

Margaret Moorehead's

Virtual Sewing Guild Webinar Series

Sue O'Very

Sue O'Very Designs

November 2017





Presents

In the Hoop Machine Embroidery

Hi I'm Sue

My Career:

- Costume Designer
- Sewing shop manager
- National Sewing instructor
- Leather manufacturer
- Harley Davidson
- 20+ years in the sewing industry



Me now:

- Mother to Heidi
- Artist & Designer
- YouTuber
- Blogger
- National educator
- Aurifil Designer
- Cratsy instructor
- Write for Creative Machine Embroidery Magazine and Designs in Machine Embroidery





What does "In the Hoop" mean?

- Designer creates the pattern using digitizing software
- Step-by-step following pictures adding layers of materials
- Machine is colorblind
- Stitch sequence vs. color
- All the stitching is completed inside the hoop
- Every time you make the project it is the SAME [©]





Favorite notions

- Stabilizer: Sheer cutaway and Tear away
- Embroidery 75/11 needle
- Sharp scissors
- 40 wt. Poly Embroidery thread or Aurifil 50 wt cotton
- Clear tape
- Wonder Clips





Most popular designs...





Enchanted series



...inspired newest projects















- Three sizes: 4x4, 5x7 & 6x10
- Insert zipper
- Fully lined
- Add loop for key ring
- Add handle
- Pocket on back

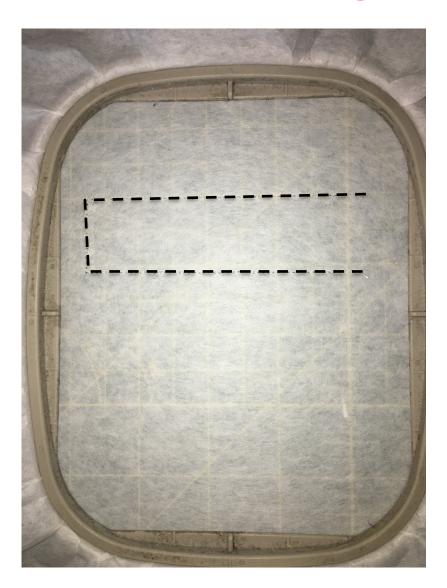




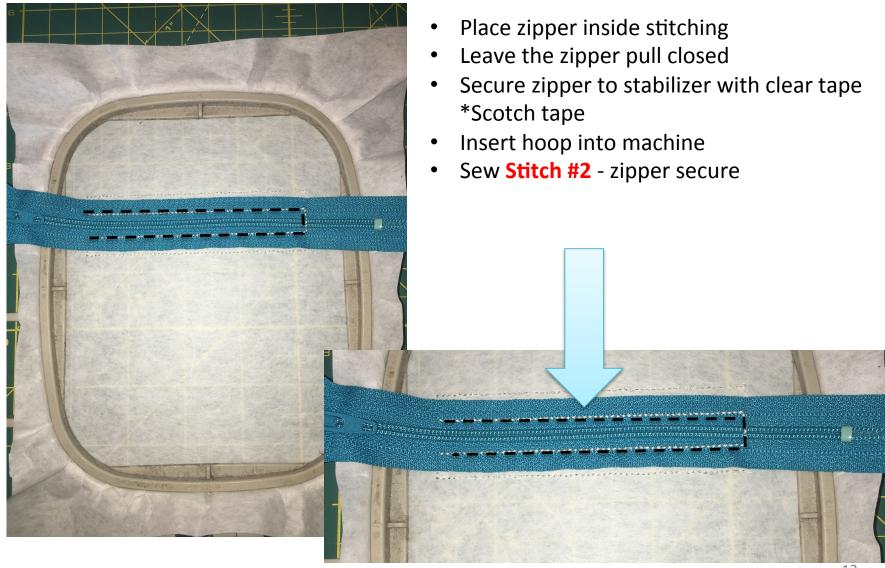


...Let's see how fast and fun they are!

