



Sew What's New?

July 2010 – September 2010



Joyce's Sewing Shop

325 Wortley Road, London Ontario N6C 3R8

Phone- 519-433 5344 Fax- 519-433-4491

www.joycessewingshop.com

Join us for

Thread Play Thread Play

Featuring
Superior Threads
With Gail Robertson

For everything you ever wanted to know about thread and more.!!!!
There will be "thread talk" followed by time to play with various threads and stitches as you create a thread sampler and do some thread painting. You will also learn how to use Texture Magic so you can add dimension to your next project. Thread kit and all fabric required for the class included in class fee.

Wednesday July 14

10am to 3pm

Cost is \$55.00

You will take home a thread pack worth \$60.00



Dear Friends

Come and play this summer with us at Joyce's Sewing Shop. We have a lot of classes to fill your summer with great projects.

We are introducing "**Superior Threads**" to our collection of threads. Sign up now for Gail's class using all kinds of threads including metallic. Bring the machine you use for quilting and embellishing in good working order. You take home all the spools of thread that you use. (Retail value \$60.00) There is limited space for this class!!

We are taking registration now for Johanne's classes. We have the **Bra class** on Sunday & Monday October 3 & 4 and **Bra 2 class** on Tuesday & Wednesday October 5 & 6. Johanne is doing a demo on the **Lutterloh fitting system** on November 6th in the evening and classes on Sunday Nov.7th for the Vest & Pants.

Get up to **\$3000.00** on your **trade in** with the purchase of a new sewing machine for June and July. Also check out our **1 Day Sales** and **Colour Sales** all summer long.

Sign up now for all our summer classes and check out our calendars for July, August & September. Don't forget our **summer hours** for July & August are Monday to Friday 9:30am to 5:30pm and Saturday 9:30am to 3:00pm. See you soon!

Happy Sewing!!!

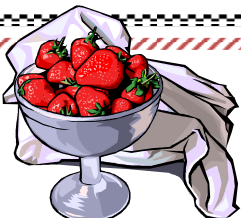
Joyce

Websites:

www.joycessewingshop.com

www.husqvarnaviking.com

www.babylock.ca



Strawberry Social

Tuesday July 6th

from 7pm to 9pm.

At the Creative Sewing Circle

Everyone Welcome

See our new products being demonstrated and projects on the go. Bring in what you are working on for a show and tell and see what others are doing and get inspired by the creativity.

Of course don't forget the strawberry shortcake and whipped cream at break





Sew What's New?

Classes: *In alphabetical order*

APPLIQUE BY MACHINE

Tue. July 13, 10am to 2pm

Sat. Sep. 11, 12pm to 4pm

Appliqué by machine is an easy fun way to add depth and interest to any quilt or home décor project. Learn how to do invisible machine appliqué with several different preparation methods and fusible appliqué with decorative stitches+ more.

Teacher: Kelley Cost: \$40.00 + kit

BEGINNING MACHINE QUILTING

Sat. July 10, 17 & 24, 12pm to 2pm

Session 1: We cover the importance of basting and different methods of basting, crosshatching and stitch in the ditch and touch on stencils and marking.

Session 2: We cover the beginning of free motion and how to get a consistent stitch.

Session 3: We cover the next step on your journey. Learn beyond stippling by adding stars, flowers or other designs your imagination can conceive. (Kit with all fabric available \$24.00)

Teacher: Kelley Cost: \$45.00 + supplies

ELECTRIC QUILT CLASS

Tue. Jul. 13, 6pm to 9pm

Learn the basics of using Electric Quilt software to design your next quilt project.

Teacher Kelley Cost \$40.00

FRAME QUILTING CERTIFICATION

Fri. July 9 & 16. 10am to 12pm

Sat. Aug. 21 & 28, 10am to 12pm

Tue. Sep. 14 & 21, 6pm to 8pm

This is the class you must take to be able to bring your quilts into the store and quilt them yourself on the frame quilting system we have set up in the store. Get the satisfaction from being able to say I did it myself.

Teacher: Kelley Cost \$75.00

FRAME QUILTING TIPS AND TRICKS

Tue. July 20, 6pm to 8pm

Tue. Sep. 28, 6pm to 8pm

In this demo class you will learn some of the tips and tricks used by professional machine quilters to get a beautiful finish every time you load a quilt onto your frame at home.

Teacher: Kelley Cost \$ 40.00

HOT RIBBON PLACEMAT

Sat. Jul, 3, 12pm to 3pm

Make this lovely Calla Lily placemat using Hot Ribbon to accentuate and highlight the Lilies.

Teacher Kelley Cost: \$35.00 + supp.

HAND STITCHES

Tue. Aug. 24, 6:30pm to 9pm

You cannot get by with machine stitching alone. Learn a variety of hand stitches, such as the running stitch, whip stitch, catch stitch, ladder stitch and others and give your projects the finishing touch that they deserve.

