

# Amy's

needlework supplies & classes  
FEB-MAR 21

what's inside this month

## HOME STUDIES

page 3

## JUST FOR FUN

pages 5-6

## A FAREWELL

page 7

## CUSTOMER GALLERY

pages 8-12

AND MORE!

*Amy's Golden Strand*

3808 Summer Avenue

Memphis, TN 38122

phone: 901.458.6109

fax: 901.323.4701

# THE SEASONS ARE CHANGING

Our winter days have been a bit more like spring recently but I expect we will get some gray, rainy, cold days coming in February. That will be a good time to grab a needle and stitch away on something bright and colorful. See if you can find a new project with our great sale.

I am busy working on the upcoming Home Study. We have made some changes to our end of the Home Study management but it will all seem the same to you. As a matter of fact the only change will be the return address sticker. See Home Study page 3 for more information and some fun pictures of the Evil Queen project.

We have expanded the info in our Customer Gallery this time to include some interesting commentary from the fabulous stitchers who worked these impressive designs. Check it out on pages 8 - 12

Semi-retirement is coming but still many months away. I have reassured several people that our to be available to questions, order stitch up" with my needle in a surprise to all of us since I am mostly concentrating on closing the retail shop at this time and will, out of necessity, think about that tomorrow a la Scarlett O'Hara.



you. You will be able to contact me with guides, and see what I will be "cooking case you want to participate. It will be

# SALE

## FEBRUARY 1ST...LET THE GAMES CONTINUE!!

Just to brighten your winter days, the "Count Down to Retirement Sale" continues with 35% off merchandise through the month of February. Stitch guides, clubs, and Home Studies are not included in the sale but canvases, threads, tools, and accessories are all discounted. Please contact me if fixtures might be of interest to you in the future. As we clear items off of the rounders, skirt racks, peg hooks, out of drawers and boxes those items will also be sold.



Our Website continues to fill with more of the treasures that adorn our walls, shelves, closets and even personal stash items are creeping into the mix.

Several of our threads, ribbons and embellishment items have been added to the Website in the form of grab bags. This is the perfect way to try an assortment that might fit the design you have. Just type in "grab bag" in the search area and see what you find.

Remember to type in the sale code during the check out process EXACTLY as it is written, complete with punctuation.

## ANSWERS DON'T READ YET!

- 1 - Ribbonow Gallery
- 2 - Gloriana (Overdyed Stranded Silk & Wool, & Ribbon)
- 3 - Dinky Dyes (Overdyed Stranded Silk & Ribbon)
- 4 - Threadworx (Everything Overdyed!)
- 5 - Kreinik (Bridles, Cord, Cable, Ribbon & more!)
- 6 - Weeks Dye Works (Flosses, Feltie, Ribbon & more!)
- 7 - Vikingard Classic by Weeks Threads
- 8 - Brown Paper Packages (Silk & Ivory)
- 9 - Silk Road Fibers (Silken Stitches)
- 10 - Cration Collection



# FUTURE HOME STUDY

## EVIL QUEEN

BY LUDOVIC SALLE FOR LOVE YOU MORE



With the hubbub of our shop-closing sale, I knew that I could not adequately handle the organization and shipping of the new Home Study. I have been rescued by Annette and Allyson from The Needle Works in Austin, TX. Jill has been teaching them her successful techniques for managing the Herculean job of Home Study and I have high hopes that this will allow me to continue creating these fun and challenging mail order classes in the future. If you signed up for this class you should have already been contacted for verification. If you haven't heard from us, please contact us as soon as possible via phone or E-mail.

I have discovered that stitching an Evil Queen during the peaceful holidays of winter is not conducive to appropriately wicked thoughts and ideas. However the New Year brought significantly EVIL feelings and moods to tackle the job. I am very proud to have made much progress during the month of January and the guides are developing in a timely manner. Unfortunately the canvases are still tardy, but we are hearing good news from Love You More and should be able to start the kits rolling in one or two short months.



Canvas	\$24 <sup>00</sup>
Guides for five Kits	\$ 35 <sup>00</sup> EACH
Thread Kit #1	\$ 24 <sup>00</sup>
Thread Kits #2 -#5	TBD

# NEW GUIDES

## MASKED ORNAMENTS BY REBECCA WOOD

### BY LORI CARTER



These guides were just finished by Lori Carter. Even though we are sold out of the canvases and thread, you can still order the stitch guides. Contact your local needlework shop to order these canvases from Rebecca Wood.

\$25.00 each (sorry but no discount available on these)

#### Masked Ornaments

18m

4" R

Stitch Guides \$ 25<sup>00</sup> EACH

### BY AMY BUNGER

We also now have the following guides available by Amy Bunger.

#### Masked Santa and Saved by the Mask

18m

4" R

Stitch Guides \$ 25<sup>00</sup> EACH

# SHIPPING ISSUES

## NO SCANS, LATE DELIVERIES

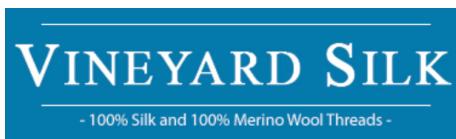
The freight companies and postal service are still struggling under the weight of our COVID & holiday needs. Please be patient as we are continuing to experience a few shipping issues. The biggest issue has been the time it takes to travel and the lack of scanning. Packages ARE being delivered but I am afraid it is in their own sweet time.



