



Volume 15, Issue 12
December 2011

MERRY CHRISTMAS

Be sure to update your Wish List at your favorite SWN store so we can help your family and friends shop.

Gift Basket Drawing

Fill in a ticket with each purchase, starting December 1

Drawing will be held December 23.

We carry Sewing machines and sergers in a wide price range

Husqvarna Viking H100Q, the newest addition to the Husqvarna Viking family, is compact and lightweight. At just 15 lbs, it is perfect for travel and classes.



\$500

Mail-In Rebate

Valid Dec. 15, 2011 - Feb. 15, 2012

creative sensation™

Special Holiday Hours at both stores:

- Saturday, December 24 – closing at 3:00
- Monday, December 26 – regular 10:00 – 5:00
- Saturday, December 31 – closing at 3:00
- Monday, January 2 – regular 10:00 – 5:00

PFAFF® quilt expression™ 4.0 Sewing Machine

HOLIDAY OFFER!

\$200 Mail-In Rebate!

Nov. 15 - Dec 15, 2011

At participating PFAFF® dealers. The BEST BUY SEAL is a registered trademark of Consumers Digest Communications, LLC, used under license.

Winner of a Consumers Digest Best Buy award.


Make your holidays brilliant!

\$500 Manufacturer Rebate!

With purchase of the DESIGNER DIAMOND deluxe™ sewing and embroidery machine from HUSQVARNA VIKING®

*Rebate valid on the purchase of a Designer Diamond deluxe™ sewing and embroidery machine made between December 15 and December 15, 2011.

Click for Info

 **Husqvarna**

VIKING®

0% Interest for 36 Months on ANY Husqvarna Viking Designer model purchased between 12/15/11 through 2/15/12: Topaz 20, Topaz 30, Ruby, Diamond Deluxe (Minimum monthly payments required.)

Make your holidays brilliant!

Holiday Bonus Gift!

FREE

Two-Piece Luggage Set

Valid with purchase of DESIGNER DIAMOND deluxe™ made October 15 through December 15, 2011.

Click for Info

EASY/BASIC CLASSES:

Foot Techniques	2
Serger Project	2
Zipper Bag	3
Tilted Squares	2
Potato Chip Tablerunner	2
Fast & Easy Folded Fabric	3
Christmas Chair Cover	3
Bath Wrap	2
Gift Bags	3

Gift Certificates are always available & appreciated!



Time for Holiday Greetings! It has been quite a year with ups and downs, joys and sorrows. Each day we are thankful for your friendship, encouragement, and support. It has been especially important this year.

Thanks also for helping us celebrate the 15th Anniversary of Sew What's New. We move into our 16th year

with a new web page at a new address www.sew-whatsnew.com. Not only is it shorter, it seems more inclusive of our El Paso store. We are one big family in two locations.

The classes include several quick projects for gift giving. Sit & Sew has also been extended from the 19th on to help you finish projects and visit with sewing friends.

Also, our new year really does begin with the New Year. Thus any end-of-the-year specials we

may offer will be this month. It will be important for you to stay tuned, read the e-mails, and come in to the stores to see what we may mark down.

Best Wishes to all for Joyous Holidays. Merry Christmas from all of us at Sew What's New!

Connie, Deanna, Gustavo, Jane, Patricia, Paula, Rose, Stephanie, Roni, Chuck, Sally



OWNERS' LESSONS

Sewing Machine or Serger

Mornings are usually a great time to schedule an owner's lesson. Private lessons available for a \$25/hour fee if you did not purchase your machine from SWN. No fee for lesson if purchased machine from SWN

EMBROIDERY SOFTWARE

5D Software Basics Owners' Lesson (Deanna & Roni)

Free to those who purchased from SWN, \$35 fee for others. December: Lacey Daisy - create lace using a mini-pic from the Draw window. Requires 5D Design Creator.

LC Mon 12/5 2:00 – 4:00

EP Fri 12/2 1:00 – 3:00

5D Software Club (Deanna & Roni)

Create a double frame Flower Box quilt block using 5D Embroidery Extra. \$20 fee.

LC Mon 12/12 2:00 – 4:00

EP Sat 12/10 10:00 – 12:00

QUILTING

Beginning Quilting Series (Stephanie & Jane)

This popular class series will start again in January. Put your name on the list in either store to be sure you have a place!

Christmas Tree Wall Hanging (Connie)

Sew log cabin blocks to create a lovely, decorative wall hanging during this 2-part class \$25 fee, book required.

