

Anita Goodesign News

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**Spring Diamond/
Platinum Club
Promotion runs from
April 15th through
June 30th 2012.**

2012 Spring Diamond Club/Platinum Club Promotion

“Blanket Stitch Baby” Mix & Match Collection/ Diamond Club Release



When I was designing this collection we wanted to create a look that was created by hand while being completely done on your embroidery machine. The 20 main designs come in blocks and as individual designs. The blocks all include beautiful hand stippling and gorgeous borders. There are also folded fabric blocks, running stitch blocks and blank blocks included in the collection. Whatever type of quilt you want to create we are giving you plenty of options.

Plus this is a Mix & Match collections which is compatible with all our other Mix & Match collections and some of our Special Edition collections.

“Fringe Flowers”

Mini Collection/Diamond Club Release



We have had a lot of requests for more fringe embroidery since we released Christmas Fringe last year. Instead of creating the fringe along the outside edges so it looks like grass, this collection was designed so that the fringe part of the embroidery is on the inside creating a beautiful effect. The

fringe is easy to create once the design is embroidered; you simple slit the thread down the middle using a seam ripper. There are 15 different fringe designs in this collection and they will look great on everything from home decor items to clothing.

“Pacific Northwest”
Mini Collection



We visit Seattle every year for our embroidery parties and we are always inspired by the Pacific Northwest artwork that we see all over the area. I decided to create a collection of these designs. There are beautiful birds, suns, killer whales and other tribal designs in this bold collection. All of the designs have white appliqué as a base and bold black outlines accented with red and turquoise. There are 20 different designs in 2 sizes each.

Our NEW Product Line "Projects" has launched! So don't miss out on these fun & easy "Project" Collections.

May Releases



"Bobbin Work"
Projects Collection



Bobbin Work is fun technique that allows you to use thicker decorative threads on your embroidery machine. Using a specialty bobbin case, these designs are stitches upside down resulting in a beautiful embroidery design on the underside of your embroidery hoop. We created a pincushion and a fabric tray. The fabric tray is a clever design that can be used to hold notions, jewelry or even potpourri. This collection is a Mix & Match compatible collection. There are 15 block designs and each block come in 4 sizes. Note that this collection is also a Mix & Match compatible collection. So take these beautiful designs even further and include them in a new quilt. The possibilities are endless with Mix & Match!



