

Amy's

needlework supplies & classes
DEC 2016 / JAN 2017

what's inside this month

OUT WITH THE OLD IN WITH THE NEW!

We have had a very busy year so far and it looks like this is set to continue right up until Christmas and even through 2017. We start with our annual December sale; running through the entire month, we'll have several surprise sales and hope to make it fun for all of you. Then we hit the ground running in January with a trade show in San Jose. We're ringing in the New Year with a brand new website. A refreshing new design, more products, and overall better shopping experience are just a few of the improvements we've made. Of course, the launch of our new site is just the starting point. We ask that you bear with us as we continue to improve the content and work through any issues. We hope you enjoy it and please feel free to offer feedback via the website or Facebook. 2017 will be filled with classes, new stitch guides, Home Study, new singles clubs and lots more.

We want to thank all of you for your continued support. Best wishes for a Happy and Joyous New Year... of course filled with lots of stitching.

ANNUAL SALE!

page 2

NEW PRODUCTS

pages 4-5, 9, and 15

NEW BOOK

page 15

STITCH OF THE MONTH

page 16

AND MORE!

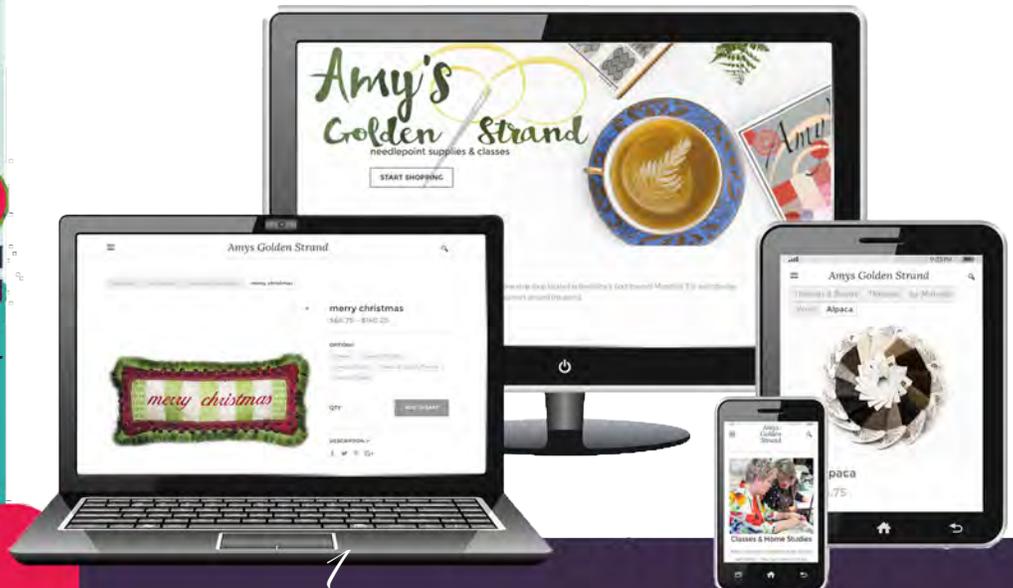
Amy's Golden Strand

3808 Summer Avenue

Memphis, TN 38122

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OUT WITH THE OLD...SALE!

WHEN ROSIE ISN'T NEEDLEPOINTING, HE IS ENJOYING A GAME

This year's sale has a fun football theme. Luckily it is an easy game to play. Here are the "rules."

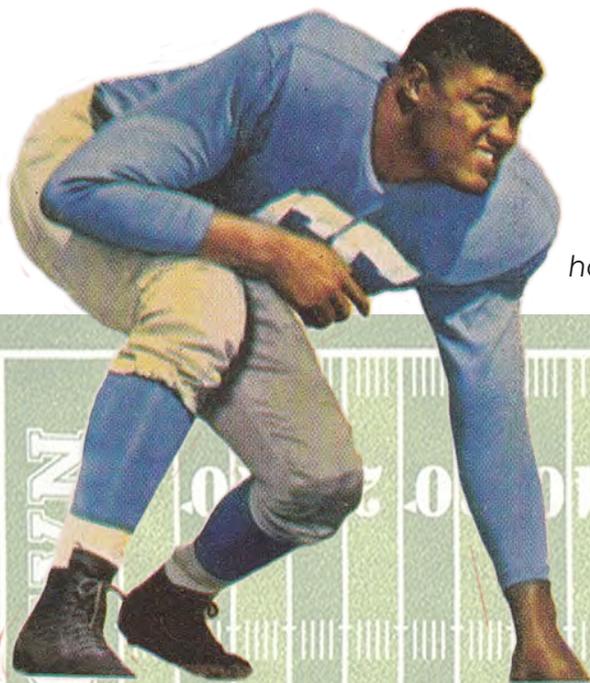
The sale runs December 1-31.