EP Sat 12/3 and 12/10 1:00 – 4:00

WE DO OUR PART FOR OUR COMMUNITIES—Come “SEWcialize” at these other local events:

Las Cruces Chapter of American Sewing Guild: 2nd Tuesday 10:00 – 12:00 at Sew What's New.

El Paso Sewing Guild: 4th Tuesday 10:00 – 12:00 at Sew What's New.

Las Colcheras Quilt Guild: 7 PM, 2nd Monday at Trinity Lutheran Church, next to the Elks Club on Elks Road, Las Cruces.

Intermediate Quilting (Jane)

#4: Basket w/bias bars. This favorite series of classes is designed to expand your quilting skills. Start now, or join any month as it recycles. \$10 fee, pattern included.

EP Wed 12/7 1:00 – 4:00

Seasonal Table Topper (Patricia)

Practice piecing and appliqué as you sew this attractive table topper. \$15 fee, pattern required.

LC Thur 12/8 1:00 – 4:00

Tilted Squares Table Runner (Rose)

Sew a fun holiday runner. \$15 fee, book required.

EP Thur 12/8 1:00 – 4:00

Cute Quilt (Stephanie)

Use coordinating strips of fabric to make this cute quilt. \$20 fee, book required.

LC Fri 12/9 12:00 – 4:30

Potato Chip Table Runner (Jane)

Need a quick gift? Sew this runner, or expand it to any size! \$15 fee, instructions included.

EP Fri 12/9 1:00 – 4:00

SERGER, HOME DEC, EMBROIDERY, GARMENTS

Foot/Feet of the Month Techniques (Sally & Connie)

Part 5 in Las Cruces: Foot Techniques. Pillow in El Paso. \$10 per class, instructions included.

LC Thur 12/1 1:00 – 4:00

EP Fri 12/16 1:00 – 4:00

El Paso Northeast Quilters Guild: 2nd Thursday, 7-9 PM, Trinity Presbyterian, 8001 Magnetic, El Paso.

El Paso Quilt Association: 3rd Thursday, 7 PM, St. Andrew Presbyterian Church, 2160 Wedgewood, El Paso.

Paso del Norte Quilt Guild: 2nd Saturday, 9:30 AM, University Presbyterian Church, Resler Drive, El Paso.

Sweatshirt Jacket (Connie)

Second of a two-part class to transform a sweatshirt into an attractive jacket. \$25 fee, instructions included.

EP Thur 12/1 1:00 – 4:00

Baja Traveler Zippered Bag (Stephanie)

Second of a 2-part class to make this just-the-right-size bag to carry with you every day. Many pockets and the zipper installation is sew-easy! \$25 fee, pattern required.

LC Fri 12/2 1:00 – 4:00

Anita Goodesign Embroidery Project: Clutch (Roni)

Use your embroidery machine to create this attractive clutch. Makes a special gift. \$36.50 fee includes kit with design package, Texture Magic™, batting, zipper of choice. Student selects and supplies outer fabric.

LC Sat 12/3 1:00 – 4:00

EP Mon 12/5 1:00 – 4:00

Bath Wrap (Paula)

Make a Christmas gift out of a bath towel. Use embroidery or decorative trims. \$15 fee includes instructions.

LC Tue 12/6 1:00 – 4:00

Serger Project: 5 Sides of Christmas (Sally)

The theme of this project depends upon the fabrics you choose. Another fast gift. \$10 fee includes instructions.

LC Wed 12/7 1:00 – 4:00

EP Thur 12/15 1:00 – 4:00

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DECEMBER 2011				1 LC Foot of the Month Techniques #5 EP Sweatshirt Jacket Part 2	2 LC Traveler Bag Pt 2 EP 5D Basics	3 LC Embroidered Clutch EP Christmas Tree Wall Hanging Part 1
4	5 LC 5D Basics EP Embroidered Clutch	6 LC & EP Sit & Sew LC Bath Wrap	7 LC 5 Sides of Christmas -Serge Project EP Interm Quilting #4	8 LC Seasonal Table Topper EP Tilted Squares Table Runner	9 LC Cute Quilt EP Potato Chip Table Runner	10 LC Pandora's Pants EP 5D Software Club EP Christmas Tree Wall Hanging Part 2
11	12 LC Gift Bags LC 5D Software Club EP Fast Zipper Bag	13 LC & EP Sit & Sew	14 LC PatternMaster LC Tidings Tea Towels EP Let's Embroider	15 LC Let's Embroider EP 5 Sides of Christmas Serge Project	16 LC Fast Zipper Bag EP Foot Techniques Pillow	17 LC Fast & Easy Folded Fabric EP Fast Christmas Chair Cover
18	19 Sit & Sew all week - finish those projects!	20	21	22	23	24 BOTH SWN LOCATIONS CLOSE AT 3:00
25	26 I N V E N T O R Y	27	28	29	30 R E D U C T I O N	31 LC & EP Gallery BOTH SWN LOCATIONS CLOSE AT 3:00

THE Fun Place to SEWcialize!!

