



Amy's

needlework supplies & classes

JUN/JUL 2020

WE WILL RISE

First and foremost we want to thank all of our customers near and far for being so understanding and helpful during this time of inventive shopping. We have been blessed that our retail and wholesale operations are easily adaptable. A very special thanks to all of the students who have mailed their canvases for remote classes.

We are all learning a new normal. Amy's Golden Strand has been primarily a mail order business for years now even though we have a substantial brick and mortar presence in Memphis, TN. We are very lucky to be set up for serving our customers without benefit of walking in the door, so the shut down was mostly just a separation of employees more than anything else. I feel like it has been a year since I have seen Judy's smiling face show up with a lovely flower or two from her garden. Barbara has been busy with family and travel (believe it or not). Jill has been schlepping threads, beads, fabric and more home to work on kits in her dining room on those days that she is not manning the shop from a different building and phone than I am using. We are inching closer and closer to normal, but at this point are allowing walk-in customers by appointment only (with mask please). As always our FAX, E-mail and phone orders are shipped as quickly as they can be assembled. Thread and canvas orders have been slowed by the Pandemic but it does my heart proud to see the effort our suppliers make to keep us stocked. We are sorry that we are pokey about throwing open our doors but we do not have plexiglass walls or enough masks and manpower to protect you or ourselves while you shop.

NEW STITCH GUIDES

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CUSTOMER GALLERY

pages 16-20

AND MORE!

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NEW PRODUCTS

HANUKKAH FINIALS

As you can see in this newsletter Amy has new stitch guides for Raymond Crawford's Fall Finials and is planning on doing some for 3 of the Christmas Finials. The guides were so much fun to write with loads of fun stitches and techniques that Amy decided she would like to stitch them



for her holiday decorating and have them finished as candlestick holders for battery operated candles. That idea started a whole string of E-mails and phone conversations with Judith Carter at Needleworks LLC in Birmingham, AL. She and

the clever ladies who work the finishing magic in that workshop have been busy working up a prototype.



Like any good sitcom (our store does sometimes seem like one) we wound up with not one but two spin-offs. Raymond and Amy started a week-long conversation that started talking about a series of 9 Hanukkah Finials with unbelievably fun designs. Amy plans on writing guides for the finials over the next 6 months. The last few days of the week the conversations segued into another series of canvases that may be introduced as a Home Study. We will share more details and hopefully photos in our August/September Newsletter.

BIG NEWS! WINDS OF CHANGE

Rumors do fly. Like Elvis, we are taking care of business.

In 1979 I opened my first shop in a small town in Kentucky. By 1984 I had moved three times and opened two more shops, the last was Amy's Golden Strand in Memphis, TN. I have had a happy home for my shop here in Memphis with loads of help, learning, trial and error, and laughter. The last 41 years have been a blast and I have loved almost every minute of it. If there is one thing that I have learned in all these years of business, it is change. You must be willing to change procedure, roll with the changes that seem to happen out of your control, and mostly just keep reinventing your business and yourself. Everything about business has changed in 41 years from the way we advertise to the way we accept payment. Ha ha, I am the Antiques Roadshow of the needlepoint world and have probably forgotten more than I have learned. You can dig around in my cabinets and drawers and find treasures like the embossing machine (kachunka machine) to use with credit cards. I can't even remember how that credit card money was deposited in those days, it certainly wasn't electronically. I am a treasure trove of ancient tools invented to make our needlepoint jobs easier or better, but can't find the instructions on how to assemble them. I have boxes of floppy discs and tons of hand-written text and diagrams from days gone past.

