



August Newsletter

Hello everyone,

It has been quite a while since I have sent out a newsletter so I thought with so much happening at Sew Focus it might be a good time to pop all of the information in a Newsletter.

If you would like to receive information about sales and new products in future please visit Sew Focus and register [Contact & Information | Sew Focus](#)

Please grab a cuppa and enjoy !

Classes

We are acknowledging the difficult times we are facing with so many price increases of basic necessities.

For this reason, all class prices have been reduced so everyone can still come together in a fun place and get creative without the extra strain on the budget.

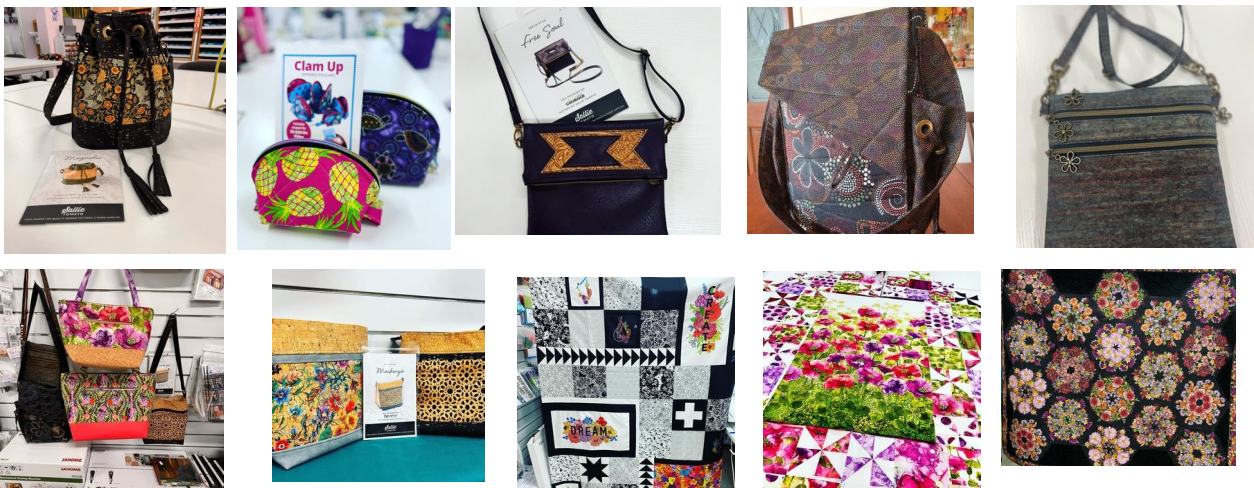
The new class schedule for September, October, November and December is now available to pick up in store or download from our website.



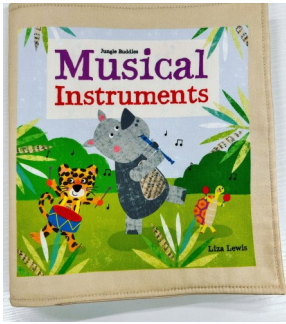
www.sewfocus.com.au

What have we been doing?

Julie has been busy making bags and quilts.



Helga has been busy making toys, books, quilts and a dressing gown and has new projects coming soon!

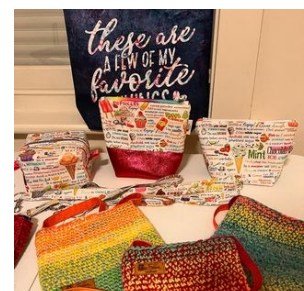
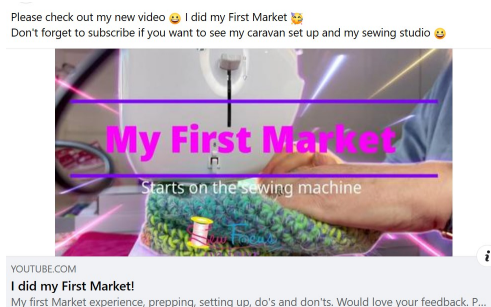


Shay has been busy doing embroidery and Scan N Cut projects.



And I have been busy preparing to bring Sew Focus to the country towns with Sew Focus on Tour, setting up a You Tube channel (@sewfocusontour) so I can bring you free tips and tricks and tutorials. I have also been busy with Sew Focus Handmade items and started attending markets. My next market is at Barossa Spring Fair in Angaston on 16th August.

Link to You Tube [Sew Focus on Tour - YouTube](#)



We celebrated our 4th birthday. I still can't believe it has been 4 years since we opened!

