



UpLevel Your Sewing, Quilting And Embroidery Skills with

## Margaret Moorehead

Founder and CEO of Virtual Sewing Guild

## **Overview of Presentation**

What We'll Discuss Today

- 5 of the 10 Most Frequently Asked Questions that were submitted
- Details Make the Difference Trunk Show



Break to Discuss Virtual Sewing Guild Memberships

- The other 5 of the 10 FAQ's
- Needle Know How
- Ruling Your Ruler
- Preparation is essential
- Ooppss...what do I do now
- Binding that Fits (plus mitered corners)







#1 Embroidery Software

What embroidery software do you use?
 You work on a Mac, do you have embroidery software for your Mac

Pfaff/Husqvarna



#### Embrilliance





#### #2

### **Quilting with my embroidery machine**

- 1. What does quilting in the hoop mean?
- 2. Can I "quilt" after the top is pieced, and the batting and backing are in place?

Quilting in the hoop:

### **Simplest Definition:**

Anytime you are stitching through 3 layers using your embroidery machine





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## **#9 Quilting with my embroidery machine**



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1. Which is best? To use the smallest hoop to accommodate a design or fill your large hoop with as many designs as will fit?

Well....it depends





**#6 Hooping** 

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## #4 Stabilizers/Stabilizing

Tear away Cut away Water soluble Disappears with heat

> Sticky Heat Activated Water Activated



## TEAR-AWAY

Most Economical

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- Tears away from outside of design
- Softens with washing
- Comes in different weights



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· Can be seen on the back if used with "open" designs and/or stitches



## TEAR-AWAY STICKY

- Has a protective paper covering the "sticky"
- Hoop with the protective paper up
- Always emove the protective paper
- Tears away from outside of design
- · Can sometimes gum up the needle
- · Softens with washing
- "Sticks" to your project for better placement and melding of the project and the stabilizer.
- · Can be seen on the back of your project if used with "open" designs and/or stitches

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· Sometimes leaves sticky residue in your sewing machine bobbin area



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## TEAR-AWAY FUSIBLE AND WATER ACTIVATED TEAR AWAY

- Fusible-can be fused very lightly
  - · Gives gentle hold, which allows it to be removed easily
- Water Activated-uses a sponge to activate
  - Allows you to activate only certain area of the stabilizer. Example just activate the corners to hold the project in place until you can baste it.



## CUT-AWAY

Stays in project forever

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- Can be seen on the back of your project
- · Great for stretch fabrics such as:
  - polo shirts, t-shirts, fleece, sweat shirts...basically all stretchy fabrics...even stretch denim.
- Cut away the excess leaving about 1/2 all the way around the embroidery area.
- Round the corners to "soften" the edges.



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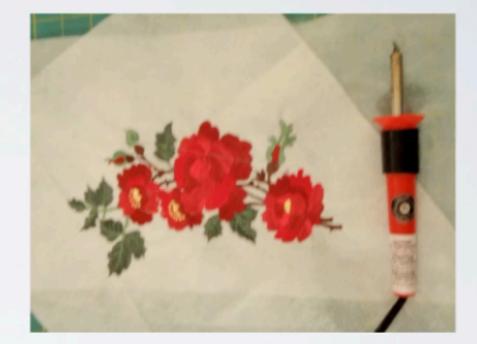


## NO-SHOW MESH

- Comes in fusible and non-fusible
- Content: Polyester or nylon

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- · Melts away with a heat cutting tool
- · Can be left in the project



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- Fusible can be fused to the back of projects to increase the number of stitches your fabric can hold and still lie flat
- Fusible is great for loosely woven fabrics
- · Use with nylon or polyester organza for the embroidery decoupage technique.

## WATER-SOLUBLE

- Disappears with water
- Use only on projects that can be washed
- No stabilizer shows after washing/rinsing
- Comes as a stabilizer and a "topper"
- Can be used for embroidery decoupage



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Used for cutwork, twin-needle shadow work, lace, sheer reverse appliqué.

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## WATER-SOLUBLE STICKY

- Stabilizer Disappears with water
- Chemicals may need soap or fabric softener to disappear
- · Use only on projects that can be washed
- No stabilizer shows after washing/rinsing



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- "Sticks" to your project for better placement and melding of the project and the stabilizer.
- Use for cutwork, sheer reverse appliqué and anytime you don't want stabilizer to show on the back
  of your project and you want a sticky hold during embroidery.
  - Not recommended for twin needle shadow work

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## TOPPERS IRON AWAY AND WATER SOLUBLE