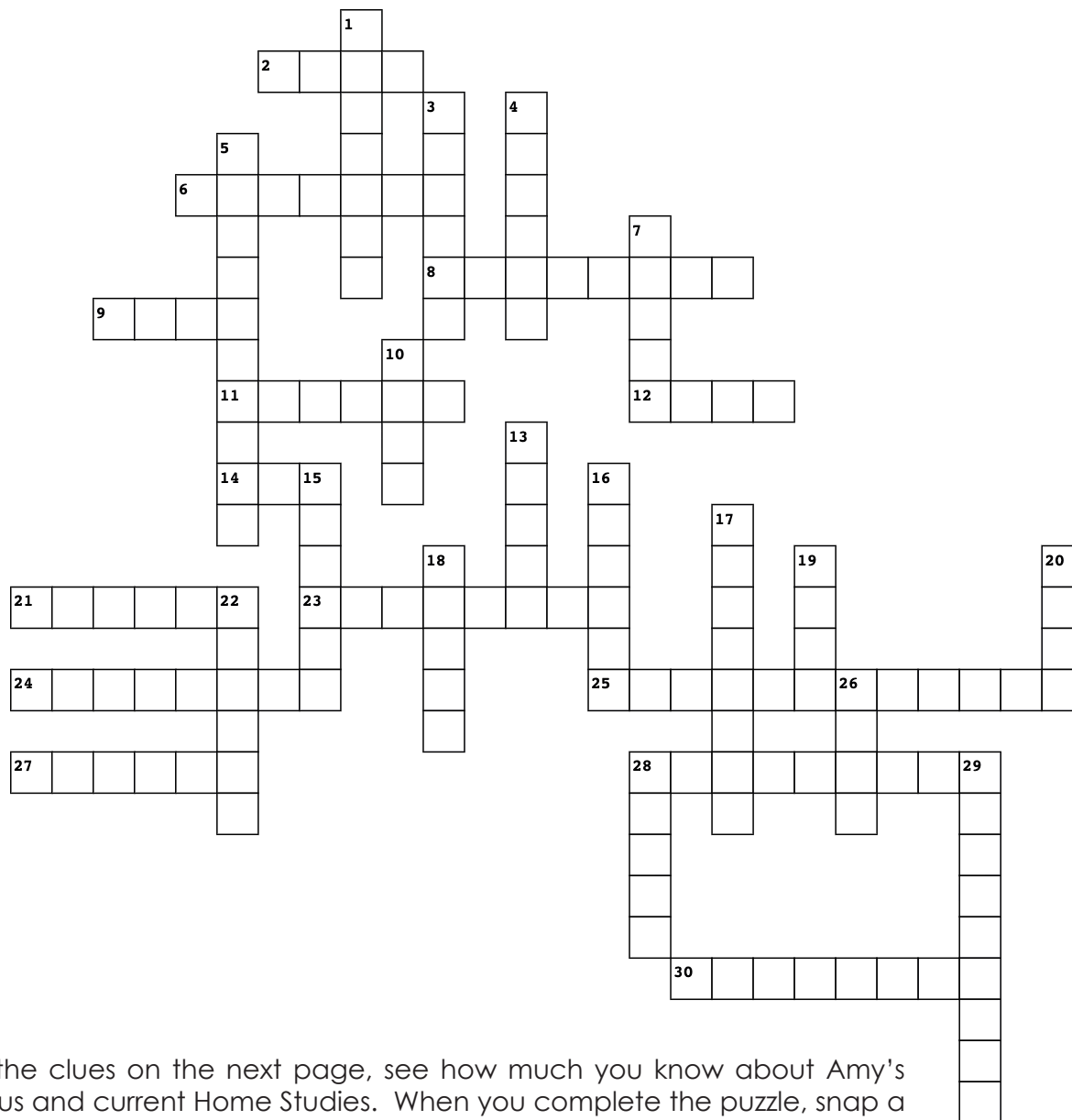
It is getting close to the time to close Amy's Golden Strand and reinvent myself once again. I can't tell you what the reinvention will be, because I am not totally sure myself...but I will keep you posted through newsletters and social media of what plans I "cook up." The shop as we all know it will continue to operate through 2020 just as it always has, but in 2021 we will begin the closure process and hope to have loads of fun with it. Our newsletters will continue to inform you of what plans are developing and I will make every effort to post more on Facebook to keep you in the loop of information.