Teacher: Irene Cost: \$30.00 + \$10.00 kit

KNOW YOUR DESIGNER DIAMOND

Thu, Jul 22, 10 am to 4pm

Learn the unique things you can do on your new Husqvarna Viking Designer Diamond. Both the machine and embroidery unit will dazzle you with their abilities. This class is FREE if you bought your Designer Diamond from our store. Sign up now to save your spot. (kits are extra)

Teacher: Joyce Cost: \$150.00 + kit \$40.00

KNOW YOUR SEWING MACHINE

Sat. Jul. 17, 10am to 1pm

Fri. Aug. 20, 10am to 1pm

Learn to feel comfortable with your machine. Threading, self-maintenance, sewing techniques, accessory feet, etc. are covered.

Free Class with the purchase of a non-computerized sewing machine from Joyce's Sewing Shop (kit extra)

Teacher: Geri/Kelley Cost: \$40.00 + \$20kit

KNOW YOUR COMPUTER SEWING MACHINE

Sat. Aug. 7 & 14, 10am to 2:30pm

Fri. Sep. 24 Oct. 1, 8 & 15, 6pm to 8pm

Get familiar with your computer sewing machine. Make a workbook with info on needles, thread, tension, pressure feet and samples of different techniques. From the basic to the advanced sewing is learned in this course. Class is FREE when you buy a sewing machine from us (kit extra). Kit includes Workbook& Fabric

Teacher: Geri Cost: \$150.00+ \$40kit

LEARN TO QUILT

Fri. Sep. 17 10am to 2pm& Sep 24, 10am to 1pm

While making this lap sized quilt you will learn all the basic quilting skills including rotary cutting, piecing with accurate seam allowances, adding borders, get ready to straight line machine quilt and bind your project. Pattern inc.

Teacher: Kelley Cost: \$50.00 + supplies

MEMORY QUILT

Fri. Jul 23, 10am to 1pm

Learn how to use pictures printed on fabric to make this lovely wallhanging.

Teacher Kelley Cost: \$35.00 + supp + patt.

ONE HOUR TABLE MEDALLION

Fri Jul. 9, 1pm to 2pm

Fri. Aug 13, 12pm to 1pm

In just one hour using this wonderful easy pattern and class you will be able to make a center medallion. Nobody but you will be able to tell how easy and quick this project is. Fabric is included in the price

Teacher; Kelley Cost: \$25.00 + ptn

RAGGY QUILT

Sat. Jul. 24, 10am to 4pm

Nothing is cozier than a flannel quilt unless it is a raggy flannel quilt. Learn how to make this cozy warm quilt.

Teacher Geri Cost \$45.00 + ptn + supp.

REVERSIBLE QUILT AS YOU GO

Sat. Aug. 21 & 28, 1pm to 4pm

Make 2 quilts at the same time with this wonderfully adaptable quilt. You will learn how to make a reversible quilt including the reversible binding all with the relaxed quilt as you go method of assembly.

Teacher: Kelley Cost \$45.00 + ptn + supplies

SERGER: ACCESSORY FEET

Thu Jul. 16, 5pm to 7:30pm

If you have never used those piping, ruffling, blind hem, elastic or cording feet that are in your toolbox - Now is the time!

Teacher: Joyce Cost: \$30.00 + supplies

SERGER: BEGINNER 1

Thu. Jul. 8, 10am to 12:30pm

Wed. Aug. 11 10am to 12:30pm

Thu. Sep. 16, 5pm to 7:30pm

This class covers basic techniques for new owners and those who need a "refresher" course. This class is FREE when you buy a serger from our store. We will cover threading, tension adjustments, corners & curves, tie offs and maintenance. You can buy a kit for \$5.00 or purchase a workbook for \$49.99 that covers both serger 1 & serger 2. If you buy the workbook, Beginner 1 & 2 are FREE classes if you have purchased your serger from our store.

Teacher: Joyce Cost\$ 30.00 (kits extra)

SERGER: BEGINNER 2

Thu. Jul. 15, 10am to 12:30pm

Wed. Aug. 18 10am to 12:30pm

Thu. Sep. 23, 5pm to 7:30pm

This class covers changing your tension setting and practicing flat locking and rolled hem. Elastic application is also covered. You can buy a kit for \$5.00 or use the workbook you purchased for serger 1.

Teacher: Joyce Cost: \$30.00 (kits extra)

Sew What's New?

SERGER FLIP N SEW TABLERUNNER

Fri. Sep. 10 & 17, 5pm to 8pm

Sat. Aug. 21, 9am to 3pm

Make this unique reversible table runner using a quilt as you go technique done completely on your serger.

Teacher: Geri Cost: \$45.00 + supp

SERGER: T-SHIRT (*Free Class)

Wed. Aug. 25, 10am to 1pm

Come and make a T-shirt with us. We have lots of interlock with matching ribbing *If you buy your fabric from us for this class, the class is Free! (NB; no discount on fabric)

Teacher: Joyce Cost: \$35.00 + ptn +supplies

SEWING FUNDAMENTALS 1

Thu. Jul. 8 & 15, 6:30pm to 9pm

Wed. Sep. 15 & 22 6:30 pm to 9pm

Learn the basics of sewing. By using the selected pattern you will make PJ bottoms with elastic waist. Sign up for the next level and you will use the pattern's top. So buy your fabric for all to match and make a set.

