



It's a New Year!

2019 is well underway - and what a hot start! Last year was an interesting one for us all at The Sewing Store. We



held more classes than ever before, and we really love to see how everyone's sewing skills are progressing as we challenge ourselves more and more. We have increased our fabric range, and also increased our pattern range to showcase more and more independent pattern makers.



We farewelled three of our long standing staff members, two into their well earned retirement, and one to a new opportunity (many thanks and all the best to Michelle, Clare and Emma). Very happy to now welcome all three as customers as they continue to sew and create! We have welcomed two new staff members who I'm sure you will have already met: Paula and Leanne are doing an outstanding job and are a great asset to the team.



I was also a very lucky girl last year - I was invited to visit the BERNINA factory in Thailand! What an opportunity! I feel very privileged to have seen this very modern, state-of-the-art manufacturing and production line. We met with the management and some of the workers (not all: there are nearly 600!), and they were very proud to show us the specialised machinery, and talk us through the processes involved in the manufacture, assembly and quality control of the BERNINAs that we use on a daily basis. If you ever had any doubt about BERNINAs having the most reliable tension - I now know why... every machine is tested and tested and tested, at every stage!

It has certainly further reinforced my confidence in BERNINA as a brand, and given me a new sense of pride in being a BERNINA dealer. We got a sneak preview of the new range of machines being released soon here in New Zealand, so watch this space....



In case you are wondering, BERNINA is still very much a Swiss brand: Research and Development, Engineering and Design are still all carried out at the Steckborn factory in Switzerland, and some of the top-of-the-line machines are still assembled in Switzerland, but most of the production now takes place at the Thailand factory.

BERNINA
made to create



Looking ahead to 2019, what can you expect from us at The Sewing Store? Well, just as I have seen your sewing skills improving, I also continue to learn and upskill, and my aim is to offer the best advice to you, whether it is a question about sewing, or fabric, or whether you are trying to decide which is the best sewing machine for you. We have built a knowledgeable,

approachable and professional team so, while we may not know everything, at least one of us will be able to help!

We are going to be offering some new classes in dressmaking and patchwork (I am working on this new term's schedule), and we shall continue to secure quality fabrics that inspire you to create. We shall also be hosting plenty of BERNINA events, so keep your eyes peeled not to miss anything!



Fabric Sale!

If you are still with me (gosh, lots of text this time!), we have 20% off **all fabrics** - the sale is on until Saturday 12th!

Thank you everyone for supporting local - we literally could not do this without you!

Happy Sewing!

Anna, Lars and the team at The Sewing Store