This opera ain't over, so settle in your seats and watch the show!



CONTEST

HOW MUCH DO YOU KNOW ABOUT AMY'S HOME STUDIES?



Using the clues on the next page, see how much you know about Amy's previous and current Home Studies. When you complete the puzzle, snap a screen shot and email your results to amys3808@aol.com. We will draw three winners from the correct submissions.

Enter June 1 through July 1. Drawing for winning names on July 4th to be announced soon there after.

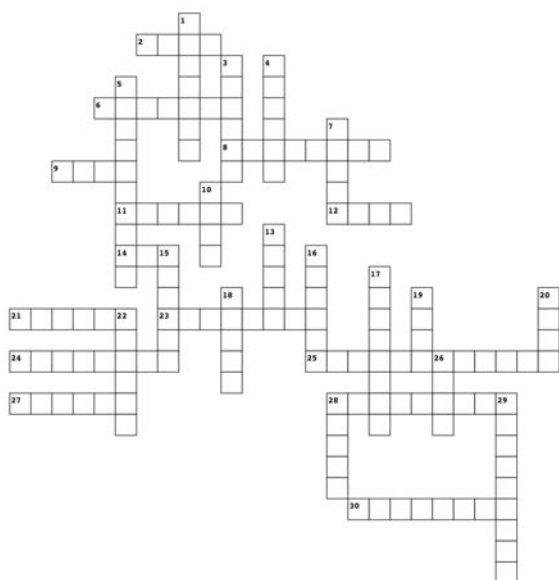
- winner #1: Assortment of Northern Lights over-dyed silks
- winner #2: Sullivans Antique Reproduction tool set
- winner #3: TEENY Cooks Hinged Box — cookbooks and bowl

CONTEST

HOW MUCH DO YOU KNOW ABOUT AMY'S HOME STUDIES?

Across

2. degrees north that Kelly Clark's Christmas series was located
6. one of Kelly Clark's three magis from the Nativity Series
8. largest animal in Kelly Clark's Nativity
9. designer who has done the Evil Queen that will be our next Home Study? (3 words)
11. section of the creche scene that Amy redid
12. smallest animal in Kelly Clark's Nativity, this animal was also found in the creche scene
14. this stitched item shows up in every one of the Halloweenies canvas
21. the middle pot on HousePlants has a string of _____
23. one of Kelly Clark's three magis from the Nativity Series
24. the letters of the Thanksgiving Banner by Melissa Shirley were in this fruit
25. the Labors of Love series was named after this storyteller from "One Thousand and One Nights"
27. this hung on the door of the Thanksgiving House
28. these hang along the bottom of the Sultans Tray in the Scheherazade Part Two series (2 words)
30. both of the canvases by JP Needlepoint had this King in common



Down

1. one of Kelly Clark's three magis from the Nativity Series
3. the most stubborn of Kelly Clark's Nativity series
4. this was predominantly displayed on the table of the Thanksgiving House
5. The ermine fur on "Oh Henry" was worked in _____ (2 words)
7. this animal was the last of Kelly Clark's Nativity series
10. how many ribbons are on Sultans Tray in the Scheherazade Part Two series?
13. number of Halloweenies there were
15. JP Needlepoint's first Home Study was "Pain in the _____"
16. the letters of Melissa Shirley's 4th of July Banner were in this fruit
17. the moon in the Pumpkin Parade is stitched in _____
18. the letters of Melissa Shirley's Christmas Banner were in this fruit
19. how many lessons Kelly Clark's Haunted House consisted of
20. each section of JP Needlepoint's first Home Study represented a _____
22. The name of the witch in Kelly Clark's Halloweenies series
26. the first section done of Melissa Shirley's Thanksgiving house was this part
28. this is growing on the table under the stack of books in the Houseplants Home Study
29. these precious gems are incorporated into the chain link necklace in "Oh Henry"

TONY'S TEMPTATIONS

TONY MINIERI CANVAS EMBELLISHMENT CLASSES

Join us this Autumn for another incredible 3-day canvas embellishment class with Tony Minieri. He will work his magic on a group of canvases from which you can pick one or more for your classroom pleasure.

