



# THE STITCHING POST

JUNE 2017

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This newsletter begins with a big thank you to many of you for the overwhelming response to our framing event that we held in April. It was so wonderful to see the abundance of pieces that you had finished as well as the diversity of the works that you completed or have in progress. If you didn't make it in for this event, there is always the next time but remember that you receive 10% off framing during your entire birthday month!

**SHOP HOURS**—Beginning in June, we will no longer be open on Thursday nights. Crazy traffic patterns in the Baltimore area, busy schedules and hectic daily life in general have contributed to a decline in the shop being a destination for people after work. Thursdays will have the same hours as other days, 10-4. Remember you can always order on-line anytime, shop on Saturdays from 10-4 or come in the first Sunday of the month when we have hours from 1-4.



**SUMMER CLEARANCE**—Just a reminder that we need your help with our spring cleaning in the shop. During the week of **May 22<sup>nd</sup> – 27<sup>th</sup>**, we'll offer savings on a variety of merchandise including lots of charts, kits, and some fabrics, as well as discounts on select needlepoint canvases. Stop in and help us out so we can make room for all the new items that will be coming to the shop throughout the summer months. Our super popular **Grab Bags** will be available for this event. These bags contain a wide range of merchandise at a huge discount—quite the 'bang for your buck'! As always, when they are gone, that's it 'til next time!' The clearance event is a great opportunity to plan



your projects for summer vacations—they'll also be here before you know it!

**ORIOLES MAGIC**—Now is the time to celebrate baseball and the Oriole birds! The baseball season has arrived and we sure do have an awesome start here in Birdland. Step up to the plate, here's the pitch and it's a...you choose! Select a baseball to win discounts on select items or a home run on your entire purchase during **June 22<sup>nd</sup> – 24<sup>th</sup>**. Be sure to bring your shopping list with you so you can take advantage of any discount that you happen to draw. This weekend is the official beginning of summer so come take a swing and create some magic of your own in honor of the Orioles baseball season! GO O's!



**PATRIOTIC WEEKEND**—There is no time like the present to show off your American spirit and patriotism, especially with all of the summer holidays we celebrate. Our shop will be closed on **Tuesday, July 4<sup>th</sup>** in honor of Independence Day. Come celebrate the occasion of the Red, White & Blue with us during the rest of this Holiday weekend (**July 1<sup>st</sup> – 3<sup>rd</sup>**). Show your patriotism by wearing **all three colors visibly** and receive **20% off** all in-stock patriotic merchandise (charts, frames, fabric accessories, etc.) and **15% off** the rest of your purchase on both days (excludes framing).



**CHRISTMAS IN JULY**—It is never too early to start your stitching for Holiday gift giving and for decorating your home. Our annual Christmas in July event **Monday, July 17<sup>th</sup> thru Saturday, July 22<sup>nd</sup>** will help to get you on your way. During that week, enjoy



**20% off** all in-stock Christmas items, including books, kits, and canvases (excludes snowman items). Santa and his elves are already busy in their workshop so you should think about this as a good time to get ready too!

**STITCHERS' NIGHT**—Enjoy a break from the heat and come stitch with us on **Saturday, July 22<sup>nd</sup>** from **6:00 – 10:00 PM**. Continue stitching on your current summer project or pick up a new one. We'll have snacks and sweet treats for you to munch on during the evening. Space will be limited so call to reserve a place. Cost for the evening is \$15; payment is due **when signing up** to secure your spot for the night.

**BACK TO SCHOOL SHOPPING PASS**—Here is your opportunity to do something just for you before the kids go back to school! Starting **Thursday, August 3<sup>rd</sup>** thru **Saturday, August 12<sup>th</sup>** bring in your coupon from this newsletter and you will get **20% off** your purchases for that day. You get to choose the day of the week that works best for you to shop and you must present the coupon (one per person) at the time of check out. The sale excludes DMC floss, floor lamps, hard-back books, Lone Elm products and custom framing. (Super Saver cards **may not** be redeemed during this sale.)



**HALLOWEEN IN AUGUST**—Stitching Halloween designs these days has some spooky competition with Christmas projects as evidenced by ornaments in magazines as well as issues that are devoted completely to Halloween-themed samplers and projects. During the week of **Monday, August 21<sup>st</sup>**

thru **Saturday, August 26<sup>th</sup>**, take **20% off** all in-stock Halloween designs including kits and needlepoint canvases. Stop in to celebrate Halloween early so you can get your favorite designs stitched and ready for display by the end of October!

**MARKET EVENT**—The big event coming up in the cross stitch industry is the **Fall Harvest Market Hop**, sponsored by Shepherd's Bush and Puffin. This show will begin on **Thursday, September 7<sup>th</sup>** and is like an actual market where we shop directly from each of the participating vendors and then they ship the orders by the end of the event. Stay tuned for more updates and information as we learn more about this show. You can watch your e-mails and postings in the shop as well as the next newsletter for more information as it becomes available. This show will probably focus on fall and Holiday themed pieces; everything will be exciting to see and to purchase new things for the shop and your stitching stash!