We raised \$1200 for Hutt St with our Fat Quarter Challenge and Market Day. Amazing support from our customers who participated, thank you!

We affiliated with Sweet Pea Embroidery Designs. Please use the link on our webpage to make your purchases from Sweet Pea. It is no extra cost to you but Sew Focus gets a commission which is used for creating Sweet Pea samples to have on display. We appreciate your support!

Link to Sew Focus Home Page [Sewing and Embroidery Machines | Sew Focus | South Australia](#)



Backpacks 4 SA Kids

We are excited to announce we will be providing support to this amazing charity. Hopefully, with your help we can all make a difference.

Backpacks 4 SA Kids exists to provide resources that contribute to the care, safety and wellbeing of children and young people during periods of dislocation from home and routine care.

Please visit the website to see how you can help [Backpacks 4 SA Kids](#)

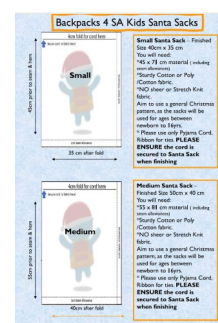
We are a drop off point so you can deliver your items to Sew Focus while you visit and we will take them to Backpack 4 SA Kids warehouse.

If you have a stash of fabrics at home then you can assist by sewing items. I have a list of items that are needed so please contact me by email for patterns and instructions. karen@sewfocus.com.au

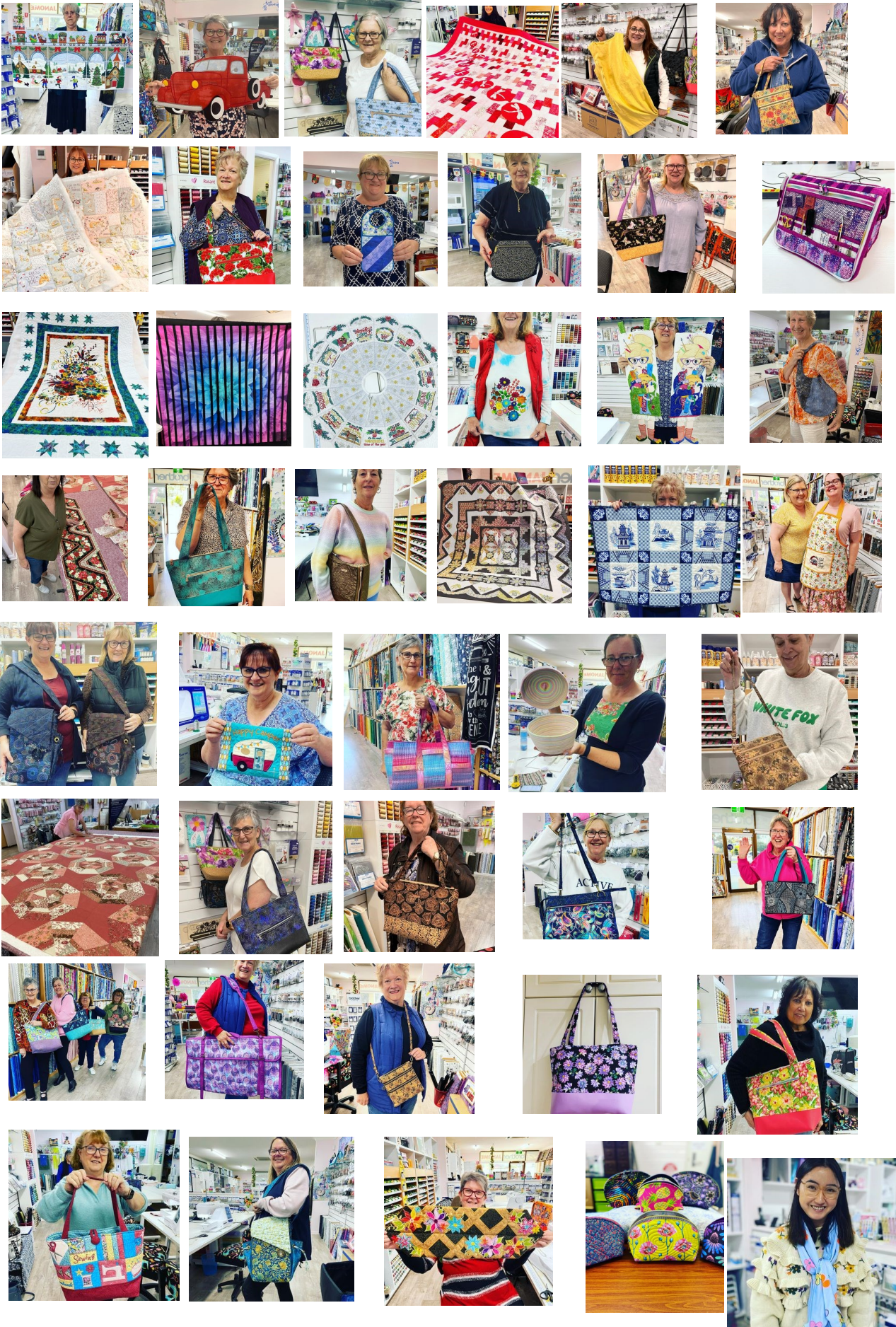
I will also be making up kits for purchase from my own stash of fabrics. I will charge a small fee but 100% of that fee will be donated to Backpacks 4 SA Kids.