There are two sessions from which to choose.

First session is Thursday thru Saturday October 15 - 17, 2020.

Second session is Monday thru Wednesday October 19 - 21, 2020

Class Fee: \$450⁰⁰ per person
\$100⁰⁰ non-refundable desposit
due at sign up

Lunches and beverages will be included each day. Stitch Guides & Thread Kits TBD.

CANVAS CHOICES:

Evil Stepmother \$218⁰⁰

by Love You More
18m, 9" x 13"

Peace Wallhanging \$264⁰⁰

by Melissa Prince
18m, 9" x 36"

Shy \$187⁰⁰

by Penny McLeod from The Collection Designs
13m, 10.25" x 15"

Red Cardinal with Hummers \$136⁵⁰

by ©Vicky Sawyer® from Melissa Shirley
18m, 10" x 7.5"

Pollo Esperando-Oaxaca \$211⁵⁰

by Ken Swinson from The Meredith Collection
18m, 12" x 9"

Collectors Window \$198⁰⁰

by Paul Brent Designs from The Collection Designs
18m, 16" x 9"

If class needs
to be cancelled, the
class fee will be dropped
and deposit will be applied
to the cost of your canvas/
guide/threads, which will
be mailed to you.



2020 NEEDLEPOINT MOSAICS

HALLOWEEN BIRDHOUSE

BY KELLY CLARK



Kelly Clark certainly did her magic on this Halloween Birdhouse and my imagination went crazy working out all the extra "counted" needlepoint background areas. Although I claim that mine is all finished, I may still add a few more spiders to the design. I experimented with some Painters Threads that were new to me. I used their Gimp for spider legs and Eyelash for the moss on the roof. Great threads with some fun potential. I love the journey I take with each project. The stitching is only part of the adventure; sometimes writing the guides can be just as challenging.

No canvases for the newest of the Needlepoint Mosaic project yet...thank you Mr. Pandemic...but it is probably just as well since we have not been able to get all of

the threads gathered for the same reason. Our start date is hanging in the air, so be patient and let us know if you have signed up but have date issues on shipments. It is always horrible if you discover your new needlepoint project is headed for your house when you are not there to receive it.

Now I sit and wait for the Wicked Queen from Love You More and the mystery canvases from Raymond Crawford to work up more Home Study projects for you to stitch and learn in your own stitching nest.

ANTICIPATED SCHEDULE

- Kit #1:** July 1
Tree Branch, Bargello Bottom & Top
- Kit #2:** August 1
Sky, Flying Bats, Moon
- Kit #3:** September 1
Birds, Birdhouse, Topiary



NEW GUIDES BY LORI CARTER



Bee Happy Heart
by Strictly Christmas

Stitch Guide \$ 80⁰⁰



COMING SOON...



Florida Travel Star
by Raymond Crawford
18m
5.25" x 5"

Canvas	\$ 50 ⁵⁰
Stitch Guide	TBD
Thread Kit	TBD

3-Piece Halloween
by Labors of Love
18m
4" x 13"

Canvas	\$ 93 ⁰⁰
Stitch Guide	TBD
Thread Kit	TBD



NEW GUIDES AVAILABLE

BY AMY BUNGER



Mermaid Sandpiper House

4" x 6.5"

Canvas \$ 81⁰⁰

Thread Kit \$ 82⁰⁰



Seaside Sandpiper House

4.25" x 7"

Canvas \$ 83⁵⁰

Thread Kit \$ 85⁰⁰



Ocean Blue Seagull House

4.25" x 6.5"

Canvas \$ 81⁰⁰

Thread Kit \$ 97⁰⁰



Seaside Birdhouses

by Kelly Clark

18m

Canvases prices above

Stitch Guides \$ 52⁵⁰

Thread Kits prices above

Wisteria

by Cindy Lundgren

from 3 Kittens Needlearts

18m

11" x 11"