NOTE: Instructions condensed to fit within webinar timeframe



- Hoop Tear away
- Insert hoop into machine
- Sew Stitch #1 zipper placement
- Remove hoop and place on a flat surface





- Remove hoop and place on a flat surface
- Lay Bottom Front Right side facing zipper along bottom of zipper edge
- Secure with tape



- Turn hoop to Wrong side facing up
- Place Bottom Front Lining Right side toward stabilizer
- Line up along the lower zipper
- Secure with tape



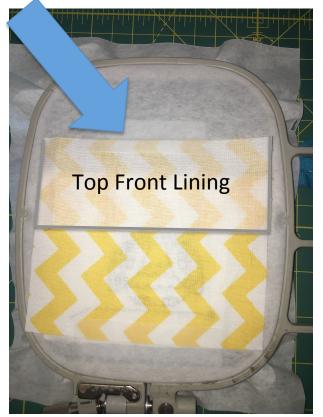
- Insert hoop into machine
- Sew Stitch #3 Front/Lining/Zipper lower edge



- Remove hoop from machine
- Lower the **Bottom Front** and tape to secure in place
- Keep Bottom Front Lining in same position (notice the lining through the stabilizer – blue arrow)
- Insert hoop and sew Stitch #4 the Bottom Front secure stitch (yellow arrow)
- While hoop is in machine, sew Stitch #5 –
 Design element (Owl)



- Remove hoop from machine
- Lower the Bottom Front Lining and tape to secure in place (yellow arrow)



Place the Top Front
 Lining Right sides
 together with the top of
 the zipper stitch – secure
 with tape (Blue arrow)



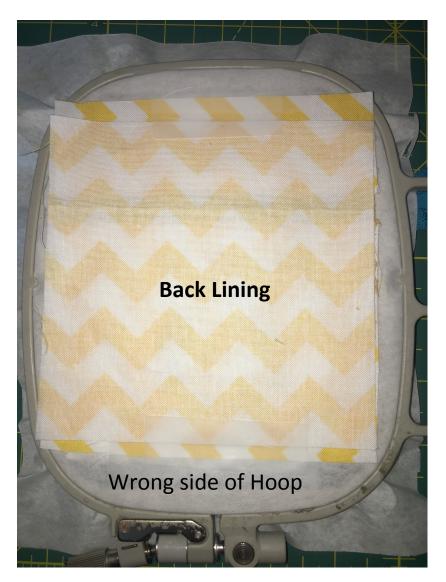
 Place the Top Front Right sides together with the top of the zipper stitch – secure with tape (blue arrow)



- Insert into machine and sew Stitch #5
 the top zipper/front/lining stitch
- Once stitching is complete remove hoop and place on a flat surface

VERY Important!!! Open zipper 2/3rds of the way





- Turn hoop to Wrong side
- Place Back Lining Right rights together with Top and Bottom Front linings
- Tape to secure in place
- Insert into machine and sew Stitch #6
 the Back lining to the Front outside
 and lining



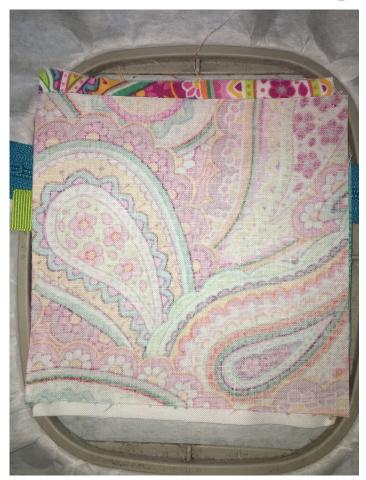
- Remove hoop and place on flat surface
- Add Ribbon for key ring loop or handle
- Fold goes on the inside of the stitching (Blue arrow)
- Raw edges go on the outside of the stitching (yellow arrow)



- Fold **Pocket** wrong sides together
- Place Fold just above zipper (yellow arrow)



- Insert into machine
- Sew Stitch #7 (Blue arrow)