*The shop will be closed December 24 -January 1,
but you can still place orders via phone, e-mail, and our website.*

There are four categories:

1. canvases
2. threads
3. accessories
4. books

*only in-stock merchandise qualifies;
the following items are not included in the sale:
special orders, stitch guides, classes, clubs,
homestudies, Stitches a la Carte (Vol. 2), the Duo lamp*



TOUCHDOWN

purchase from one category and receive

20% off the total sale

KICK IT IN

add an item from a 2nd category and receive

25% off the total sale

RUN IT IN

add an item from a 3rd category and receive

30% off the total sale

FIELD GOAL SPECIALS

watch the "field goal" page on our website for additional weekly special sales

* all category combination orders must be placed at the same time to qualify for the additional discounts

NEEDLEPOINT PURSES



SACHEL BAG

Recently my friend, Elizabeth Hurd, was seen carrying a very handsome needlepoint purse. That made me realize that I have an absolutely gorgeous needlepoint satchel bag by The Meredith Collection tucked away in my closet. I can't believe I haven't carried it in a couple of years. I carried it every day for years and then got lured away by some wonderful purse gifts from my daughter-in-law. Well, I have pulled it out of my closet, filled it with all of my daily essentials and am enjoying it as if it were brand new again. Thank you, Elizabeth, for reminding me of one my favorite things.

Medium Jungle Safari PS-6m

13m

COST: \$455⁵⁰

DEAL OF THE DAY!

If you would like to make your own satchel bag, we have an exclusive deal for you. This patchwork animal skins canvas from The Meredith Collection is exquisite and will stitch up beautifully.

Medium Animal Skin Satchel Bag

13m

COST: \$352⁰⁰ \$189⁰⁰



MORE BAGS!

RICHELIEU POUCH

This little kit is perfect to make a new fancy pouch for your stitching tools or a little evening bag to spark up your next night out. The Richelieu Stitch is an Amy Original, it is a repeating pattern similar to a Bargello design, but also includes bright touches of Eyelets and Beading. Each kit includes #18 mesh, line-drawn canvas, all threads and beads used to complete one pouch, and your stitch guide of instructions and diagrams. The outline pattern pieces of front and back (including flap area) were drawn by Vikki Pinson of Vikki's Stuff (with her permission). Finishing would require a gusset of fabric and lining with closure of choice. Your kit will also include contact information for finishing.



KIT COST: \$101²⁵ canvas, guide, & threads

ADDITIONAL COLORWAYS: \$ 76²⁵ canvas, & threads



Color Choices:
 Cream/Gold, Ice Blue,
 Dark Seafoam Green,
 Chartreuse, Black/Red,
 Loden Green, or
 Gray/Silver

NEW PRODUCTS

DIY QUICK GIFTS AND STOCKING STUFFERS



Feltie Fobs

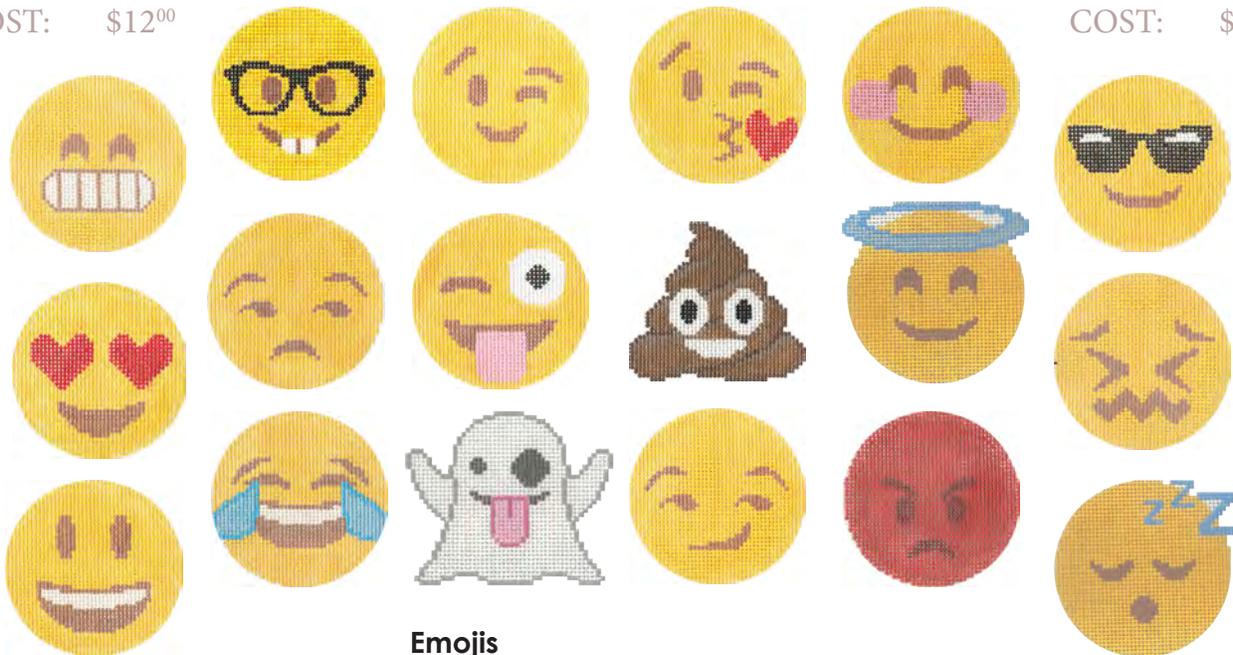
Merry L Needlework

COST: \$12⁰⁰

Stitch your own Needle minder

Pointe 2 Pointe

COST: \$30⁰⁰



Emojis

Rogue Needlepoint

18m

2.5"R

COST: \$22⁰⁰

HOW DO YOU DO THAT?