Canvas \$143⁰⁰

Stitch Guide \$ 52⁵⁰

Thread Kit \$ 81²⁵

NEW GUIDES AVAILABLE

BY AMY BUNGER



Seaside Bench
by Melissa Shirley
18m
17" x 11.25"

Canvas	\$352 ⁰⁰
Stitch Guide	\$175 ⁰⁰
Thread Kit	\$257 ⁷⁵



Guitar Santa
by Carol Dupree
18m
4" x 5.5"

Canvas	\$ 51 ⁰⁰
Stitch Guide	\$ 35 ⁰⁰
Thread Kit	\$ 55 ⁷⁵

NEW GUIDES AVAILABLE

BY AMY BUNGER



Sunflower Harvest

by Lowell Herrero from Cooper Oaks

13m

14" x 16"

Canvas \$319⁰⁰

Stitch Guide \$105⁰⁰

Thread Kit \$156⁵⁰



Remember Me

by Birds of a Feather

13m

9" x 10.75"

Canvas \$161⁰⁰

Stitch Guide \$122⁵⁰

Thread Kit \$113⁰⁰



Cosmo Girls

by Penny Macleod
from the Collection

18m

12.5" x 17"

Canvas \$209⁵⁰

Stitch Guide \$175⁰⁰

Thread Kit \$163⁰⁰

NEW GUIDES AVAILABLE

BY AMY BUNGER



Holy Mess

by Kelly Rae Roberts
from Tapestry Fair

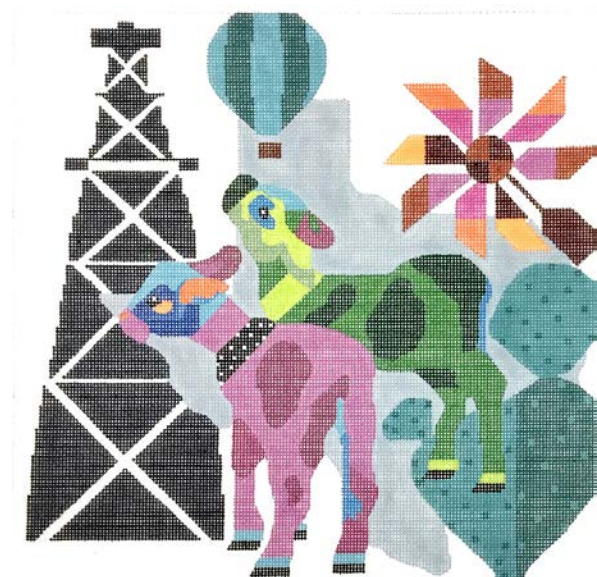
18m

11" x 14"

Canvas \$264⁰⁰

Stitch Guide \$210⁰⁰

Thread Kit \$217⁵⁰



Deep in the Heart of Texas

by Melissa Prince

18m

10" x 10"

Canvas \$136⁵⁰

Stitch Guide \$105⁰⁰

Thread Kit \$140⁷⁵



Raven

by Cindy Lundgren
from 3 Kittens Needlearts

18m

5" x 11"

Canvas \$114⁵⁰

Stitch Guide \$ 52⁵⁰

Thread Kit \$ 77⁵⁰

NEW GUIDES AVAILABLE

BY AMY BUNGER



12" Fall Finial

4.25" x 12"

Canvas \$ 92⁵⁰
Stitch Guide \$105⁰⁰
Thread Kit \$ 72⁵⁰



10" Fall Finial

4" x 10"

Canvas \$ 75⁰⁰
Stitch Guide \$ 87⁵⁰
Thread Kit \$ 70⁷⁵



8.25" Fall Finial

5" x 8"

Canvas \$ 81⁵⁰
Stitch Guide \$ 96²⁵
Thread Kit \$ 81⁷⁵

Fall Finials
by Raymond Crawford
18m

Lavender Man
by Lowell Herrero
from Cooper Oaks
13m
10" x 14"