**JCS HALLOWEEN ISSUE**—This special edition magazine has been so popular the last couple years that they are publishing another one! The magazine will have 55 spooky designs for a variety of projects including framed pieces, ornaments, and more. Sign up today in the shop to pre-order your copy and we will call you when it hits our doorstep; early July is the expected arrival date so there will be plenty of time for you to get stitching for October!



### NEW RIGHT NOW

**ZAPPY DOTS**—Many of you have seen the needle nannies and interchangeable dots available for the jewelry pieces from Zappy Dots. Now we have Zingers available to use with your favorite dots! Zingers are perfect to hold your professional badge, use on a lanyard or to keep your swipe cards at

the ready as well as to hold your scissors. The dots are snippets of works from some our most loved designers so stop in and check out these fun gadgets!

**DRAWN THREAD**—The **Garden Gate** and **Welcome Spring**



### **LITTLE HOUSE NEEDLEWORKS—**

The eagerly awaited **Early Americans** series has begun and the second one has arrived. **John Hancock** joins **Betsy Ross** as two of the eight patriots to be featured, along with a center block called **Freedom**. It is not too late to sign up if you want to be on our automatic list to make sure you don't miss this wonderful set of nine!

**MIRABILIA—Royal Games I** is the arrival of the Queens—the Queen of Hearts and the Queen of Spades that is! They can be stitched as pictured, or as two separate cards and are soon to be joined by their sisters the Queen of Diamonds and the Queen of Clubs, all with their own unique personalities and talents for ruling.

**LIZZIE KATE—Summer Smalls** is a new series featuring four charming little designs with embellishments included for each set; **Coffee Time**; **Liberty Celebrate! Flip-It** which has a Canadian alternative called **True North** which is posted on the LK web site; **Little Stitch Kit** features our favorite words of wisdom, **Stitch Every Day** and a silver “Made with Love” charm, darling! Watch for a new Lizzie Kate Mystery later this year—no details yet!

**THE VICTORIA SAMPLER—Ocean Boulevard** has brightly painted houses on the water with sailboats in view and the saying “happiness is a walk on the beach”; **Tulip Terrace**

**PLUM STREET SAMPLERS—Cotton Bird and Cape Cod Keeps**

**BEGINNING CROSS STITCH OR NEEDLEPOINT** – We will take a break from classes for the summer season and offer them again in the fall. Anyone who would like to learn cross stitch or needlepoint can call and drop by during the summer and we will be happy to work with

**HINZEIT—Freedom Flag and Cross Stitch** are new in the Word Play series; thirteen new Love Bits, including **Love 2 Sing**, **Love Shells**, **Love 2 Garden** and **Love Music**

**MILL HILL—Fun fall bead and button kits** include **Moonlit Treaters**, **Spooky Scary** and **Blessings**. Ornament kits are **Boo**, **Sally Scarecrow** and **Autumn Gold**, a sunflower. **Ellis**, **Eerie** and **Essence** are a trilogy of fun ghost kits!

**BLACKBIRD DESIGNS—The second leaflet** in the new Loose Feather series is called **The Light Upon the Lawn**. The series is called **For the Birds** and there will be a total of nine in the set. The first two use the same color palette but different fabrics. If you want to be sure to get them all, you can sign up to be on automatic for them and we will call you as they are released.

**SHEPHERD'S BUSH—Easter Notes** joins **Love Notes** and **Lucky Notes** in this fun new series

**COUNTRY COTTAGE—The Main Street** series has just begun! It features ten buildings that can be stitched together in two rows or finished individually. Bright and cheerful, the first one is the **Flower Shop**. Call or sign up to be on the auto so you get the whole series. Also new, **Home Tweet Home**



### **CLASSES**

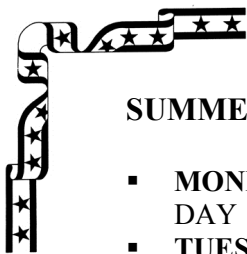
you. We stock a selection of cross stitch and needlepoint kits that are great to get you started but are always glad to help put something together for you. Complete kits are a good way to begin and wonderful to work on during summer vacations!





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## SNIPPETS



### SUMMER HOLIDAYS—SHOP CLOSED

- **MONDAY, MAY 29<sup>th</sup>** – MEMORIAL DAY
- **TUESDAY, JULY 4<sup>th</sup>** – INDEPENDENCE DAY
- **MONDAY, SEPTEMBER 4<sup>th</sup>** – LABOR DAY

**JCS CHRISTMAS ORNAMENT ISSUE**—This magazine is a tradition in the cross stitch industry and we always await its arrival with excitement and anticipation! This issue will be released in early September and we will take pre-orders in the shop, so call us or sign-up when you stop in!

### BACK TO SCHOOL SHOPPING PASS

**August 3<sup>rd</sup> - 12<sup>th</sup>**

**20% off** the day of your choice  
One coupon per customer



(excludes DMC floss, floor lamps, hard-back books, custom framing and Super Saver cards)