ASSEMBLE WINE BOTTLE STOPPERS & NEEDLEMINDERS

The new needleminders and wine/olive oil bottle stoppers make special gifts or personal adornments and are quick and easy to finish. Jan Rogers of Point 2 Pointe was kind enough to demonstrate quick and easy finishing for a needlepoint wine bottle stopper which I stitched during morning coffee hour at the Dallas Market....yes, it was that FAST! I love the idea of working a gift in under 2 hours from start to FINISH!!! I was a little bit of a pest, but mostly an enthusiastic participant in the process.

- 1 Needlepoint the pattern in colors and threads of choice.



- 2 Cut excess canvas from around the pattern, leaving just enough canvas around the edges to fold and meet in the middle of the needlepoint design on the back. In the case of the bottle stopper, about 4 to 5 canvas threads.

- 3 Clip around the edges of the unstitched canvas into the edge of the stitched design, making little tabs (like paper doll tabs).

The photo example is a round. If you have a square shape, clip into the corner from the top and side and remove the pie-wedge of canvas at the corner so the tabs folded back are the same thickness at the corners as they are at the sides.

HOW DO YOU DO THAT?

ASSEMBLE WINE BOTTLE STOPPERS & NEEDLEMINDERS



4 Fold and pinch the tabs to the back around the design area. Tuck in all little points of raw canvas so they don't show. Place the piece into the rim of the bottle stopper **WITHOUT GLUE** to see if you need to make any shape adjustments.



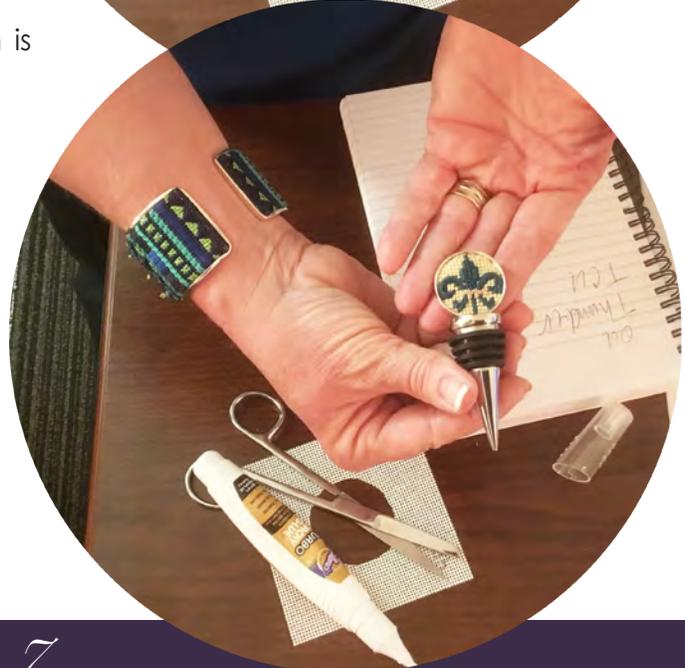
5 Remove the needlepoint piece. Spread Aleene's Turbo Tacky Glue (can be purchased via Amazon) over the entire back area of the metal frame, position the needlepoint and press it into place. Double check that your design is upright and turn it to make any corrections needed before the glue dries.

If you are assembling a bracelet cuff, follow the same instructions but use two no-crease, ouchless hair ties around the cuff to hold the needlepoint tightly in place while it dries. These hair ties are a firm fit but they are soft and will not crease or pinch your needlepoint like a rubber band will.

Ouchless Hair Ties

Kenz Laurenz

COST: \$1⁰⁰ FOR 4



2017 HOME STUDY

4TH OF JULY BANNER

Santa isn't the only thing coming to town, we also have a BRAND NEW HOME STUDY COMING! Have you ever tried a Home Study Project? Home Studies are pretty much a mail order class. Your guides come with tips and hints to help you with the stitches and threads. You are always welcome to contact us by E-mail with as many questions as you like. We will start a Facebook Group for "4th of July Banner" which will be a private group for anyone working the Home Study so that all comments, photos and questions posted in the group will be project related. We have found the FB group adds to the support and problem solving for everyone. It is also just darned good fun to see everyone's progress.

I have been working along on the border and background of Melissa Shirley's 4th of July Banner. This is my third banner and it is every bit as much fun to plan and stitch as the first two. The first kit (shipping the first week in January) will include the canvas as well as the guide, beads, and threads to complete the navy border and red and white striped background. You will have lots of fun with Scotch, Rhodes, Walnetto, and more for the stitches to build your border. Attach a really cute JABCO White Star Button on each corner and you are ready to roll with those wavy white stripes and oblique stitches with beads on the red. I am busy scratching my head for stitch patterns to use in the apples and how to tackle the letters. This project will be completed in four kits, one kit sent every other month.