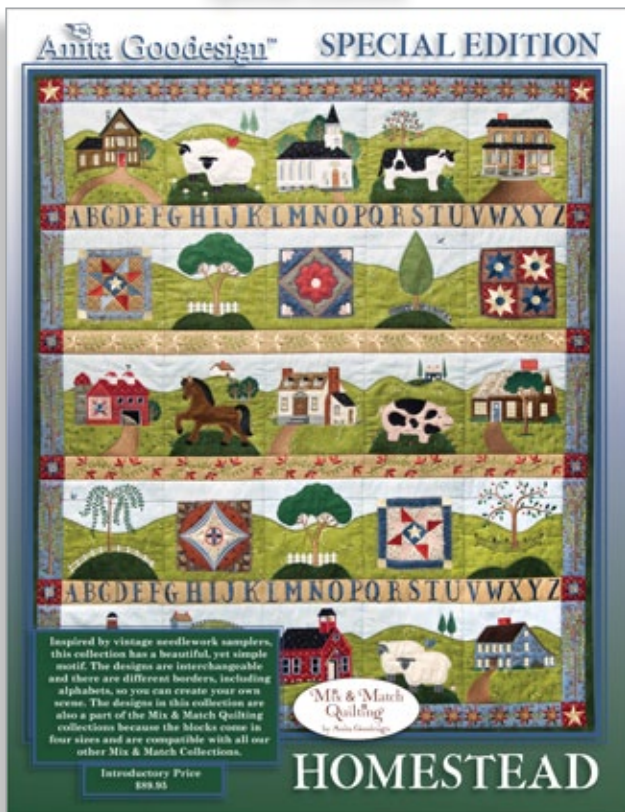
"Dreamy Eye Masks"
Projects Collection



Dreamy Eye Masks is a quick and easy project to make and a great gift for your friends or family alike. Use a variety of luxury fabrics and add some ruffle elastic for a Bride-to-Be; or make one for yourself for those long over-seas flights. With 10 different designs to choose from, you can have one for each of your many moods! The finished approximate Size: 7 3/4" x 3". The designs use the 6 x 10 hoop. If you do not have a 6 x 10 hoop, you can still make these eye masks. We have included a smaller B size that does not have an outline stitch, which accommodates the smaller hoop. Instructions included in the tutorial. Plus we would like to say "Thanks Shannon", one of our employees for modeling these fun and quirky eye masks!

Two new Special Editions!

“Homestead” Special Edition



Inspired by vintage needlework samplers, this collection has a beautiful, yet simple motif. The designs are interchangeable and there are different borders including alphabets, so you can create your own scene. The designs in this collection are also a part of the Mix & Match Quilting collections because the blocks come in four sizes and are compatible with all our other Mix & Match Collections.



“Tree of Life” Special Edition



What a great way to document your family tree! This collection makes it easy with individual personalized leaves that can be stitched on the quilt as your family tree grows. This design collection consists of 70 blocks and the largest size quilt when finished is 52" x 74". There are 4 different size blocks. Collection includes a full color printed tutorial book. Take a look at our video on our website and learn more about this collection and see how we created this stunning quilt using different color ways.

May Releases

Choose your own color way!

Tips, Tricks & Ideas



Go to our website at
www.anita-goodesignonline.com
and watch our tree of life video to see
these beautiful quilts upclose and learn
how we created them.

Tree of Life & Special Edition

Special Edition : Tree of Life

This design collection consists of 70 blocks and the largest size when finished is 52" x 74". There are 4 different size blocks. Collection includes a full color printed tutorial book.



The Tree of Life Special Edition took a long time to plan. We've had the idea for a long time but coming up with the right concept was very difficult. I wanted the tree to look good on its own and also allow you to add lots of names to it if you have a big family. We achieve this by creating the beautiful tree and then adding the names separately with free standing leaves. After the tree was created we decided to further embellish it with a stunning floral border with birds, butterflies and ladybugs. The end result is beautiful whether you choose to add additional leaves or not. I also wanted the quilt to be expandable so that you could continue to add family members as the years go by.

Choosing fabric and thread for this collection was very simple. We chose white cotton for the background, a solid brown for the tree and two green fabric prints for the leaves. These are the only fabrics that are consistent throughout the design. For the flowers on the border, we purchased a fat quarter bundle. As far as choosing thread the main colors are white for the swirl background, brown to outline the tree and green to outline the leaves. For the flowers and critters we simply chose thread colors that corresponded to our fabric colors and then randomly used both. There are only a few blocks where one segment extends into another so the fabric and thread can be random. The orange flower can be outlined in blue and vice a versa. If you choose a fat quarter bundle with 12 colors you will have plenty of fabric. The examples shown in this brochure use 5 different fat quarter bundles and we are even showing one we did in black. As you can see, just by choosing different fabrics it changes the look of the design.

Special Edition : Tree of Life

Tips, Tricks & Ideas



Bobbin Work is fun technique that allows you to use thicker decorative threads on your embroidery machine. Using a specialty bobbin case, these designs are stitched upside down resulting in a beautiful embroidery design on the underside of your embroidery hoop.

We recommend a test sample to become familiar with the way your machine works, as each machine brand a different. Note: Since these are stitched upside down, the designs are mirror imaged or backwards.

Tips:

Turn your automatic cutter off, you do not want your machine to try and cut the thicker bobbin thread.

Pull the decorative bobbin thread up, using your handwheel, before beginning the embroidery design, then trim to 1".

Use a clear monofilament thread on top to showcase the decorative bobbin thread or use thread that matches your fabric.

If your bobbin runs out half way through the design, you can stop, wind another bobbin and continue stitching. Once you have re-threaded your bobbin, back up the stitches and overlap 3 to 5 stitches to ensure there is no gap in the design.

