

TOP STITCH

Volume 16, Issue 3

Autumn 2013

Sew-Cessorize Your Life

Recently I saw an article about how some companies were trying to bring garment manufacturing back to the US, but they were finding that there was no longer the skilled workforce available. While the industry once had 100,000 plus employed in NY, there were now only about 10,000 trained in the area.



To me, the irony with this commentary is that we've always been told that these were 'unskilled' positions that could be easily filled, and obviously at extremely low wages. I can't help to wonder if this is because sewing - as a whole - was defined as "women's work" some time ago. A male "tailor" could command a much higher salary and was associated with high fashion (couture) or gentility such as Savile Row. The recent tragedies at sewing factories over-seas continues to highlight the abuses - and I would say - disrespect for what is obviously a skilled profession. Though machines have made sewing much faster and efficient, there is no robot (yet) that can replace the human hands necessary for turning fabric into product.

In 1982 Ronald Reagan declared September as National Sewing Month "in recognition of the importance of home sewing to our Nation". Home sewing is no longer essential for our clothing and comfort, but it is a skill that has been indispensable to humankind for ...well...since the beginning of humankind. There have been great advancements in the home sewing industry since that first celebration and I feel privileged to live in a time with access to such tools that continue to fuel creativity, which is at the heart of today's sewing enthusiasm.

With over 70 perfected presser feet to choose from, the engineers at **BERNINA** have made any sewing technique a success waiting to happen. Fortunately in honor of National Sewing Month, **BERNINA** has declared September as the perfect time for you to "Sew-Cessorize" your repertoire. From September 16 thru the 23rd, you will get 25% off any genuine **BERNINA** presser foot purchased at **Top Stitch** so that you too can enjoy the inspiration. And from my personal experience, it is only these tools that have given me the skill to complete any project with professional results. It's time to put your presser foot down and create!

Inside this issue:

| | |
|-------------------|---|
| Special Classes | 2 |
| New Owner Classes | 3 |
| Announcements | 4 |

Top News

- **BERNINA Embroidery Software 7** will be arriving this season with a fresh new look and many exciting new features. It will be compatible with Windows 8, Windows 7, Vista and XP - as well as MAC. Those who already own v.4 or up will be able to purchase the upgrade package. Stay informed by signing up for e-news at www.BERNINA.com
- To help introduce the new software we are offering the Software Sampler classes this Fall. We will determine whether to continue the program into 2014 based on your response. See page 2 for details.

A handwritten signature in black ink, appearing to read "Pam", is located at the bottom right of the page.

Software Sampler

Software Sampler is presented by **BERNINA** National instructor, Amanda Whitlatch to introduce you to the fascinating tools offered by embroidery software. Instructions are given for all levels: Beginner, Intermediate and Advanced. You will receive a CD that includes project handouts, the PowerPoint Presentation (in PDF), an instructional VIDEO and completed designs in .ART format.

Thursday, Sept. 26, 1:00 - 3:00 Linework & Quilting: Use the built in Quilt Designer to design your own quilt layout and then create a stitching pattern to quilt in the hoop with your embroidery machine.

Thursday, Oct. 24, 1:00 - 3:00 Fiber Art Scarf: Use yarns and fibers to create a custom scarf...all set-up for stitching in software! This project is also great for using scrap fabric and makes a great gift.

Thursday, Nov. 21, 1:00 - 3:00 Pocket Purse: Create an "In-the-Hoop" Pocket Purse. Quick + easy + fun = perfect gift solution.

Fee: \$10.00 per session

Space is extremely limited!!! You must pay in advance.

BERNINA CLUB

BERNINA CLUB introduces you to projects and techniques selected by **BERNINA** National instructors. We incorporate their recorded presentations with our own in-person instruction lead by Karen, who will demonstrate while answering all your questions. Go home with a CD that contains hand-outs and instructions from **BERNINA**.

Thursday, October 3, 1:00 - 3:00 or Saturday, Oct. 5, 10:00 - 12:00 Weekend Travel Duffie: Make the perfect travel bag that meets airline carryon guidelines. Lots of pockets - inside and out - customized to your taste and style.

Thursday, November 7, 1:00 - 3:00 or Saturday, Nov. 9, 10:00 - 12:00 Statement Shawl: Make a statement anywhere you go with this one size fits all shawl pattern. Create a pieced masterpiece or construct with a single fabulous fabric.

Thursday, December 5, 1:00 - 3:00 or Sat., Dec. 7, 10:00 - 12:00 And to all A Good Night: Welcome your guests with Holiday style using these decorative and functional pillows.

Fee: \$10.00 per session

Space is extremely limited!!! You must pay in advance.

www.

TopStitchBernina.com





Remember to click the **HELP DESK** for our most common fixes for your sewing mishaps.




Online **NEWSLETTERS** have extra coupons not in the printed copy.

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**.

- Previous purchasers are welcome to take their New Owner's Guide classes additional times at no extra charge. (First time students get priority seating.)
- Choose one of the options listed below then call or come in to reserve your space (pre-registration is required).

SEWING MACHINE USAGE (for ALL BERNINA Models)

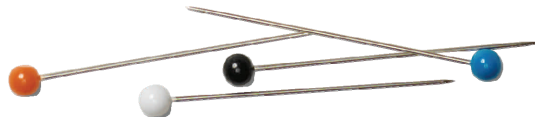
- Wednesday, September 18 and Thursday, September 19, 1:00 - 4:00 pm (both days)
- Saturday, September 28, 10:00 am - 4:00 pm
- Tuesday, October 22 and Wednesday, October 23, 10:00 am - 1:00 pm (both days)
- Saturday, November 16, 10:00 am - 4:00 pm
- Tuesday, December 10 and Wednesday, December 11, 10:00 am - 1:00 pm (both days)

EMBROIDERY USAGE (for ALL BERNINA Embroidery Machines)

- Wednesday, October 2, 1:00 - 4:00 pm
- Saturday, November 2, 10:00 am - 1:00 pm
- Tuesday, November 19, 10:00 am - 1:00 pm
- Saturday, December 14, 10:00 am - 1:00 pm

SERGER USAGE (for ALL BERNINA Serger Models)

- Saturday, October 26, 10:00 am - 4:00 pm
- Tuesday, November 12 and Wednesday, November 13, 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 machine.
2. Free, unlimited trouble-shooting assistance
3. Full warranty coverage performed on our premises.

Plus our **exclusive BBB Discounts ***

- **15% off** regular priced fabrics, notions, books, machine accessories, embroidery designs, etc.
- **Discounted** maintenance & service on purchased machine (up to a 64% savings)

BBB discounts are good for one full year after purchase **and** are renewed automatically for another 12 months when you pay for a general cleaning or maintenance on the machine purchased.

TOP STITCH BERNINA⁺

made to create

1596 Biddle Rd.
Medford, OR 97504



www.TopStitchBernina.com
topstitch@qwestoffice.net
541.608.7722

Monday - Friday
10:00 - 5:00
Saturday
10:00 - 4:00

Holiday CLOSURES:

Thanksgiving Day
(November 28)

December 24 & 25

December 31 &
January 1, 2014

\$10.00 Off

total Fabric* purchase over
\$50.00**

**EXTRA savings applied AFTER your current BBB 15% off.

* Excludes Fat Q's, muslin and solid black. Expires 10/31/13

\$20.00 Off

total Fabric* purchase over
\$100.00**

**EXTRA savings applied AFTER your current BBB 15% off.

* Excludes Fat Q's, muslin and solid black. Expires 10/31/13

Sew-Cessorize

Put your presser foot down and create!



Off All BERNINA Presser Feet September 16 - 23, 2013