4th of July Banner
by Melissa Shirley
18m
22.5" x 5"

Kit #1
Border & Background
Early January
COST: \$331⁷⁵
canvas, guide, & threads

Kit #2
"4th of"
Early March
COST: TBA

Kit #3
"JU"
Early May
COST: TBA

Kit #3
"LY"
Early July
COST: TBA



NEW PRODUCT

DUO LAMP CLAMP-ON



One of our many purchases at the Dallas Market turned out to be the classroom hit of the Autumn season. The Duo Lamp Clamp-on from Daylight is a light-weight, easy to tighten (even with my old arthritic fingers), portable, and versatile light. The two 10" long LED 4-way bulbs are easy to position in a "Y" formation, or even a straight line to cover large canvas areas. If you are working a smaller canvas, bring the two bulbs together to intensify the lighting. The light switch is just a tap to the end of the wand so you can turn on just one or both, your choice. Tap once for reading your notes, but crank that puppy up to a 4-tap for the brightest light by which even tired eyes can see to stitch. From level 4 light, you are just a quick tap to "off." The clamp tightens by turning a wide ribbed column above the clamp, so you don't have to loosen or tighten with your fingers but rather use your whole fist to turn, which is much easier. The clamp is generous in size, making it accommodating to any size

bars from minis to Evertites. It will also clamp onto the System 4 Light accessory bar, K's Creation wooden tray, or the table next to you. The Clamp-on version of the light has been the most popular in the shop, but it also comes in a table version to sit beside you, over a sewing machine, computer, or desk.



Duo Light
clamp on or desk model

COST: \$80⁰⁰*

**sorry, not included in the year-end sale*

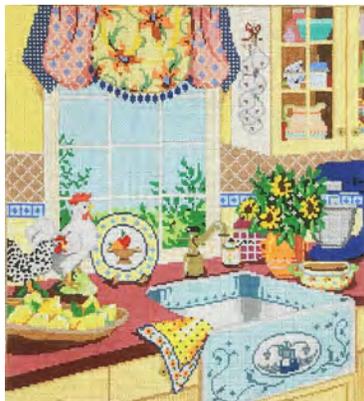
NEW GUIDES BY AMY BUNGER



Watches

by Lani
18m
16" x 16"

Canvas \$396⁰⁰
Stitch Guide \$210⁰⁰
Thread Kit \$373⁸⁵



La Cuisine

by Once in a Blue Moon
18m
11" x 12"

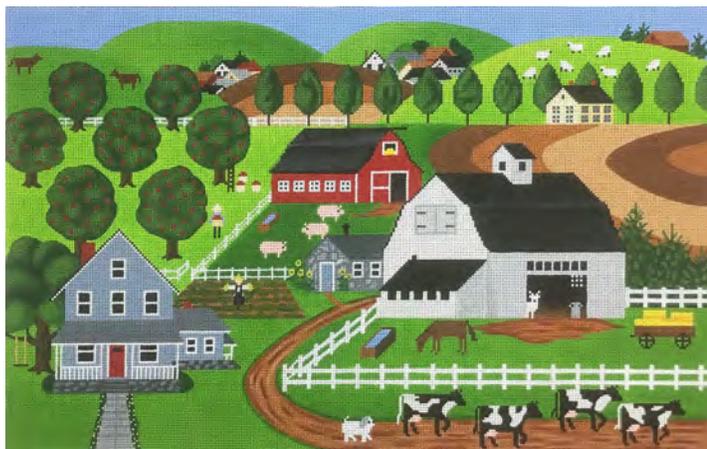
Canvas \$242⁰⁰
Stitch Guide \$122⁵⁰
Thread Kit \$251⁵⁰



Potting Shed

by Peter Ashe
18m
18" x 22"

Canvas \$990⁰⁰
Stitch Guide \$315⁰⁰
Thread Kit \$447⁴⁵



Farm Scene

by NM Arts
13m
24" x 15"

Canvas \$308⁰⁰
Stitch Guide \$262⁵⁰
Thread Kit \$458⁷⁵

Ingride

by Melissa Shirley
18m
5.5" x 11"

Canvas \$147⁵⁰
Stitch Guide \$113⁷⁵
Thread Kit \$177⁶⁰

NEW GUIDES

BY AMY BUNGER



Fall Girl

by Ruth Schmuff Canvas
18m Stitch Guide
7.5" x 9.5" Thread Kit



Fruit & Flowers

by Diane Ulmer Pedersen
18m
10" x 12"



Rain Boots & Flowers

by Alice Peterson Company
18m
10.25" x 13.75"



Give a Hoot

by Once in a Blue Moon
18m
9" x 9"

Canvas \$154⁰⁰
Stitch Guide \$ 70⁰⁰
Thread Kit \$ 81⁵⁰

Canvas \$226⁵⁰
Stitch Guide \$105⁰⁰
Thread Kit \$197²⁵

Canvas \$189⁵⁰
Stitch Guide \$105⁰⁰
Thread Kit \$189⁰⁵

NEW GUIDES

BY LORI CARTER



all canvases

by Leigh
18m
6.5" x 6.5"



Canvas \$94⁵⁰
Stitch Guide \$25⁰⁰



Raven's Road Thread Kit \$75²⁵
Witches Glen Thread Kit \$61⁰⁰
Bat Cave Blvd Thread Kit \$71⁵⁰

