00 (*Free with machine purchase*)

- Saturday, January 23, 10:00 am - 4:00 pm
- Wednesday, January 27 and Thursday, January 28, 10:00 am - 1:00 pm (both days)
- Saturday, February 20, 10:00 am - 4:00 pm
- Tuesday, February 23 and Wednesday, February 24, 10:00 am - 1:00 pm (both days)
- Tuesday, March 22 and Wednesday, March 23, 1:00 - 4:00 pm (both days)
- Saturday, April 30, 10:00 am - 4:00 pm

BERNINA EMBROIDERY USAGE - \$100.00 (*Free with machine purchase*)

- Saturday, January 30, 10:00 am - 1:00 pm
- Saturday, February 27, 10:00 am - 1:00 pm
- Tuesday, March 29, 1:00 - 4:00 pm
- Saturday, April 2, 10:00 am - 1:00 pm

BERNINA SERGER USAGE - \$200.00 (*Free with machine purchase*)

- Saturday, March 12, 10:00 am - 4:00 pm
- Tuesday, April 26 and Wednesday, April 27, 10:00 am - 1:00 pm (both days)

When you Buy a BERNINA at TOP STITCH the following services are included:

1. Complete Class Instruction for use of your new machine at no additional cost.
2. Free, unlimited trouble-shooting assistance by phone, e-mail or in-store.
3. Full warranty coverage performed on our premises by a BERNINA specialist.

Plus our exclusive BERNINA BUYERS' BONUS Discounts:

- ▶ **15% off** regular priced fabrics, notions, books, machine accessories, embroidery designs, etc.
- ▶ **Discounted** maintenance & service on purchased machine (saves you up to \$110. for each service).

Your 15% discount is good for one full year after purchase and will be renewed automatically for another 12 months whenever you pay for maintenance on the machine purchased (at the discounted price).

TOP STITCH **BERNINA**⁺

made to create



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Monday—Friday 10:00 - 5:00
Saturdays 10:00 - 4:00

Instant Gratification Sale!
Buy any BERNINA Machine
and get instant credit for
FREE FABRIC

\$100 FREE Fabric with any 3 series
\$150 FREE Fabric with any 5 series
\$250 FREE Fabric with 740 or 770

\$500 FREE Fabric with a B 790 or
B 880 Piano Black, Demo Model* or Sterling Edition*

*while supplies last

Now thru January 30, 2016

CLOSED

Thursday,
March 10

—
The week of
April 10 -
April 17

Annual
"In With the New"

SUPER-SALE

January 2 - 30
20 - 60% Off all Fabrics*