

SVP Worldwide Spurs the DIY Movement, Innovates the Sewing Industry

SVP WORLDWIDE

In recent years, the Do It Yourself and Sew It Yourself movements have not only taken the creative world by storm, but dramatically widened its size and scope—increasing the value and appeal of handmade crafts, customized projects and personal creativity as it attracts a new generation of sewers and crafters to the wonderful world of self-expression. At the center of this creative movement is SVP Worldwide, the world's largest consumer sewing machine company and source of the SINGER®, HUSQVARNA VIKING® and PFAFF® sewing machine brands.

In 2014 alone, the global manufacturer of the world's most storied sewing machine brands is helping to spur the movement and grow the number of committed sewers by:

- 1) launching innovative new sewing and embroidery machines, including the much-anticipated DESIGNER RUBY ROYALE™ and DESIGNER TOPAZ™ 40 machines from HUSQVARNA VIKING®;
- 2) partnering with CLOSETMAID® to unveil the INSPIRA STUDIO™ by CLOSETMAID® modular organizational system with a patent-pending thread cabinet that enables DIY-ers to take their creativity to new heights while cutting clutter;
- 3) enhancing its TruEmbroidery™ Software, the sewing industry's premier embroidery software designed for Mac® computers; and
- 4) originating and hosting “The Sewing Party”, the world's first online-all-day DIY event in history, with partners including Etsy and Burda Style.



HUSQVARNA VIKING® DESIGNER RUBY Royale™ is ready for you, with exclusive sewing and embroidery technology that will take your creativity to the next level.

The new HUSQVARNA VIKING® sewing and embroidery machines, INSPIRA STUDIO™ by CLOSETMAID® organizational system, and TruEmbroidery™ 3 Software all will be unveiled at the HUSQVARNA VIKING® brand's 28th Annual International Dealer Convention, to be held in Milwaukee, Wisconsin from September 8-11.

LEADING WITH MACHINE INNOVATIONS

At convention, the 142-year-old HUSQVARNA VIKING® brand will launch its newest innovations to the brand's established DESIGNER™ and TOPAZ™ lines – the DESIGNER RUBY ROYALE™ and DESIGNER TOPAZ™ 40 sewing and embroidery machines. Boasting industry-leading, built-in convenience features, both new machines inspire endless creativity while ensuring quality results.

Specifically, the DESIGNER RUBY ROYALE™ sewing and embroidery machine comes equipped with the patented deLuxe™ Stitch System for specialty threads; an all-new, interactive, high-resolution, color touch screen; and the industry-first, patented Dimensional Stitches technique, previously only available on top-of-the-line HUSQVARNA VIKING® machines, which allows consumers to create stitches at the point where they add fabric for unique 3D effects.

And the DESIGNER TOPAZ™ 40 sewing and embroidery machine has earned the coveted *Consumers Digest* “Best Buy” rating for sewing machines. The DESIGNER TOPAZ™ 40 sewing and embroidery machine joins the existing and award-winning TOPAZ™ line, which includes hallmark products like the DESIGNER TOPAZ™ 50 and DESIGNER TOPAZ™ 25 the latter of

which also received the distinguished “Best Buy” seal of approval from *Consumers Digest* magazine. According to the publication, products receiving a “Best Buy” rating merit special attention from consumers based on their combination of eight criteria: performance, ease of use, features, quality of construction, warranty, efficiency, styling, and maintenance and service requirements.

“We’re delighted to introduce the innovative new features that both the DESIGNER RUBY ROYALE™ and DESIGNER TOPAZ™ 40 sewing and embroidery machines offer today’s sewers,” said Katrina Helmkamp, CEO of SVP Worldwide. “These machines are wonderful additions to our storied and technologically-savvy HUSQVARNA VIKING® brand, giving seasoned and aspiring sewers and

embroiderers the tools they need to make their creative visions a reality.”

LEADING WITH ORGANIZATIONAL FIRSTS

Also at the HUSQVARNA VIKING® convention, SVP will unveil the INSPIRA STUDIO™ by CLOSETMAID® organizational system, a revolutionary solution with unique features that helps today’s sewers and crafters minimize clutter, enhance their organizational capabilities and take their creativity to new heights. Consisting of eight pieces of smart modular furniture, including a patent-pending thread cabinet, the INSPIRA STUDIO™ furniture collection addresses the needs of millions of DIY consumers who struggle to organize their growing array of supplies that make possible their creative pas-

sions, such as sewing, crafting, scrapbooking, embroidery, and knitting.