Plastic type of product

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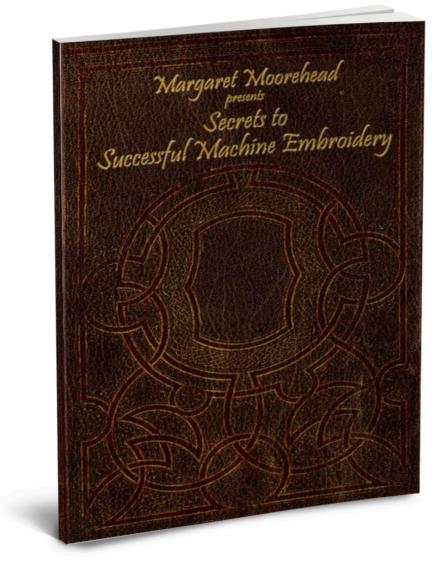
- Placed on top of the project
- · Create a barrier between the fabric and the stitches allowing the stitches to sit on top of the fabric.
- Excellent for velvets, terry cloth and other "texturized" fabrics.
- Keeps lofty./loopy fabrics from interfering with your embroidery
- Adds extra stabilizing without making your project much stiffer



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#### Margaret Moorehead shares her Secrets to Successful Machine Embroidery!



<u>Click here to download the eBook</u>

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- 1. Create Your FREE Membership which is a two part process.
- 2. Go to the "FREE Stuff Area"
- 3. Scroll Down to my Free eBook... Secrets to Successful Machine Embroidery

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#5 I Love learning!

- 1. I want to be inspired and learn everything
- 2. Want to learn how to make my projects look more professional
- 3. I am always looking for tips.
- 4. EVERYTHING....I want to learn EVERYTHING!
- 5. How to improve my sewing, quilting and embroidery skills.























## **Overview of Presentation**



Break to Discuss Virtual Sewing Guild Memberships



### After the break I have LOTS more to share!!!!

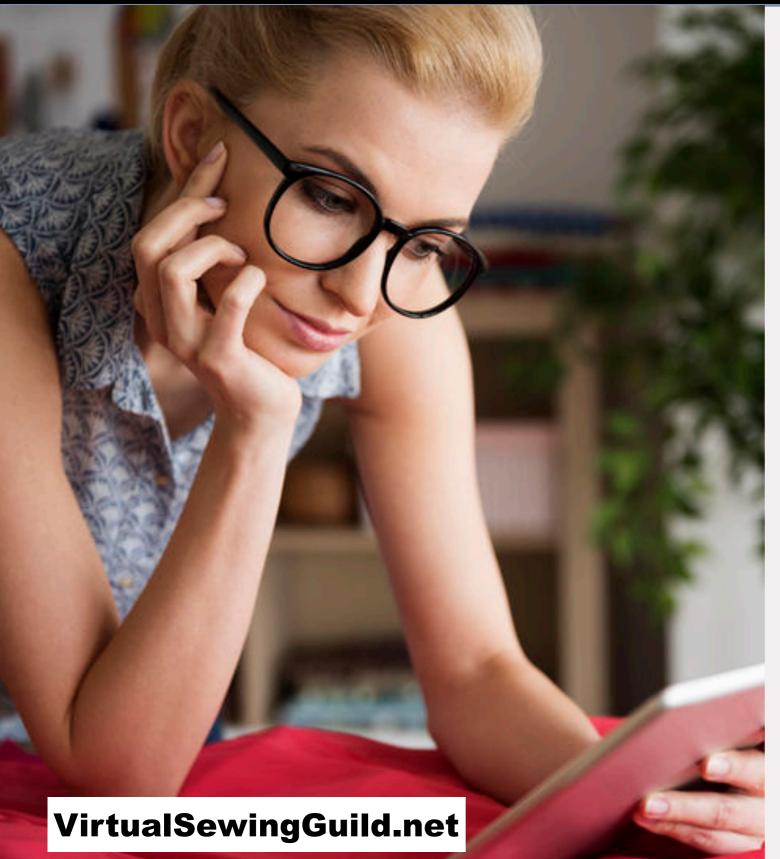
- The other 5 FAQ's
- Needle Know How
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Most popular question/comment.... I Love learning and I want to learn new techniques!

# Well....You're in Luck! **Love Teaching** And **Sharing!!** And that's why I founded the Virtual **Sewing Guild**



Virtual Sewing Guild

Membership Programs for March 2019-February 2020

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## Sit and Sew

## This is for those of you....

- Who want a community to share your ideas with and to be inspired from others in the group.
- Who want a designated sewing time once per month and to have a chance to have all your sewing questions answered during our live sit and sew events and in the facebook group



Virtual Sewing Guild

Membership Programs for March 2019-February 2020

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## Sit and Sew

## 11 Sit and Sew Zoom Calls

#### Last Wednesday of the Month: 11:00am CT Except:

(October moved to November 6) (November moved to December 2) No December Sit and Sew

- Sew and Tell
- Q and A
- Designated time for Sewing

## **Membership to Private Facebook Group**

## **Bonus:**

3 part "Sewcial Class"

Regular Price:

\$148

Update: EveningEvent Added Update: EveningEvent Added Same dates

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**Bonus:** 

One 3 part "Sewcial Class"

Regula Price:

NOW... \$98

Update: EveningEvent Added Update: EveningEvent Added Same dates

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Membership Programs for March 2019-February 2020

January 2019

## **Create It**

This is for those of you....