**I found that a full bobbin will do about 2000 stitches, depending on the thickness of your bobbin thread.

Threads we tried that worked:

YLI Corp: Candlelight Metallic Yarn, Designer 7, Pearl Crown Rayon, Success Serging Yarn, Multi's Embellishment yarn, 100% Silk Ribbon: 2mm (this must be silk ribbon, we found that polyester ribbon did not work)

This samples uses "Bold and Beautiful" by Michele D'Amore for Benartex fabric.

It is important to read through all of the direction before beginning the Project!

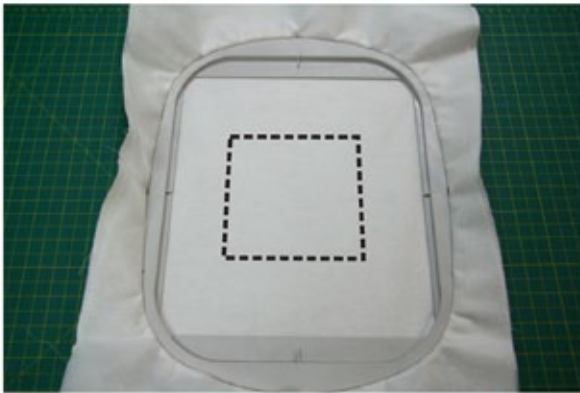




Embroider the Bobbin Work Design:

Hoop a piece of muslin with a piece of no show mesh stabilizer.

Since this is Bobbin work, we need to **hoop upside down**, this means the stabilizer will be on top of the muslin.



The first step is your squaring stitch. This line shows the final shape and size of your block.



Spray your batting with adhesive to help it adhere to the underside of your embroidery hoop.

I placed my batting inside a cardboard box to help catch the over spray.

**I used KK 2000 for my spray adhesive.



Place your batting so that it is inside the squaring stitch on the backside of the hoop.

**Remember bobbin work is upside down, the under neither is the right side.



Stitch the next step of the design. This is a tacking stitch for the batting. It is slightly inside the square so that it catches the batting.



Spray the wrong side of your base fabric with adhesive to help it adhere to the underside of your embroidery hoop.

I placed my fabric inside a cardboard box to help catch the over spray.

**I used KK 2000 for my spray adhesive.



Place your fabric over this block making sure you cover the placement line by at least 1/2" all the way around.

The third step is the tack down line for your base fabric, this is a double stitch and will secure your fabric to the muslin.



Now we will prepare the bobbin and machine for the bobbin work process.

On this machine, there is a separate bobbin case for bobbin work. I switched my bobbin case according to the instructions. **I also turned the thread cutter off.**

**Please refer to your manual and dealer for machine specific instructions, this is an overview.



Start by winding your bobbin thread onto your bobbin. You can do this by hand (as shown left) or by placing the bobbin on the machine to hold it stationary (as shown above left).



I placed the bobbin in the case according to my instructions and then used the hand wheel to pull the bobbin thread up through the throat plate.

**I used monofilament thread in the top.



Place the bobbin cover on your machine.

I then trimmed the bobbin thread to 1".

Embroider your design, remember the design is upside down and mirror imaged.

**Please refer to your manual or dealer for any problems or troubleshooting for your specific machine.



Once your design as finished, flip your hoop over and your design should look something like this.

** If you have any problems, refer to the **Tips** section at the beginning of this Tutorial or see your local dealer for additional information.



Once the embroidery has finished, remove the fabric from the hoop and trim the block to 1/2" outside the tack down line.

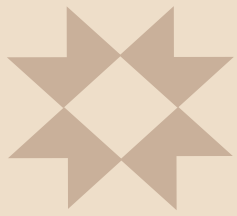
**We are going to leave the no show mesh behind the entire design.

Once you have trimmed the block it should look like this.

**This should measure approximately 5.5" x 5.5"

A few of the designs from our Bobbin Work collection. This collection is also a Mix & Match compatible collection!





Mix & Match Quilting

by Anita Goodesign



Mix & Match Quilting Box Set

Specials

- 4 Special Edition full color printed tutorials and design CD-ROMS.
- 16 Mix & Match design CD-ROMS and full color Mix & Match booklet.
- Complete carrying case.