NEW GUIDES COMING SOON



Diane's Farm

by Diane Ulmer Pedersen

18m
32" x 10"

Canvas	\$427 ⁵⁰
StitchGuide	TBA
Thread Kit	TBA

Stitch guide by
Amy Bunger



Cool Guys (an Amy's exclusive canvas)

by Beth Hunt

custom wording added upon request by Rogue Designs

18m
8" x 5"

Canvas	\$82 ⁰⁰
Stitch Guide	\$30 ⁰⁰
Thread Kit	TBA

Stitch guide by Lori Carter



Girl Rolling Snowball

from Patti Mann

18m
9" x 9.25"

Canvas	\$114 ⁵⁰
Stitch Guide	\$ 25 ⁰⁰
Thread Kit	TBA

Stitch guide by Lori Carter

HOW TO...

...STORE STOCKINGS

Recently I saw a very handsome cedar box an appropriate size for storing needlepoint stockings. What a beautiful and aromatic box it was. As most of you know, cedar wood repels most insects and will protect textiles from damage caused by those insects. What you might not know is that you don't actually want your textiles to "touch" the cedar. All raw wood has a high level of acid, which can change or fade the dyed colors of thread. Acid can also, over time, break down the fibers of fabrics and actually eat through some textiles. Many fine samplers have been lost to the ravages of acid and time.

So what do you do? If you have a cedar lined closet you can "hang" your needlework in cotton pillow cases from hangers so that no part of the needlework touches the walls. If you have a beautiful cedar box or chest in which to store your needlework, you need to consider an acid-free protective sleeve or inner box to prevent the wood from touching your needlework. Acid-free tissue paper will help, but is not a long-term adequate protection as it will absorb the acid and transfer it to the needlework. You might consider using acid-free garment boxes, or large document boxes for storing your needlework. Also check with your local framer who offers archival framing to see if they can coat or line the inside of the box to protect your textiles from the acid.



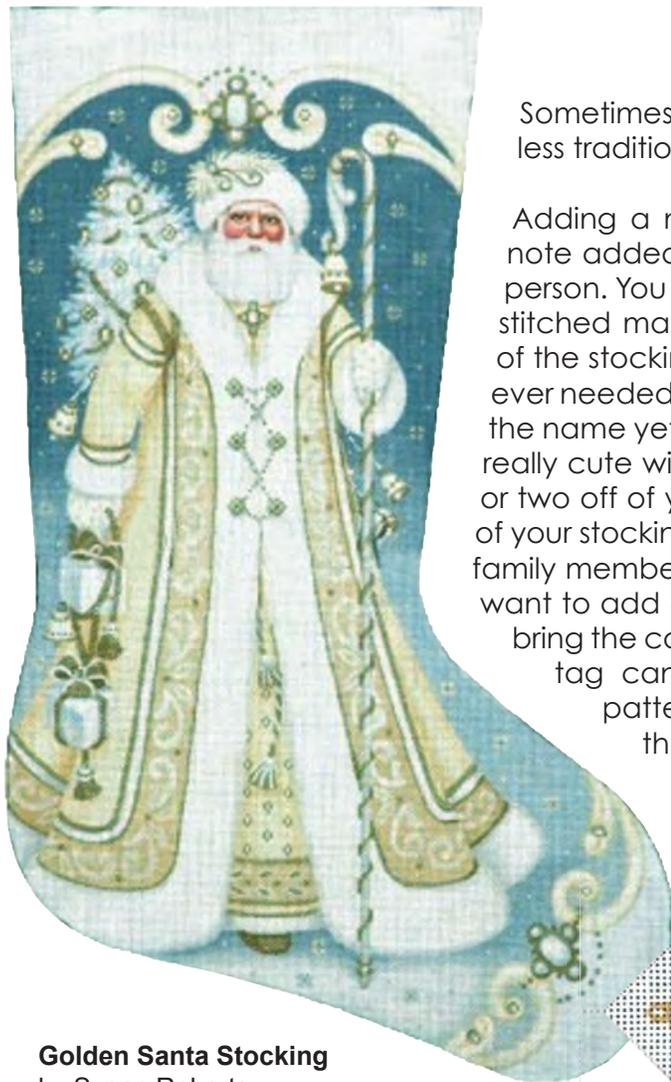
Acid Free Paper
10-sheets per package
COST: \$3⁰⁰*



These solutions can drive you crazy. The wood protects from one harmful issue while causing another. On the other hand, the acid-free box helps with that issue but might not prevent damage from bugs. No matter what storage container you use, inspect your "stored" needlework often for damage or changes and then address the problem quickly.

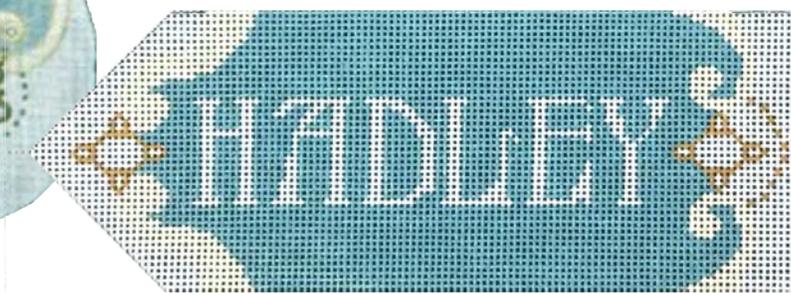
HOW DO I DO THIS?

