



Sew Abbey News

Something EPIC is Coming!

Made for Sewers, by Sewers!

The Embroidery/Sewing Machine that will Revolutionize Sewing!

Reimagine your sewing experience with the new Designer EPIC!

Husqvarna Viking, is introducing the most advanced sewing machine with the launch of the top-of-the-line Designer EPIC sewing and embroidery machine. The new machine creates an extraordinary sewing and embroidery experience with the use of smart technology and superlative design. The machine where engineering and sewing expertise meet.

The most prominent features of the 'smart machine' include the industry's full 10.0" color tablet-like screen that allows the user to drag-and-drop, rotate, pinch, spread and duplicate designs with ease. *My Sewnet®* is the first cloud-based storage system embedded in the machine. The system allows you to store, access and synchronize your embroidery designs over several devices automatically through Wi-Fi. Automatic software updates for your machine

can also be accessed through *My Sewnet®* cloud. The *MySewMonitor* app gives you instant updates on your machines through Wi-Fi. The *JoyOS Advisor®* feature for sewing and embroidery is an industry-leading sewing instructor featuring 120 animated and illustrated step-by-step instructions on the machine, a sewing advisor at your fingertips. In addition, the machine still automatically sets everything based on the fabric, specific stitch and desired technique to make your sewing easier and exceptional.

With 100 new and improved features, 35 best-in-class features over all other top-of-the-line machines and 30 features only on the Designer Epic, this is the machine of the future!



Designer EPIC



Inside this issue:

Introducing the Designer EPIC!	1
Ask <i>Sew Abbey</i>	2
Making History	2
Great September Sales!	3
Did you know...?	4
Store addresses	4

Special points of Interest:

- **Yes, we do repairs on ALL makes and models of sewing machines!** Service includes: cleaning out the debris, lint, etc. from your machine, Checks and adjusts needle position, timing and tension and updates the computerized machines to the latest version. He also adjusts the embroidery unit if necessary.
- Plan to get your machine cleaned and serviced before you sew the Halloween costumes. It normally takes from 7–10 business days for the service. Get your machine in before the Costume making rush starts!

Ask Sew Abbey!

The following is an article from *Threads* magazine.

Q. Sometimes it seems as if modern sewing machines can be very expensive. How expensive were they, comparatively, when they first became household items?

-Ruth Raymond, Darien, Connecticut

A. *Carole Fresia, Threads associate answers:* The price range for sewing machines these days is wide—from less than \$100 to more than \$12,000. High prices reflect the incredible features some of today's machines offer, such as hundreds of decorative and utility stitches, embroidery capability, and a wireless connection for downloading embroidery designs from the Internet.

I did some research into the price of the domestic sewing machine from the mid-19th century to the 1950s. In 1856, a treadle machine cost \$125, which is around \$3,470 in today's dollars. (Inflation calculators give different answers depending on the data they use to figure inflation.) The average annual household income at the time was \$500 (\$13,900), so this new technology equaled a full quarter of the average family's yearly income. Rent-to-own plans made it possible for families to buy a Singer sewing machine.

By 1951, the desirable Singer 301 Limited Edition, with a cabinet and a stool, plus an enviable assortment of accessory feet, was priced at \$348, which was less than 10 percent of an average family's annual income. This translates to \$3,152 in 2014. The 301's main features—in addition to the furniture—were electric power, a light, up to 1,500 stitches-per-minute sewing speed, and the ability to sew backward as well as forward. Compared to what a \$3,000-plus machine today can do, this doesn't seem like much.

In the 19th century, the sewing machine changed American women's lives, making their household chores more efficient and providing them with a potential means of income. For today's sewers, our machines enrich our lives as an essential tool for self-expression. It's difficult to put a price on that.

Making History since 1689

Like all projects big and small, the need for change inspired the Husqvarna Viking beginning. In 1689 a royal arms factory was born in Huskvarna, Sweden. Almost two centuries later, facing declining demand for firearms, the artisans of the factory were inspired to make a more peaceful product—sewing machines. Today, Husqvarna Viking is a worldwide organization that passionately designs high-quality sewing machines in Sweden and shares them with consumers across the globe.



NATIONAL SEWING MONTH

Purchase a DESIGNER TOPAZ™ 40
or DESIGNER TOPAZ™ 25
and Receive

3 FREE

HUSQVARNA VIKING®
EMBROIDERY COLLECTIONS!*

A \$239 Retail Value

Valid September 1 - 30, 2015



DESIGNER TOPAZ™ 50

60 Months 5.99%
Financing!

Only \$78 per month**

Valid September 1 - 11, 2015



*See store for details. Some restrictions may apply. **Valid on purchases of DESIGNER TOPAZ™ 50 made 9/1/15-9/11/15. Offer applies only to single-receipt qualifying purchases. Interest will be charged on promo purchase at a reduced rate of 5.99% and fixed equal monthly payments are required equal to 1.933% of the initial promo purchase amount until promo is paid in full. The fixed monthly payment will be rounded to the next highest whole dollar and may be higher than the minimum payment that would be required if the purchase was a non-promotional purchase. Regular account terms apply to non-promotional purchases. For new accounts: Purchase APR is 29.99%. Minimum Interest Charge is \$2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.

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Where customers are treated
like old friends."

Abbey Sewing Centers
(Inside JoAnn's Fabrics)
6910 S. Lindbergh
St. Louis, MO 63129

Phone: 314-892-8780
Fax: 314-638-3008
E-mail: abbey1sew@sbcglobal.net

Abbey Sewing Centers
(Inside JoAnn's Fabrics)
15355 Manchester Rd.
Ballwin, MO 63011

Phone: 636-527-3388
Fax: 636-527-3398
E-mail: abbey1sew@sbcglobal.net

Abbey Sewing Centers
(Inside JoAnn's Fabrics)
5610 Suemandy Dr.
ST. Peters, MO 63376

Phone: 636-397-0976
Fax: 636-279-1060
E-mail: abbey1sew@sbcglobal.net

Abbey Sewing Centers
439 S. Buchanan
Edwardsville, IL 62025

Phone: 618-655-0433
Fax: 618-655-0695
E-mail: abbey1sew@sbcglobal.net

Abbey Sewing Centers
(Inside JoAnn's Fabrics)
3051 W. Wabash
Springfield, IL 62704

Phone: 217-726-5441
E-mail: abbey1sew@sbcglobal.net

Did you know?

- The new Designer EPIC will be introduced the first week of October at the Husqvarna Viking Convention. Come by and learn about the machine that will revolutionize sewing!
- Have pictures of your work? Send it to Nancy at abbey1sew@sbcglobal.net. We will post it in the newsletter and on our Abbey Facebook page! Make sure you send a clear picture and let her know who it is from. We love to hear from you and see your work!
- You can post your one-of-a-kind creations on HusqvarnaViking.com under *Be Inspired—User Gallery!* Take a picture and post it on the site. You can also get ideas and see some of the beautiful items people from all over the world are making on their Husqvarna Viking embroidery and sewing machines.

September is National Sewing Month! Time for a new machine!