- Remove hoop and place on a flat surface
- Place Back Right sides down



- Place a thin Batting on top of Back – tape to secure
- Insert into machine and sew
 Stitch #7 Final construction
 stitch



- Remove hoop from machine
- Remove stabilizer from hoop
- Cut around stitching leaving ¼" on top and sides and ½" along bottom opening (Purple Arrow)
- Miter corners (Blue arrow)
- Turn right side out to expose opening
 hand stitch closed





- Turn right sides out until design is exposed
- Press and add keyring
- Fabric markers work the best: Sharpie,
 Fabrico and Tulilp brands are my favorites







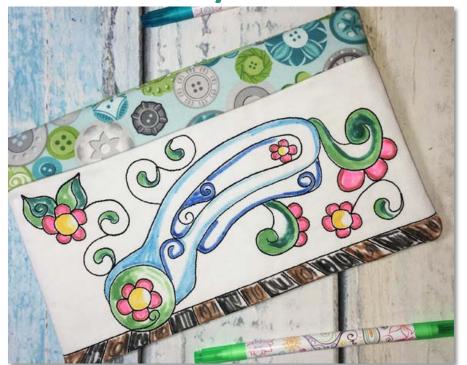


Birds

Owl



Rotary Cutter





Sewing machine



Fish

Mermaid



It's Break time!!

After break:

How to use cork

 Make Cork jewelry and keychain

Look at my first Book!



Sue's Bundles!

Three super cool bundles:

- 1. Clever Cork
- 2. Color Me Happy
- 3. Coloring & Cork Craze

To purchase, visit www.VirtualSewingGuild.net



#1 Clever Cork

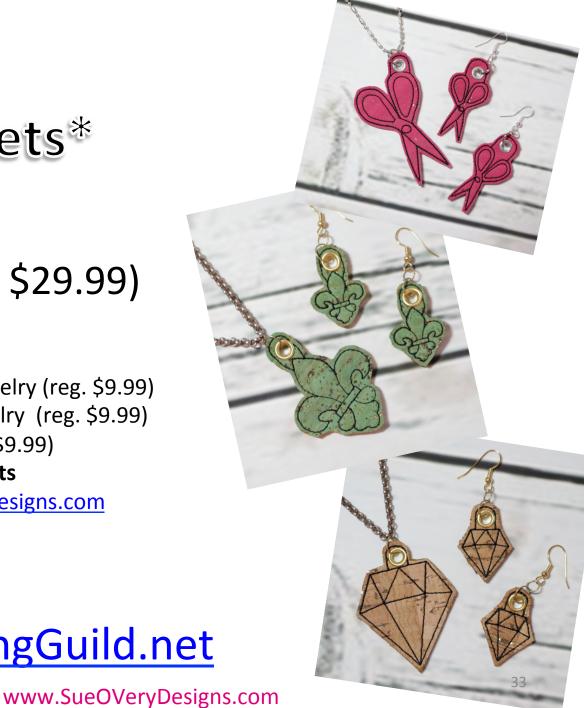
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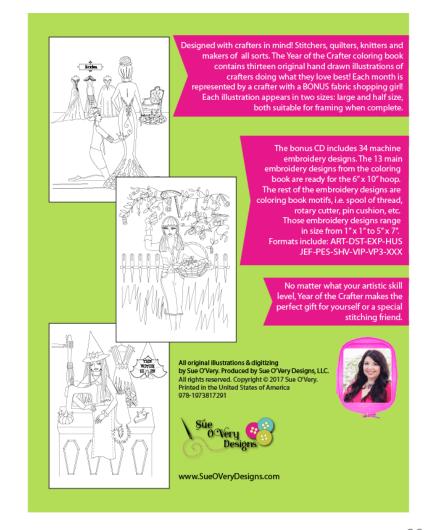
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Brand NEW!!

Year of the Crafter Coloring Book!!!





Brand NEW!!

Year of the Crafter Coloring Book!!