Canvas \$231⁰⁰
Stitch Guide \$ 70⁰⁰
Thread Kit \$111⁰⁰



NEW GUIDES AVAILABLE

BY AMY BUNGER



Nice Snack
by Zecca
18m
24" x 6"

Canvas	\$198 ⁰⁰
Stitch Guide	\$140 ⁰⁰
Thread Kit	\$125 ⁴⁰



White House
by A Stitch In Time
18m
8" x 8"

Canvas	\$ 77 ⁰⁰
Stitch Guide	\$ 43 ⁷⁵
Thread Kit	\$ 70 ⁵⁰



White House with Laundry
by A Stitch In Time
18m
8" x 8"

Canvas	\$ 77 ⁰⁰
Stitch Guide	\$ 61 ²⁵
Thread Kit	\$ 64 ⁷⁵

NEW GUIDES AVAILABLE

BY AMY BUNGER



Raccoon

5" x 4.5"

Canvas

Thread Kit

\$ 77⁰⁰

\$ 67⁰⁰



Hedgehog

5" x 5"

Canvas

Thread Kit

\$ 77⁰⁰

\$ 68⁵⁰



Owl

4" x 4.5"

Canvas

Thread Kit

\$ 77⁰⁰

\$ 67⁰⁰



Reindeer

4.5" x 6.5"

Canvas

Thread Kit

\$ 79⁵⁰

\$ 81⁷⁵



Fox

5" x 6"

Canvas

Thread Kit

\$ 79⁵⁰

\$ 66²⁵

Nordic Animals

by Lori Seibert

from Painted Pony

18m

Canvases

Stitch Guides

Thread Kits

prices above

\$ 52⁵⁰

prices above

COMING SOON

Christmas Finials

by Raymond Crawford

18m

Canvases:

8.5"

\$ 81⁵⁰

10"

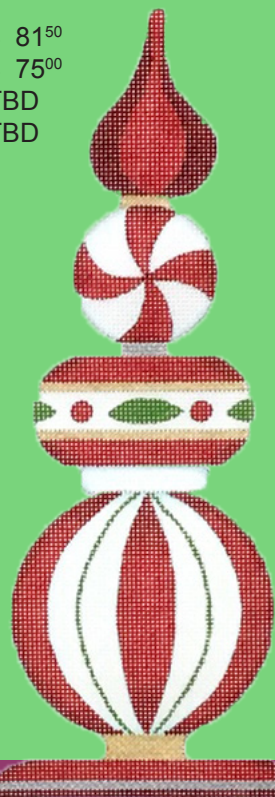
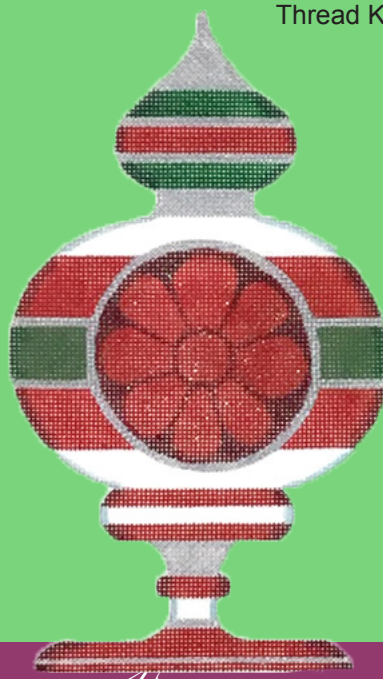
\$ 75⁰⁰