Pandora's Pants (Patricia)

Repeat of a popular class. Make a pair of classy pants that fit, for the holidays. \$15 fee, pattern required.

LC Sat 12/10 1:00 – 4:00

Gift Bags (Paula)

Go Green as you sew bags for gifts. Fun to decorate and reusable next year! \$10 fee, instructions included.

LC Mon 12/12 10:30 – 12:30

Tidings Tea Towels (Paula)

Applique on a tea towel for a special gift. \$12 fee, book required.

LC Wed 12/14 1:30 – 4:30

Let's Embroider: Card Holder (Paula & Connie)

Embroidery designs and instructions included to create this special holder. \$10 fee.

LC Thur 12/15 1:00 – 4:00

EP Wed 12/14 1:00 – 4:00

Fast Zipper Bag (Sally)

Learn an easy, new zipper application as you sew a bag that is just the right size for you. Great gift idea. \$10 fee, pattern required.

LC Fri 12/16 1:00 – 3:00

EP Mon 12/12 1:00 – 3:00

Pattern Master Boutique 5 (Roni)

Checking the sloper; exploring designs, OR getting started! No fee for those who purchased program from SWN.

LC Wed 12/14 10:00 – 12:00

EP by appointment

Fast & Easy Folded Fabric?? (Stephanie)

Learn the technique and make coasters, pot holders or ornaments – you decide. \$7 fee, instructions included.

LC Sat 12/17 10:30 – 12:00

Fast Christmas Chair Cover (Rose)

Sew a fun top cover for the back of a chair to liven the holidays. \$15 fee, instructions included.

EP Sat 12/17 1:00 – 4:00

Gallery Showing of Projects

See the samples for the January classes, enjoy fellowship and customer Show & Tell. NO FEE Come join this growing, fun time.

LC Sat 12/31 10:30 – 11:30

EP Sat 12/31 10:30 – 11:30

Did you know. . .

- we welcome your comments and suggestions regarding our fabric collections?
- the fabric collections in each store are different?
- fabrics are usually ordered months in advance of delivery?
- we order top quality fabrics?
- we appreciate your patronage of our fabric?



Clear any bolt of fabric, any day, and receive **15% off**

The American Sewing Guild

will meet December 13, 10:00 – 12:00,
at SWN Las Cruces and
December 27, 10:00 – 12:00
at SWN in El Paso.
Do plan to come. Stay on for Sit &
Sew, if you wish.



Gift Basket Drawing December 23

Place your name in the drawing with
each purchase you make between
December 1 and December 22 (limit 1
drawing entry per day).

One drawing will be held in each
Sew What's New location on
December 23.



Both Sew What's New stores
are drop-off places for
Linus Quilts.

Please send us the
month and date
of your birth (not
year) if you have not
already done so.



**Extended Sit & Sew
December 19 – 31** Come finish up
your Christmas projects or other
UnFinished Objects (UFOs) you
promised yourself you would do
this year!

Gallery Showing of Projects

Last Saturday morning there will be a display of projects for
the January classes plus information about new products,
coming events, and customer Show & Tell. NO FEE Come join
this growing, fun time.

LC Sat 12/31 10:30 – 11:30

EP Sat 12/31 10:30 – 11:30

LAS CRUCES • 575-524-1739 • EL PASO • 915-760-5300

STORE HOURS: Las Cruces and El Paso Monday through Saturday 10:00 – 5:00, Except Tuesday 12:00 – 5:00

**Holiday Shopping
Specials**
December 1-7 25% off all
Christmas fabrics (minimum 1
yard cuts) Use as wrapping for
gifts to your sewing friends
December 8-14 Stabilizers: buy 1
and get 1 at 50%* off
December 15-24 Threads: buy 1
and get 1 at 50%* off
December 26-31 Inventory
Reduction
* Equal or lesser value

SALES • CLASSES • FABRIC • SERVICE • REPAIR

SEW WHAT'S NEW
3961 East Lohman Suite 9
Las Cruces, NM 88011

Dated Material:
Requested delivery by
November 30, 2011

PRSRT STD
U.S. Postage
PAID
Las Cruces, NM
Permit 1071