16 Mix & Match Collections
Retail Value: **\$959.00**

4 Special Edition Collections
Retail Value: **\$359.00**

Total retail value if
purchased separately
\$1329.00

Box set price: \$599.00
That's a savings of \$730.00

We are offering all our current
Mix & Match Collections as well as
the 4 Mix & Match compatible Special Editions in this
value priced box set. The possibilities are endless
when you combine these designs together!

The following page shows all the collections included in this
Box Set! This is a deal you don't want to miss!

Mix & Match Quilting

by Anita Goodesign

This box set contains 4 full color Special Edition booklets, 20 individual design CD-ROMs and a full color Mix & Match booklet.



Quilter's Dream

Quilter's Dream 2

Folded Fabric Quilt Blocks

Jelly Roll Quilt Blocks

Christmas Quilt Blocks

Quilt for All Seasons "Autumn"



Baltimore Revisited

Blanket Stitch Christmas Blocks

Faith Quilt

Quilt for all Seasons - Spring

16 Mix & Match Collections
Retail Value: \$959.00



Quilt for all Seasons- Winter

Rose of Sharon

The Orient



Traditions

Dogs & Cats

The Great Outdoors

Garden Gate



Floral Rings



Christmas



Foundations

4 Special Edition Collections
Retail Value: \$359.00

BXMM01



Call and order the Mix & Match Box Set today at 704-708-9277. Item number BXMM01.

Specials

Offer good April 15th - June 30th, 2012. Go to your local dealer and sign up TODAY!

Anita Goodesign's Spring 2012 Diamond Club/ Platinum Club Promotion

Offer good April 15th through June 30th, 2012

Specials

DIAMOND CLUB MEMBERSHIP

Sign up for \$ 700
(retail value \$ 2785.70)

Just for signing up you will receive 8 FREE Anita Goodesign Collections of your choice!
and... you will also receive our two latest Special Edition Collections

1. "Tree of Life"
 2. "Homestead"
- Total gift Value - \$ 659.50

OR...

PLATINUM CLUB MEMBERSHIP

Sign up for \$ 1000
(retail value \$ 3564.40)

As a PLATINUM MEMBER you will receive 2 NEW "Projects" collections each and every month (that's 24 MORE collections per year) in addition to your normal DIAMOND CLUB collections.

Just for signing up you will receive 8 FREE Anita Goodesign collections of your choice!
and... you will also receive our two latest Special Edition Collections

1. "Tree of Life"
 2. "Homestead"
- Total gift Value - \$ 659.50

RENEWING DIAMOND CLUB MEMBERS:

Sign up for \$ 550
And

RENEWING PLATINUM CLUB MEMBERS:

Sign up for \$ 850

and receive a Free gift, Our two latest Special Edition Collections

1. "Tree of Life"
 2. "Homestead"
- Total gift Value - \$ 179.90

Note: Collection substitutions of equal value allowed.



Homestead

Tree of Life

May 2012

05/03 - 05/04 2012 WA

Quality Sewing (WA) Holiday Inn 3105 Pine St. • Everett, WA 98201 • 800-488-0458
Guest Speaker: Steve Wilson

05/04- 05/05 2012 OH

Pins & Needles (OH) Continental Event Center. • Middleburg Hgts, Ohio 44130 • 440-243-6400
Guest Speaker: Holly D'Amico

05/05/2012 MO

Satin Stitches (MO) 705 D. Vandiver Dr. • Columbia, MO 65202 • 573-817-0006
Guest Speaker: Taylor Henderson

05/05 - 05/06 2012 CA

Bearly Quilting (CA) Best Western 19551 Hess Ave. • Sonora, CA 95370 • 209-533-4400
Guest Speaker: Jessica Chillemi

05/11 - 05/12 2012 IL

Linda Z's (IL) TBA • Arlington Heights, IL 60005 • 847-882-8002
Guest Speaker: Steve Wilson

05/11 - 05/12 2012 FL

The Sewing Studio Fabric Superstore (FL) 9605 South Hwy 17-92 • Maitland, FL 32751
• 407-831-6488
Guest Speaker: Pat Gallini