Stitch Guides

TBD

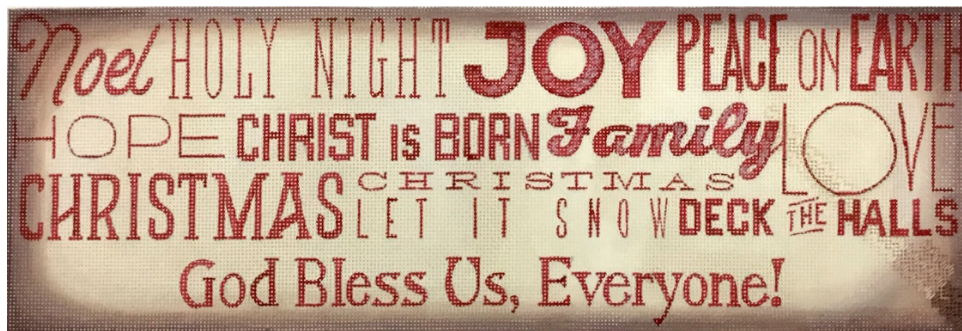
Thread Kits

TBD



NEW GUIDES AVAILABLE

BY AMY BUNGER



God Bless Us, Everyone!

by Tango & Chocolate

18m

15" x 5"

Canvas \$172⁰⁰

Stitch Guide \$ 43⁷⁵

Thread Kit \$ 69⁵⁰

Peace on Earth
by Julie Mar
from PLD Designs
13m
11.75" x 7.75"

Canvas \$158⁵⁰

Stitch Guide \$ 52⁵⁰

Thread Kit \$ 78⁵⁰



Black White Running Rabbit

by Brenda Stofft

18m

7" x 11"

Canvas no longer available

Stitch Guide \$ 87⁵⁰

Thread Kit \$107³⁰

CUSTOMER GALLERY

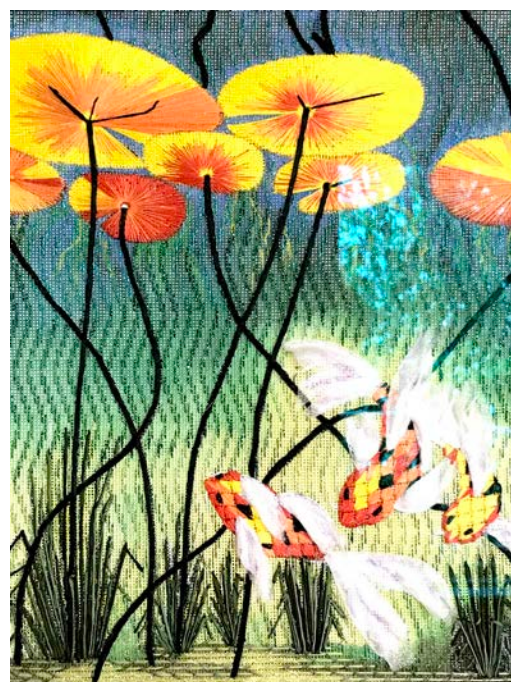


"The Classics" Novels

by Alice Peterson

stitched by Barbara Chester

stitch guide by Amy Bunger



Daydreaming

by Julie Mar

stitched by Rita Galloway

stitch guide by Tony Minieri



Nativity

by Rebecca Wood

stitched by Debbie Thomas

suggestions from Rent Amy Day



CUSTOMER GALLERY



Save the Bees Truck
by Mary Lake Thompson
from Melissa Shirley
stitched by Jeanne Kunzman
stitch guide by Amy Bunger



Zebra Tribal Mask
by Timothy Chapman
from Tapestry Fair
stitched by Peggy Wells



Seaside Books
by Melissa Shirley
stitched by Kathy Clark
stitch guide by Amy Bunger

CUSTOMER GALLERY



Love
by Mary Engelbreit
from Painted Pony
stitched by Kathy Brewer



Dianes Farm
by Diane Ulmer Pedersen
from Painted Pony
stitched by Nancy Sewell
stitch guide by Amy Bunger



Halloween Owls
by Love You More
stitched by Jeanne Kunzman
stitch suggestions by Ruth Schmuff, Amy Bunger,
and Jeanne Kunzman