STOCKING NAMES



Sometimes the best solution for a name on a stocking is a less traditional approach.

Adding a name to a stocking is the crowning personal note added to a meaningful holiday design for a special person. You want just the right font, size, message to fit your stitched masterpiece, but does it have to be on the cuff of the stocking? The answer is, "Absolutely not." Have you ever needed to get on with the stitching but you don't know the name yet? How about those 24" long stockings that are really cute without the 5" cuff, which might shave a month or two off of your stitching. Maybe moths ate the top edge of your stocking and you need to replace the cuff. Possibly a family member no longer uses their stocking and you might want to add a new name to it. All of these scenarios might bring the consideration of a stocking "name tag." A name tag can be designed to compliment any stocking pattern. The loop of the tag is shorter and fits over the longer loop of the finished stocking to hang like a gift tag attractively labeling the stocking.



Golden Santa Stocking

by Susan Roberts

18m

13" x 24"

Canvas

\$159⁵⁰

custom matching stocking tag by Rogue Designs

We offer custom design work for stocking name tags as well as fonts for both cuffs and tags. Prices vary depending on design and number of letters.

HINT! USE A STOCKING TAG AS A GIFT TAG ON A PACKAGE WHICH CAN THEN BE DISPLAYED AS AN HEIRLOOM ORNAMENT.

BOOK REVIEW

STITCHES A LA CARTE, BOOK TWO: THE LOST STITCHES

by Lynda Richardson

I can't remember ever enjoying a stitch book more than I have enjoyed this one. The stitches are incredible and VERY USABLE, but the little short stories will have you laughing, sighing, crying, and everything in between. There are many delicious recipes included as well. I have been assured that even I can make the Pumpkin Bread! I aspire to building the Christmas Coffee Cake, but will start easier and work my way up since I am not much of a baker.

Let me get back to the subject of stitches. The stories and recipes are dotted between the many stitches. Right away I fell in love with Aztec stitch (page 7 of Stitches a la Carte Book 2) and plan on using that as a wonderful background with a few of the Tribal Motif (page 84 of Stitches a la Carte Book 1) scattered randomly in the background. Fiddlesticks on page 18 of the new book might be nice to try as a "shadow stitching" technique. Vertically it could be wallpaper or a tall building, but turn it sideways, select a brick-colored overdyed thread and work it over a painted brick wall for a dynamic effect. Folded Paper on page 20 is very simple and will fit anywhere. Use two close values of the same color or two thicknesses of the same thread to enhance the appearance of folds. Super for a fabric don't you think? Y Knot Stitch on page 50, a repeating Cross Stitch pattern is wonderful and I am looking daily for a spot to use it.

Pages 75 thru 105 include some very special variations using basic Scotch and Cashmere stitches...my favs are I Am a Lumberjack and Texas Twister. OK, ok, enough already....maybe you can tell that I really like this new book. Perfect for a Christmas gift, so put it on your wish list and hand it to your kids, parents, husband, or friends!!!

Stitches a la Carte Book 1

(released Sept 2014)

Stitches a la Carte Book 2

(released Nov 2016)*

*We are sorry this book will not be discounted during our Year End Sale

COST: \$30⁰⁰



SINGLES CLUB

We have another new Christmas Singles Club (C) for 2017, but all our previously finished club pieces are available for individual sale. These kits are amazingly convenient. They come with a canvas, guide, and threads, and are designed to be easily carried and fun to stitch.



Red Bell
Debbie Mumm
\$127⁰⁰



HoHoHo
Fatell Designs
\$83⁰⁰



Santa Tree
Maggie
TBA



Christmas Package
NeedleDeeva
\$119⁷⁵
canvas, guide, & threads



Candle Bell
Raymond Crawford
\$120⁷⁵
canvas, guide, & threads



Mistletoe Santa
Maggie Co.
\$126⁰⁰
canvas, guide, & threads



Green Round
CanvasWorks
\$94⁷⁵
canvas, guide, & threads



Juggling Santa
Kirk & Bradley
\$112⁵⁰
canvas, guide, & threads



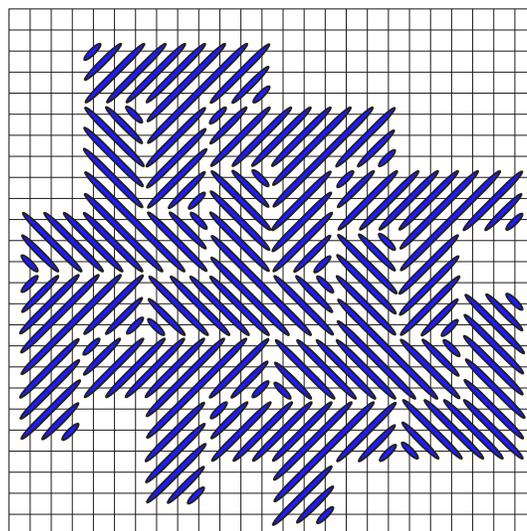
Winter Scene Sleigh
Alice Peterson
\$100⁵⁰
canvas, guide, & threads

STITCH OF THE MONTH

TESSELLATED "Ts"

Giving thanks does not end with Thanksgiving. This pattern of Tessellated "Ts" is our gift to you to say "thank you" to all of our customers. 2016 was a great year and we have high hopes for all the fun needlepoint projects and classes we look forward to in 2017.