05/11 - 05/12 2012 WI

Sew N Sew (WI) 112 South Main St. • Waupaca, WI 54981 • 715-256-1071
Guest Speaker: Taylor Henderson

05/11- 05/12 2012 TN

Sew N Vac Superstore (TN) TBA • Knoxville, TN 37918 • 865-637-2338
Guest Speaker: Laura Phillips

05/14/2012 IL

Jackman's Fabrics (IL) 1000 Lincoln Hwy • Fairview Heights, IL 62208 • 618-632-2700
Guest Speaker: Pat Gallini

05/15- 05/16 2012 CO

Rocky Mount Sewing & Vacuum (CO) Arvada Store
7330 W 88th Ave Unit J • Arvada, CO 80021 • 303-404-0370
Guest Speaker: Taylor Henderson

05/17 2012 CO

Rocky Mount Sewing & Vacuum (CO) Colorado Springs
1580 Space Center Dr #112 • Colorado Springs, CO 80915
In the Wal-Mart Shopping Center at Powers and Palmer Park
719-597-8888
Guest Speaker: Taylor Henderson

05/18 2012 CO

Rocky Mount Sewing & Vacuum (CO) Aurora Store • 5458 South Parker Rd • Aurora, CO 80015
In Pioneer Hills Shopping Center on Parker Rd
720-870-2711
Guest Speaker: Taylor Henderson

05/19 2012 CO

Rocky Mount Sewing & Vacuum (CO) Littleton Store
8601 W Cross Dr • Littleton, CO 80123
In the Southwest Commons Shopping Center
303-979-2334
Guest Speaker: Taylor Henderson

05/18 - 05/19 2012 NY

Eden's Creative (NY) 8386 N. Main St. • Eden, NY 14057 • 716-992-4364
Guest Speaker: Jessica Chillemi

05/19/2012 CT

The Yankee Quilter (CT) 5 Klarides Village Dr. • Westwood Plaza Shopping Center
• Seymour, CT 06483 • 203-888-9196
Guest Speaker: Holly D'Amico

05/23 - 05/24 2012 NY

The Yardstick (NY) 147 Barnerville Rd • Cobleskill, NY 12043 • 518-234-2179
Guest Speaker: Jessica Chillemi

June 2012

06/02- 06/03 2012 OR

Save Stores (OR) 1900 MCloughlin Blvd Ste 36 • Oregon City, OR 97045 • 503-655-4414
Guest Speaker: Laura Phillips

06/08 - 06/09 2012 OK

B-Sew Inn (OK) 5235 South Sheridan Road • Tulsa, OK 74145 • (918) 664-4480
Guest Speaker: Taylor Henderson

06/08 - 06/09 2012 CA

Paradise Sewing (CA) 12935 Pomerado Rd Ste A, • Poway, CA 92064 • 858 679 9808
Guest Speaker: Jessica Chillemi

06/09 2012 CA

Village Sewing Center (CA) 210 Coddington Mall • Santa Rosa, CA 95401 • (707) 544-7529
Guest Speaker: Laura Phillips

06/09 2012 IN

Sewing Sewlutions (IN) 1605 S Wayne St., • Angola, IN 46703 • (260) 665-6948
Guest Speaker: Holly D'Amico

June 2012

06/11 2012 MO

Jackman's Fabrics (MO) 91234 North Lindbergh Boulevard • St. Louis, MO 63132
(314) 994-1060
Guest Speaker: Pat Gallini

06/15- 06/16 2012 MD

Tomorrow's Treasure (MD) 2110 Priest Bridge Dr # 12 • Crofton, MD 21114 • (410) 451-0400
Guest Speaker: Taylor Henderson

06/22 - 06/23 2012 AR

Sew In Heaven (AR) 3 Parkcliff Dr # C, • Holiday Island, AR 72631 • (479) 253-0739
Guest Speaker: Pat Gallini

06/22- 06/23 2012 CA

Cathy's Sew & Vac (CA) 2418 Cohasset Road, • Chico, CA 95926 • (530) 895-8055
Guest Speaker: Holly D'Amico