We will also have some charity days so we can sew up a storm of items to donate. Please keep an eye out for dates if you would like to participate.

Our first charity event is Friday 29th September 9.30– 2.30. We will have kits available or BYO fabrics to have a fun productive day. Bookings are essential



Check out what our talented customers have made



These are just a few! See more on our Facebook Page [Sew Focus | Facebook](#)

Specials

Every week we have something on special. This week's special is Buy 1 panel, Get 1 free + pick out a free pattern. Some examples of use of panels.

Buy 1 panel
Get 1 free
+ FREE PATTERN



Current Specials until sold out

SHOP NOW Save \$2000

Brother Innov-is Stellaire XJ1
Now only \$9999

JANOME CM17

Was \$18,499
Now \$12,999

Janome 7D206

Now only \$199
Save \$100

Mechanical sewing

Gemini by Tailormade

Now only \$899
Save \$350

Sewing cabinet

Janome ML544D

Now only \$499
Save \$200

Overlocker

Janome TM16

Now only \$249
Save \$149

Mechanical sewing



Tailormade Quilter's Vision demo model - White RRP \$2,099

Picture from website. Please view ours instore.

Our demo model price **\$1299** . One available. Pick Up Only.

Closed(W) 142cm / 56"(H) 76cm / 30"(D) 51.5cm / 20.25"

Open(W) 180cm / 71"(H) 76cm / 30"(D) 139cm / 54.75"

Drawers(W) 66cm / 26"(H) 62cm / 24.5"(D) 45.5cm / 18"

New Products

A huge variety of bag hardware, by Annie zips, Yazzi bags.



Brother Airflow 3000 available now.

Jet Air Threading Technology

Thread the AIRFLOW 3000 with a blast of jet air. With threading ports that are connected to the end of each looper by tubes, at the press of a button, the air sends the thread through the looper. So, it's like a breath of fresh air to change thread colors.



Janome Memory Craft 9480 Professional

Introducing Janome Memory Craft 9480QC Professional, Janome's exciting new top-of-the-line Horizon series.

We're giving you the advanced A.S.R. technology that you love including Rulerwork on a spacious 11" workspace. By selecting a desired stitch length on the screen, MC9480QCP will automatically speed up or slow down depending on how fast you move the quilt, giving you consistent stitch length. We have also supercharged it with High Definition 5" colour touchscreen for amazing graphics clarity, new and improved feed dog design, 400 built-in stitches including the new Mirage stitch, superior needle threader V2, floating mode and much more.

Now at an introductory price of \$5,999.

New Products are coming 2023/2024



The Stellaire 2 series from Brother, featuring the Innov-is XJ2 sewing, embroidery and quilting machine, and the Innov-is XE2 embroidery machine, continue their exceptional reputation as go-to machines for hobbyists for a wide variety of projects. With an impressive combination of cutting-edge technology, luxury features, and inspiring designs, the Stellaire 2 series of machines will elevate your sewing, embroidery, and quilting skills.

Already own a Stellaire1

You will be pleased to hear Brother will also have available an upgrade kit for you so you will be able to enjoy the awesome new features on the XJ2 & XE2.



Thank you for taking the time to read our newsletter and thank you for continuing support.

Without you we wouldn't exist.

We look forward to seeing you either instore or online.

Remember, if you would like to keep up to date with our specials, classes & new products please follow us on Facebook or register on our new website.

Keep sewing,

With love from Karen, Helga, Julie & Shay