This stitch works well for a background, but also for sidewalk, brick wall, drapery fabric, or blue jeans. Give it a try on a piece of scrap canvas to see how it looks. Even when working all stitches with the same thread, you will get the appearance of two different colors or intensities of color because of the reverse slant on every other row.



CUSTOMER GALLERY



Dorothy's Shoes
by The Meredith Collection
stitched by Cindy McKown

Front Door Scotties
by Kathy Schenkel
stitched by Cindy McKown

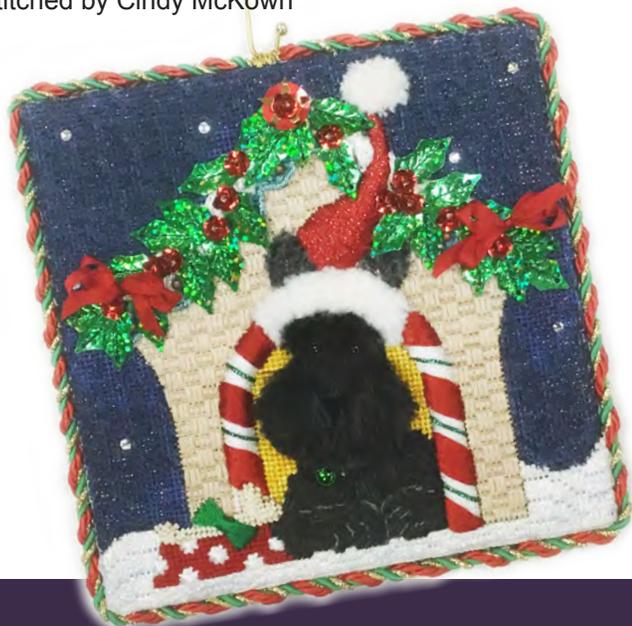


Scotty Wearing Wreath
by Carol Dupree
stitched by Cindy McKown



Christmas Doghouse
by Mary Engelbreit
stitched by Cindy McKown

Scotty
by Kristine Kingston
stitched by Cindy McKown



7 Scotties Skating
by Kathy Schenkel
stitched by Cindy McKown

CUSTOMER GALLERY



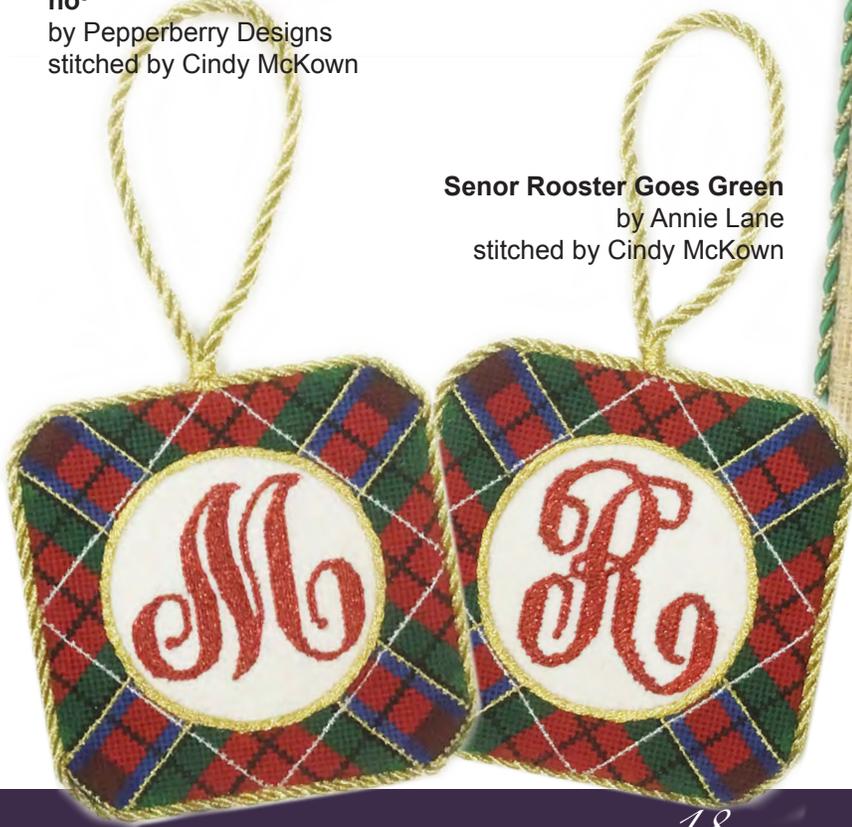
ho³
by Pepperberry Designs
stitched by Cindy McKown