- 40 page coloring book
 - CD 34 embroidery designs:
 - 13 complete digitized illustrations
 - 21 single digitized illustrations





13 complete illustrations require 6" x 10"

Brand NEW!!

Year of the Crafter Coloring Book!!!





Let's talk about CORK!

Not all cork is created equal

 Cork Fabric is actually cork with a thin soft fabric backing which supports it

- Easy to cut and sew
- Great alternative to leather
- Sustainable, Washable, Durable & Hypoallergenic
- Use your coupon and buy Cork Kits
 - (5) 9" x 9" squares
 - www.SueOVeryDesigns.com



What type of thread and needle?

50 wt Cotton = Universal Sewing 80/12





40 wt Polyester = Embroidery 75/11

Let's make Cork Jewelry

- 4" x 4" Hoop
- Make with cork or vinyl
- Perfect Scrap buster
- Less than 3" square or less for just the necklace or earrings
- Jewelry
- Key Chains
- Charms
- Earrings wine markers
- Zipper pulls
- What else can you use these for??









...Let's see how fast and fun they are!

NOTE: Instructions condensed to fit within webinar timeframe



Note: Demo showing the SET – designs in Instant Download come with the Earrings and Necklace individually

- Hoop Tear away stabilizer
- Insert hoop into machine
- Sew Stitch #1 Necklace and earring placement stitch



- Remove hoop from machine and place on flat surface Right side facing up
- Place (1) 3" square covering the stitching
- Secure with tape on corners



- Turn hoop to Wrong side
- Place (1) 3" square covering the stitching
- Secure with tape on corners



Insert hoop into machine and Sew
 Stitch #2 – Necklace and earring decorative stitch



- Remove hoop from machine
- Remove stabilizer and tape
- Cut around outside stitching about 1/8" **Do not Cut Stitching**





- Place one eyelet (5/32") cover the open space and push into cork
- Notice it leaves an imprint (green arrow)

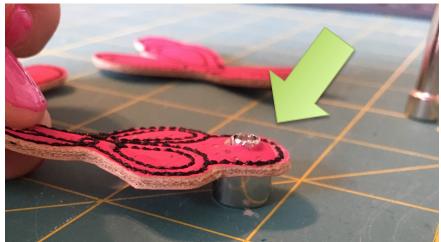




- Use sharp scissors to cut out the inside of the imprint area
- This will allow for the eyelet to sit inside the hole and have space



- Place the eyelet into the hole cap side up
- Use a eyelet mounting set or pliers to set eyelet
- Make sure the cap of the eyelet is on the front and the post is toward the wrong side of your jewelry (green arrow)
- Use mounting set and small hammer I found the magic number of hammer hits was 8





- Add eyelets to complete set
- Remove any extra cork that is stuck inside the holes



Fun part!

- Use fabric paint (from craft store)
- Either match or contrast the color with your cork
- Paint along edges with a small craft paint brush
- No need to buy a fancy paint brush, this was from a kids craft set
- You can also use a Q-Tip to edge paint
- Follow manufactures instructions and allow to dry



- Add jewelry hardware or key chain
- To make jewelry set:
 - (3) large jump rings
 - (2) small jump rings
 - (2) earring hooks









1

2

3

#1 Clever Cork

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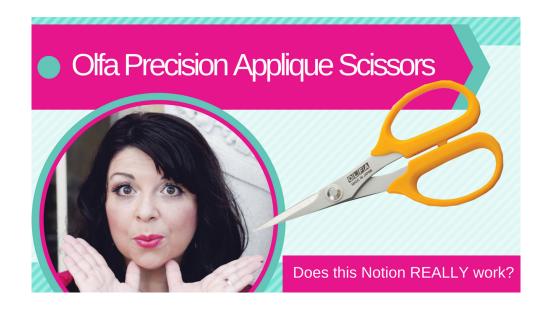
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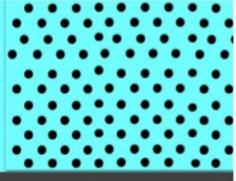
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To all our sewing friends...

Thank You

and Happy Creating!