CUSTOMER GALLERY



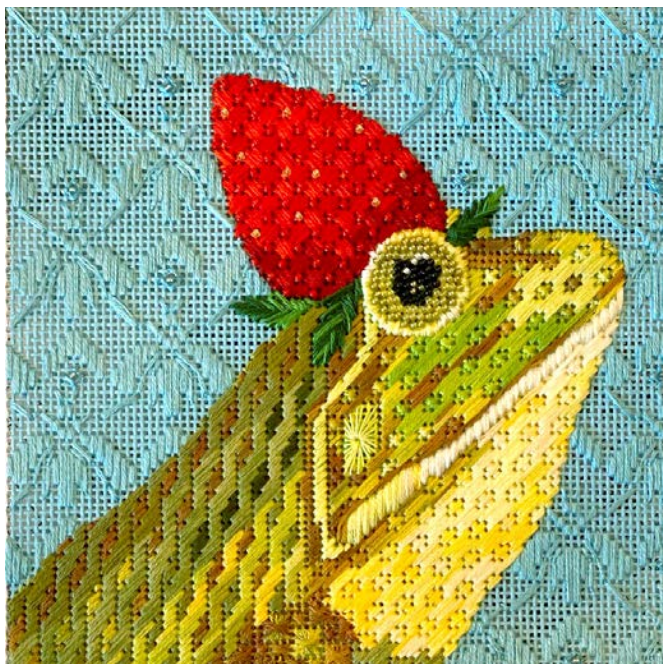
Oh My-Punkin Pie!

by Melissa Shirley
stitched by Elizabeth Hurd
stitch guide by Amy Bunger



Miss Opal

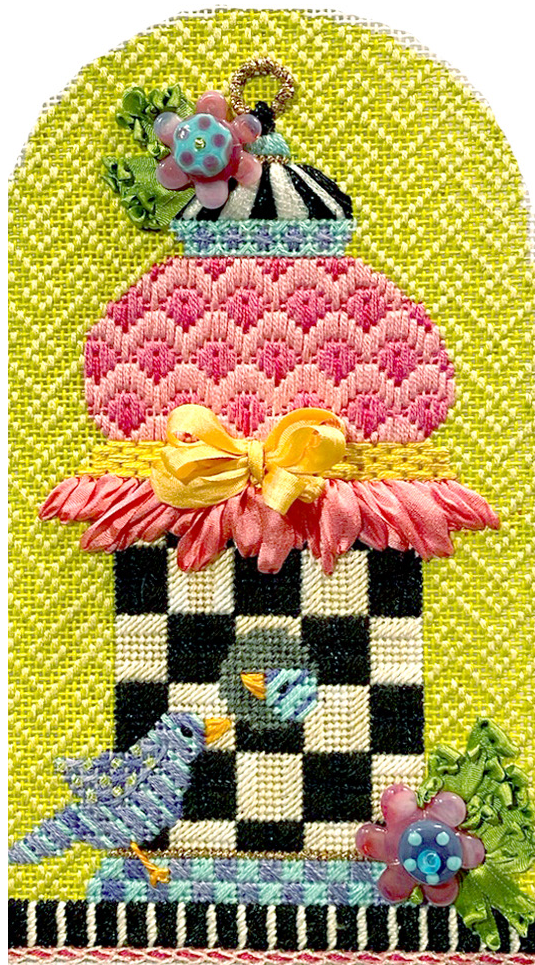
by The Meredith Collection
stitched by Kathy Brewer
stitch suggestions from Rent Amy Day



Berry Critter/Strawberry Frog

by ©Vicki Sawyer®
from Melissa Shirley
stitched by Polly Vaughan
stitch guide by Amy Bunger

CUSTOMER GALLERY



**Spring Posies Birdhouse
and Spring Tuffet Birdhouse**
by Kelly Clark
stitched by Polly Vaughan
stitch guides by Amy Bunger, with a few
changes



Bittersweet Cardinal
by Cindy Lundgren
from 3 Kittens Needlearts
stitched by Harriet Rose
stitch guide by Amy Bunger