# JUST FOR FUN COLORFUL NAMES

When I was a young girl I remember my family having a simple naming ceremony when a new pet came into our lives. We would sit in a circle around the new dog or cat and suggest names to fit the character, color or markings of the animal. I am a little fuzzy on whether our father picked a name from the suggestions thrown into the circle or whether he selected his own choice each time but the process left a lasting impression of vague details in my mind.

A couple weeks ago while we were typing thread names into our Website I started wondering how all these companies come up with these names so I asked them. Some of the answers are very similar so I added at least two of the thread color names from each company to the answers to give you a clue. Let's see how well you know your thread names. Can you match the answer with the company? There is no award or prize, this is just for fun. We have put the answer on page 2 of this newsletter, printed upside down so as not to inadvertently spoil your fun.

**A.****B.****E.****C.****D.****G.****F.****J.****H.****I.**

brown paper  
packages®

# JUST FOR FUN

- \_\_\_\_\_ 1. I use a chip book from an old paint company. Also I do check the names for OPI nail polish and I have used some of them. When Prince died I gave the name of one of our colors Purple Rain in his memory. Also for Jimi Hendrix I have used Purple Haze as well.

**Examples:** Bark & Ripe Olive

- \_\_\_\_\_ 2. I try to find a name that describes or invokes the new color.

**Examples:** Pigeon & Olallieberry

- \_\_\_\_\_ 3. It's kind of different every time but one of our colors is named after an Ed Sheeran song.

**Examples:** Outback & Barrier Reef

- \_\_\_\_\_ 4. One of our most popular colors is Bradley's Balloons (1154) and it was named after Sandy's (master dyer) grandson. Color name selections are usually done after we come up with a new color. We all brainstorm with names that suit the new color and the one that sounds the most accurate is chosen.

**Examples:** Bikini Blue & Roumanian Forest

- \_\_\_\_\_ 5. We have three methods:

1. STAFF: We take suggestions from all staff members here at Kreinik, then pick from those selections, or

2. RETAILERS: We have needlework shops submit suggestions, put them out there as a poll among shops, then select the most popular choice from those, or

3. DESIGNERS: Sometimes if we create a color by designer request, we let the designer pick the name

**Examples:** Dragonfly & Gold Coin

- \_\_\_\_\_ 6. We name a color based on what it reminds us of when it comes out of production.....example: Wasabi - when that color came out of production, that was the first thing that came out of my mouth as I had just had sushi that week. And we all agreed!

**Examples:** Fathom & Scuppermong

- \_\_\_\_\_ 7. Always different but sometimes pantone colors

**Examples:** Zinfadel & Burnt Ginger

- \_\_\_\_\_ 8. We just brainstorm amongst our 3 employees, write the suggestions down, and then pick one.

**Examples:** Candlelight & Moonglow

- \_\_\_\_\_ 9. We come up with our color names by gathering everyone's suggestions - the owner usually makes the final selection. However occasionally we are stumped as in "Jill's Specs"...as it happened Jill was wearing glasses with that same color.

**Examples:** Brown Eyed Girls & Silver Sword

- \_\_\_\_\_ 10. We put all the new color experiments on display along with a voting sheet. Each employee votes for their favorite colors and suggests names for them. We select the most popular choices for our new additions. Our first hand dyed thread was named by needlepoint students from a well known shop. We've tried to keep that theme as we added new threads so the entire line has a coordinated and identifiable presence.

**Examples:** Nefertiti & Desert Sage

# A FAREWELL WE MUST MOVE ON

Some of you may know that my husband, Steve, and I are in the process of planning a move to the Jacksonville area in northeast Florida. For months, I have been sorting through my home inventory of needlepoint projects (which Steve thinks is quite massive and wonders how and when this happened). Needlepoint is more than a passion to me and I believe to you as well. It's a lifestyle, something we can control that makes us happy, that we are drawn to for as long as our physical and mental abilities will allow. It brings us together, no matter where we live, people of all ages and demographics, throughout the world. During the past year of the COVID-19 pandemic, this has never been truer. Needlepoint helps our mental state; each project has a start and a finish, at least for the most part... so I'm taking it all with me.

It has been my honor and a great privilege to work with so many talented people in this wonderful industry (designers, teachers, guide writers, vendors, and shop owners), beginning with my own boss and friend, Amy Bunger. I have learned immeasurably from Amy, more than I can possibly find words to express in this column. She is one of the great teachers and I will carry as much as I can possibly remember from Amy to our new home in Florida.

Thanks to all of you, this has NEVER felt like a job to me. It has been a central place to meet so many wonderful people, and a pretty large number of them have become special friends.