Teacher: Sue/Irene Cost: \$45.00+ptn+supplies

SEWING FUNDAMENTALS 11

Thu. Jul. 22, Aug. 5 & 12, 6:30pm to 9pm

Wed. Sep. 29, Oct. 6 & 13, 6:30pm to 9pm

Next step up from Fundamentals 1; learn to sew a simple top – buttoned up front with collared neckline. The pattern from Fundamentals 1 is used.

Teacher: Irene/Sue Cost: \$55.00 +ptn + supplies

SKIRT

Thu. Aug. 19 & 26, 6:30pm to 9pm

Make an elegant straight skirt. Learn the tricks of the trade to make a well fitted skirt. You decide if you want to line it.

Teacher: Irene Cost: \$45.00 + supplies

TEA COSY

Thu. Aug. 5, 10am to 1pm

Make this adorable tea cozy for yourself or as a charming gift.

Teacher: Sue Cost: \$35.00 + supp.

ZIPPERS

Tue. Aug 17, 6:30pm to 9pm

You can sew a straight line, but now you want to expand your horizons by being able to inset zippers into your projects. Join our class to learn several zipper techniques-including

Privacy

Commitment

We collect your name, address, email and phone number for the purpose of informing you of store promotions (eg. This newsletter) and will not give or sell this information to anyone.

If you wish to be removed from our list please call

519-433-5344.

Thank you *Joyce*

Regular Store Hours

Mon-Thur 9:30am to 5:30pm

Friday 9:30am to 8 pm

Saturday 9:30-5:00pm



Summer (Jul/Aug)

Mon-Fri: 9:30am-5:30pm

Sat: 9:30am-3:00pm

(Closed for holidays)



Jul 25-Aug 2)

July 2010							www.joycessewingshop.com
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	New Summer Hours Mon-Fri 9:30am to 5:30 pm Sat. 9:30 am to 3pm			1  Store closed	2 Frame Certification 2	3 Frame Certification 2 Hot Ribbon Placemat	
4	5	6 Creative Sewing Club	7 Anniversary Waltz BOM	8 Sewing Fundamentals 1-1 Serger 1	9 Frame Certification 1 One Hour Table Medallion	10 Techniques Beg. Machine Quilting 1	
11	12	13 Electric Quilt Class Machine Appliqué	14 Thread Play with Superior Thread	15 Sewing Fundamentals 1-2 Serger 2	16 Frame Certification 2 Serger Accessory Feet	17 Beg. Machine Quilting 2 Know your Machine	
18	19	20 Frame Quilting Tips and Tricks	21 1 Day Fabric Sale up to 70% off	22 Sewing Fundamental 2-1 Know Your Diamond	23 Memory Quilt	24 Raggy Quilt Beg. Machine Quilting 3	
25 Store Closed Holidays	26 Store Closed Holidays	27 Store Closed Holidays	28 Store Closed Holidays	29 Store Closed Holidays	30 Store Closed Holidays	31 Store Closed Holidays	

Joyce's Sewing Shop

AUGUST 2010

www.joycessewingshop.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	2 Closed Civic Holiday	3	4 Anniversary Waltz BOM	5 Sewing Fundamentals 2-2 Tea Cozy	6 Colour Sale 20% off Blue	7 Know Your Comp Machine 1 & 2
8	9	10 1 Day Foot Sale Up to 50% off sewing feet	11 Sergers 1	12 Sewing Fundamentals 2-3	13 Colour Sale 20% off Green 1 Hour table medallion	14 Techniques Know Your Comp Machine 3 & 4
15	16	17 Zippers	18 Sergers 2	19 Skirt 1	20 Colour Sale 20% off Red Know Your Machine	21 Frame Certification 1 Quilt as U Go Reversible 1 Flip-N-Quilt
22	23	24 Hand Stitches	25	26 Skirt 2	27 Colour Sale 20% off Yellow	28 Frame Certification 2 Quilt as U Go Reversible 2
29 	30	31	Electric Quilt EQ6 & EQ7 Exciting News: In the Fall we will be adding monthly project classes using EQ software. Order your upgrade today.			

Joyce's Sewing Shop September 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Back to Regular Hours: Mon. to Thurs. -9:30am to 5:30pm Fri. - 9:30am to 8:00pm Sat. - 9:30am to 5:00pm			1 Anniversary Waltz BOM	2	3 Colour Sale 20% Pink and Purple	4
5	6 Store Closed Labour Day	7	8	9	10 Sergers Flip N Quilt Runner 1	11 Techniques Appliqué By Machine
12	13	14 Frame Certification 1	15 Sewing Fundamentals 1-1	16 Sergers 1	17 Learn to Quilt 1 Sergers Flip N Quilt Runner 2	18 OPEN HOUSE FALL NEWSLETTER
19	20	21 Frame Certification 2	22 Sewing Fundamentals 1-2	23 Sergers 2	24 Learn to Quilt 2 Know Your Comp. Machine 1	25 OPEN HOUSE FALL NEWSLETTER
26	27	28 Frame Tips and Tricks	29 Sewing Fundamentals 2-1	30	