"Macduff" & "Rooster"
customs by Heidi
stitched by Cindy McKown



Senor Rooster Goes Green
by Annie Lane
stitched by Cindy McKown



"M" & "R" plaid
by Associated Talents
stitched by Cindy McKown

CUSTOMER GALLERY



Cat's Eyes/Cleopatra
by Threedles Needleart Design
stitched by Karen Jetton
stitch guide by Kurdy Biggs



Carrow Witch
by Leigh Designs
stitched by Kathy Kulesza
suggestions by Amy Bunger in Rent Amy Days



Birdhouse Trinket Box
by Funda Scully
stitched by Karen Jetton
suggestions by Robin King



Gift Box (blue)
designed by Julia's Needleworks
stitched by Karen Jetton



La Belle Joelle
by Tony Minieri
stitched by Karen Jetton
stitch guide by Tony Minieri

CUSTOMER GALLERY



Mistletoe Santa
designed by Maggie
stitched by Linda Buermann
finishing by Ruth Schmuft
guide by Amy Bunger
(Single's Club)

Linda has qualified for free shipping on her next order since she shared her Single's Club finishing. Way to go, Linda!



Santa
by dede Ogden
stitched by Kathy Kulesz

* ultra suede used on boots
(as seen in our August newsletter)

Santa (hinged box)
by Julia's Needlework
stitched by Joan Crofton



CUSTOMER GALLERY

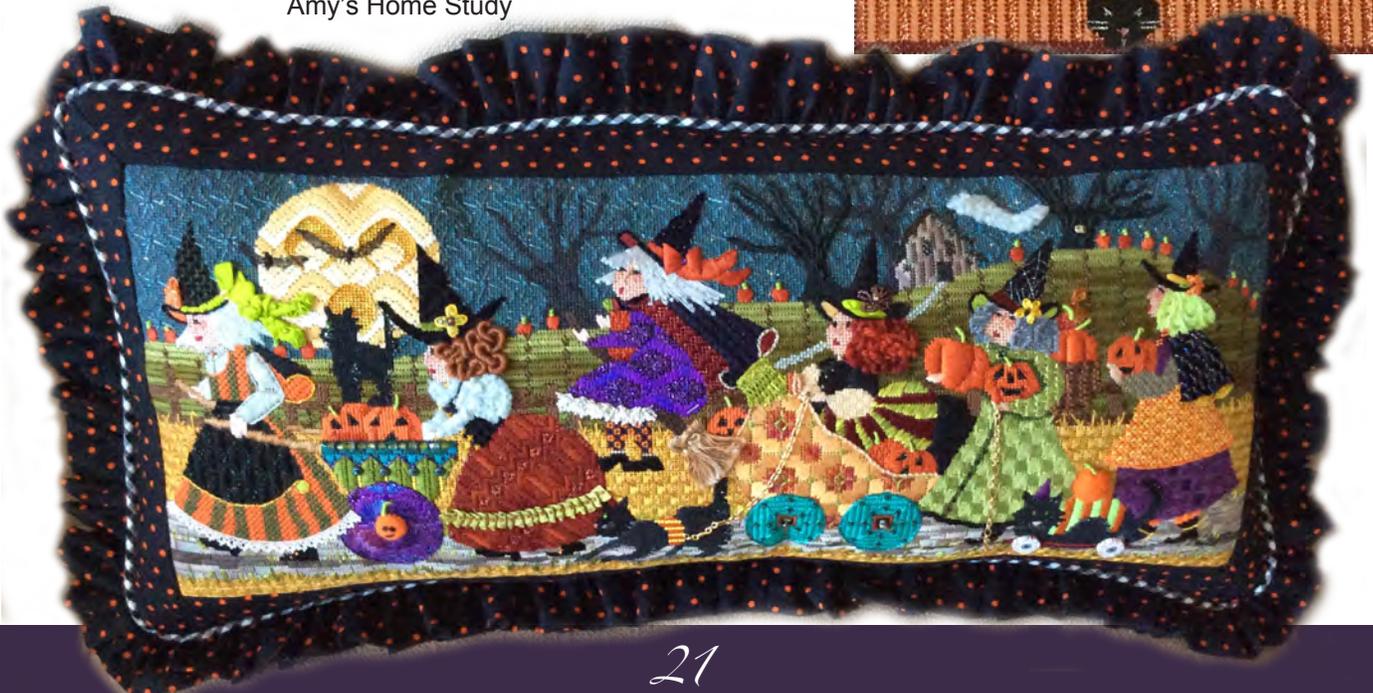
3-D Strawberries
designed by Anne Hanson
stitched by Patricia Wakefield



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



Pumpkin Parade
by Melissa Shirley
stitched by LaQuita O'Dell
finishing by Vikki's Stuff
Amy's Home Study



CUSTOMER GALLERY

Mistletoe Santa
designed by Maggie
stitched by Stephanie Cheney
guide by Amy Bunger (Singles Club)

Stephanie has qualified for free shipping on her next order since she shared her Single's Club finishing. Way to go, Stephanie!



Scottish Santa
by dede
stitched by Cindy McKown

Small Police Box
by Rogue Designs
stitched by Andrea Lorenzo