“We devoted many months of research to resolving sewing enthusiasts’ most frustrating organizational issues with one easy and elegant system, and the result is the INSPIRA STUDIO™ by CLOSETMAID® collection,” explains Helmkamp. “It offers innovative and clever solutions to creative clutter because it was designed for sewers and crafters – by sewers and crafters.”

SVP was determined to address a clear desire by sewers and DIY-ers to de-clutter their creative lives. In fact, a recent study by Freedonia Research found that consumers have spent more than \$600 million annually on dedicated sewing and related areas.

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INSPIRA STUDIO™ by CLOSETMAID®: THE EASY, ELEGANT WAY TO CUT CREATIVE CLUTTER

The revolutionary INSPIRA STUDIO™ by CLOSETMAID® organizational system gives sewers and crafters an effortless answer for de-cluttering their creative lives. These eight pieces of smart modular furniture can be sold individually or as a complete set – and will look fabulous on display in your store!

The INSPIRA STUDIO™ by CLOSETMAID® collection includes:

- 1) Thread cabinet: Patent-pending. Store up to 300 spools of thread on easy glide and tilting thread racks with removable thread bars for quick and easy access.
- 2) Fabric cabinet: Industry-first. Store and protect your favorite materials on stylish fabric organizer boards accessible via an easy-slide track system.
- 3) Mat & hoop cabinet: Stores mats and hoops up to 24”.
- 4) Three-drawer supply cabinet: An

organized space for patterns, books, tools, and supplies.

5) Compartment cabinet: Offers versatile organization with space for everything – including stabilizers!

6) Mobile notions cart: Move your most-used tools anywhere and access them easily.

7) Mobile project storage cart: Store, protect, label and move your latest projects in three- and five-inch fabric boxes.

8) Activity table: Sew and cut patterns sitting or standing with this large, smooth, height-adjustable table.



Visit www.myinspirastudio.com for more information.

Adding to the excitement at convention, SVP Worldwide will launch two enhanced versions of the TruEmbroidery™ Software, the sewing industry's premier embroidery software designed for Mac® computers: TruEmbroidery™ 3 Elements Software and TruEmbroidery™ 3 Elite Software. With this software, Mac® users can now experience and create personalized embroidery designs with features developed for the Apple operating system.

Software's enhanced features include: a comprehensive library of embroidery designs, fonts, projects and image backgrounds to help you style and personalize embroidery designs with ease; Life View, which allows for rotating, angling and viewing what your finished project will look like from a realistic, three-dimensional perspective; and TruE™ 3 Thread Cache, which gives you the capacity, before embroidering an item, to use an iOS app to inventory your thread, ensuring you have the supplies you need. Then you can use the app to print and view a shopping list.

collection. With this all-inclusive software, you can now: make a quilt block with just a few clicks; restyle, reshape, and improve your embroideries with perfect accents by editing stitch areas to create brand new patterns; and craft an all-new heirloom with exquisite lace and special stitching techniques.

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A stylized illustration of a white vinyl record player. A red vinyl record is spinning on the turntable, indicated by motion lines. A stylized orange waveform is visible on the right side of the player. A red dashed line traces a path from the record, up the side of the player, and then curves towards the top left corner of the image.

- Register, see a full schedule of classes and read teacher bios at www.thesewingparty.com.

These exciting, innovative products and technologies will be fostered and supported by the world's first online-all-day DIY event in history - "The Sewing Party".

“We want to engage the next generation of sewers and crafters where they live, and that’s online,” says Helm-kamp.

Registration is only \$40 and SVP Worldwide expects the space to fill up fast. To learn more about the event, or to sign up, visit www.thesewingparty.com. We encourage you to host a party in your store – a great way to bring your customers together and attract new customers. Join the Party!

SVP Worldwide continues to lead the industry with cutting-edge technologies and innovative, first-ever events. To discover how you can become part of the SVP Worldwide family as a HUSQVARNA VIKING® or PFAFF® dealer, call 800-645-6755 today!

A Brother V50QSG embroidery machine is shown in a home setting. The machine is white with a digital display on the right side showing a colorful floral design. It is stitching a similar pattern onto a piece of white fabric. The machine is placed on a wooden surface, and a wicker basket is visible in the background.

A bright, organized sewing room. In the center is a white sewing table with a wooden top and a white base with three drawers. A white chair with a pink and white striped seat cushion is tucked under the table. To the left is a tall white cabinet with four doors and two drawers. To the right is another tall white cabinet with a glass-paned upper section showing colorful thread spools and a lower section with more drawers. A mannequin stands on the right, wearing a pink measuring tape. A window with light-colored curtains is in the background. The floor is made of dark wood.

To find out how you can sell these products in your store, call SVP Worldwide at 800-645-6755.