Wherever I am, and wherever you may go in your life, Needlepoint keeps us connected. It doesn't have boundaries or limitations. I wish the very best of health and happiness for you and your loved ones in 2021 and well beyond. Please stay in touch and know what a positive and lasting impact you have had on my life. I am so grateful for this passion we share and to each of you. God bless!

With love and appreciation

Jill



# CUSTOMER GALLERY

Our customers have always been so generous to share their finished needlepoint photos in our newsletter. No one can appreciate needlepoint like a fellow needlepointer and we are honored to pass along the photos and a few comments from the stitchers who created them.



## Children's Classic Books

by Alice Peterson

stitched by Penny Chu

stitch guide by Amy Bunger

"I stuck to Amy's stitch guide for the most part, except maybe changing up the color for the Hungry Caterpillar lettering, 'cause I used up all the black Kreinik for the spider web! :) I left the background areas till the end; started with Peter Rabbit and worked from Left to Right (to minimize rubbing against stitched areas). I intentionally left the very hungry caterpillar as the last book to stitch, since I decided that would take the most time & attention! Finding the ric rac (and having it laid properly over the colored area) ended up being the most challenging for me, since it turns out it's now very hard to buy the petite size of the golden yellow color ric rack, after having tried Michael's and Joann, and then I finally found it on Etsy! The compensation of the background stitch around the Curious George lettering also drove me a bit crazy, but I plowed through!"

# CUSTOMER GALLERY



**Poppy P-012**

by J. Malahy

stitched by Lizette Walker Thomas

stitch guide by Amy Bunger,

with modifications

"Whew. Lots of detail. I wish I could get all the Kreinik to show up. This was a very detail oriented canvas for me. I'm not very good at ribbon work and tend to turn into all thumbs when a guide calls for ribbon, or I will change it to something I can do. I did change the center from an o-ring to different sizes of French knots. I felt like this made the center bead stand out. On the white background, instead of using 2 strands of Silk Lame Braid, I only used one to keep the stitch in the background. I will say that I thought the beige border was a little much until I got it all done and could see the different textures and silky shimmer when the canvas is moved around. It will be finished as a pillow. I'm very pleased. Thank you, Amy."

## CUSTOMER GALLERY



**Window Seat**  
from Once in a Blue Moon  
stitched by Nancy Lusk  
stitch guide by Amy Bunger,  
with modifications

"This canvas by Once in a Blue Moon called to me because it involved three of my great pleasures: stitching, reading, and gardens. Add an Amy Bunger stitch guide and how could I not? The hanging chandelier was a bit of a challenge, and it's not perfect, but not bad enough for me to take it out. I next worked on the left and top wall of the window seat. Amy's guide calls for a lovely pattern that I just couldn't seem to compensate as needed. So I searched out an alternative. My stitch is much simpler and because of that I think the balance between the left side of the window seat and the book shelves on the right is off a bit. But it sure saved me some major compensating headaches! I also simplified the back and side walls of the individual bookshelves, looking for less texture than the stitches called for in the guide. The fun came in Amy's turning me loose on the book bindings, encouraging the use of a wide variety of threads, colors, and stitches. My personal touch came as I placed the initials of all eight of my family members on the book bindings. It was fun to send the photo out and ask the grandchildren to search for "their" book! Fun, that is, until my bright granddaughter noticed that I had used one wrong initial for my son-in-law! That was definitely worth redoing!"

# CUSTOMER GALLERY

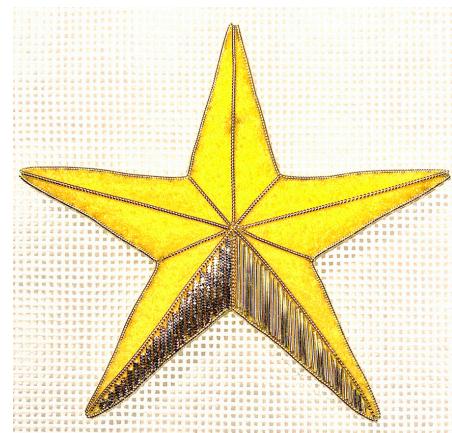


**Old Glory Needlepoint Mosaic**

by Dorothy Combs  
from Canvasworks  
stitched by Brenda Ramsdell  
stitch guide by Amy Bunker,  
with modifications

Stitched in honor of Brenda's dad, who was an Admiral in the Coast Guard.

"Here are close up pictures of the Goldwork Stars. I backstitched a guide on the first one but the rest I just ran a thread from point to point. I did have a star that I had used for the template. I then outlined the star in purl purl. Cut out felt padding from the template, tacked that down and added the goldwork, bright check, rough pearl and smooth pearl."



# CUSTOMER GALLERY



**Ocean Blue Seagull House  
and  
Seaside Sandpiper House**  
by Kelly Clark  
stitched by Polly Vaughn  
stitch guides by Amy Bunker



**Santas**  
by unknown designer  
stitched by Eileen Braun

Eileen began the tradition of making ornaments for Kay Tomlin's family in 1998. Each ornament has the name, year and Eileen's initials. In recent years Kay's daughter, Renee, has chosen the canvases for the family members.