

Sponsor Spotlight

JANOME A New Partnership

Anna Maria Horner is an artist and designer who creates home-wares, gift items, and textiles. She is also the author of two sewing books—"Hand Made Beginnings" and "Seams to Me"—and the publisher of a continuing collection of sewing and needlework patterns. This fall, she and Janome are joining forces to create unique projects, videos, and workshops designed to inspire and educate sewing enthusiasts.



The collaboration will revolve around exclusive projects designed by Anna Maria. A Web site designed especially for the partnership will include video content featuring Anna Maria offering tips and highlighting some of the steps from her free projects. Janome dealers around the country will be hosting lectures, trunk shows, and workshops where customers can meet Anna Maria, see her beautiful handiwork, and learn the techniques used in her projects directly from the designer herself. For more information, visit <http://janomespecials.com/annamaria/>.

Introducing the 2030 DC

In 2010, Janome won the prestigious Good Design Award for the thoughtful planning

(continued on page 44)

SINGER An Anniversary Celebration



2012 marks the 160th anniversary of the Singer brand. As part of the celebration, they've launched www.mySINGERstory.com where you can authenticate and learn historic information about your vintage or antique Singer sewing machines. Visitors can also share their own stories about Singer and sewing. From those entries, Singer will select one winner per month from now through December 2011 to receive one of the first commemorative edition sewing machines to hit the market in January 2012.

Introducing the Futura XL-400

This computerized sewing and embroidery machine has 30 built-in sewing stitches with two fully-automatic, one-step buttonholes. It also boasts 125 built-in embroidery designs, including five fonts and outline lettering. The new embroidery hoop sizes are 10" x 6" and 4" x 4", but with its

(continued on page 44)

JO-ANN FABRIC AND CRAFT STORES

Moms, grandmoms, or any sewer looking for fabulous and original baby items should head on over to the Babyville Boutique at Jo-Ann stores or Joann.com. Babyville Boutique from Prym Consumer is a complete do-it-yourself program for making cloth baby diapers and accessories. It begins with the special PUL fabric, a fabric that is completely waterproof, breathable, and extremely flexible—perfect for sewing cloth diapers. Also included are the many pieces and parts needed to make cloth diapers and accessories:

(continued on page 44)



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FOR THE LOVE OF SEWING



Janome Spotlight

(continued from page 3)

in its 3160QDC. This year, they have introduced the 2030DC in the same mold: simple to use, yet versatile for a wide range of sewing.

Thirty built-in decorative and utility stitches, including three automatic buttonholes, provide the basics. Designed to tackle all of your sewing challenges, this machine gives you what you need to get your sewing projects done. A free arm ensures any range of projects are accomplished with ease, and

the extended needle plate offers many seam and angle lines to help you create accurate



seams and corners. The Janome New Home 2030DC makes it simple to select stitches with its Easy Navigation Keys, and a seven-piece feed dog provides the precision that Janome stitches are known for.

The 2030DC has a wide range of easy convenience features, including a start/stop button, speed control slider, locking stitch button, and easy reverse. You'll even find bigger machine features, like Adjustable Foot Pressure and an Extended Free Arm. At just 12 pounds, it's easily portable, so this machine is great for classes and ASG meetings.

Jo-Ann Spotlight

(continued from page 3)



baby-friendly fabric (by-the-yard and packaged), plastic snaps, FOE (fold over elastic), EZ

adjust tape, and more. Every Babyville Boutique product is CPSIA compliant and 100 percent safe for babies.



At the foundation of the collection are two full-color how-to booklets, "Baby Essentials Made Easy" and "Cloth Diapers Made Easy." These publications cater to all levels of sewers, teaching readers how to build leak-free cloth diapers and providing step-by-step guides to projects like diaper bags, bibs, and changing pads—all completely customizable.

Babyville Boutique demonstration classes will be held at select Jo-Ann Fabric and Craft Stores. To find a demonstration class near you, visit www.joann.com, click on Store Locator at the bottom of the page. Once you find the store in your area, click on the Class Schedule links.

Singer Spotlight

(continued from page 3)



multi-hooping function it will accommodate a design that is up to four times the size of the large hoop. It connects directly to your computer via a USB cable. Additional features include the SwiftSmart Threading System, a built-in needle threader, Extra-High Presser Foot Lifter for extra-thick or multiple layers of fabric, and built-in tutorials for easy

how-to instructions.

To give consumers some expert insight into all the advantages of this dual-purpose machine, Singer asked Beverly Bowdoin, an instructor in the Fashion Design & Merchandising Department at the International Academy of Design & Technology, to test out the machine. "You will be impressed with all of the advanced features and the user-friendly software," writes Beverly. And she says, "Just when I thought the sewing machine couldn't be improved upon...the Futura XL-400 was developed." To read Beverly's entire review, visit www.singerco.com/xl400review.



A Sewing Party!

On Mother's Day weekend, the Singer brand hosted 800 sewing parties across the country. Experienced sewers were hosts, teaching guests how to use Singer machines. Prior to the event, potential hosts were invited to apply online. Those selected from the more than 16,000 who applied attended an orientation session at their local Singer retailer where they received a Singer Confidence Stylist machine to borrow for the event, as well as a sewing project that was specially designed for the party and a party pack with products and special offers. The event was a roaring success, with more than 12,000 consumers in 37 states putting the (sewing machine) pedal to the metal.