- Who want detailed instructions, both written and video so you're sure you can get the professional results you deserve.
- Who want to learn new techniques that can be used on all kinds of projects.
- Who want to take their sewing skills to the next level!
- Who want to have fun sewing

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### VirtualSewingGuild.net

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#### Get more done in less time and get it done RIGHT!



Bonus: 3 part "Sewcial Class"

## Membership Programs for March 2019-February 2020

## **Create It**

- 8 Projects (Tentative)
  - Cushion with embroidery and Decorative Stitches
  - Quilt As You Go wall hanging
  - Quilting in the Hoop Project
  - Halloween Mini Wall Hanging
  - Travel Tote
  - Free Standing Lace Sachets
  - Happy New Year Embroidery Project
  - Embellished Jacket
- Embroidery Designs for the project when needed
- Step by step written instructions
- Detailed Video Instructions
- Professional tips and tricks
- EVERYTHING downloadable and is yours to keep FOREVER, AND you also have the option of watching the videos directly from the Members Only Area!

Membership to Private Facebook Group

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**Bonus:** 3 part "Sewcial Class"

#### **Membership to Private Facebook Group**

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#### **Membership to Private Facebook Group**



**Margaret Moorehead's Virtual Sewing Guild** 



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# Premium

This is for those of you....

- Who just can't get enough sewing!
- Who want detailed instructions, both written and video so you are sure you can get the professional results you deserve.
- Who want to learn new techniques that can be used on all kinds of projects.
- Who want a community to share your ideas with and to be inspired from others in the group.
- Who want a designated sewing time once per month, where all your questions can be answered...by me!
- This is for those of you who want to be sure you have the support you need for your sewing, quilting and embroidery projects.

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Bonus 2:

3 part "Sewcial Class"

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Bonus 1:

All webinar rev

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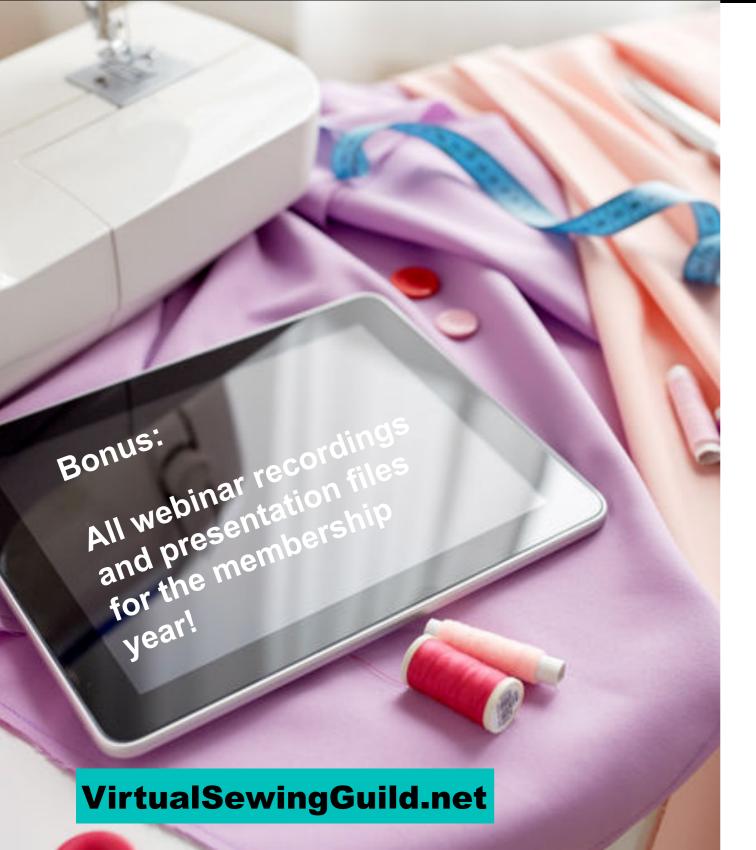
year.

for the members



<u>Virtual Sewing</u> Guila

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Membership Programs for March 2019-February 2020

January 2019

# Premium

- 11 Sit and Sew Zoom Calls
- 8 Projects (including the embroidery designs)
- Membership to the Private Facebook Group
- 4 Personal Calls with me (30min each)

**Bonus 1:** All webinar recordings and presentations files for the membership year

Bonus 2: 3 part "Sewcial Class"



**Regular Price:** 

\$498

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Bonus:

All webinar re

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for the members!

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> **Membership Programs for** March 2019-February 2020

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Regula Price:

NOW...

\$149

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Bonus:

All webinar re

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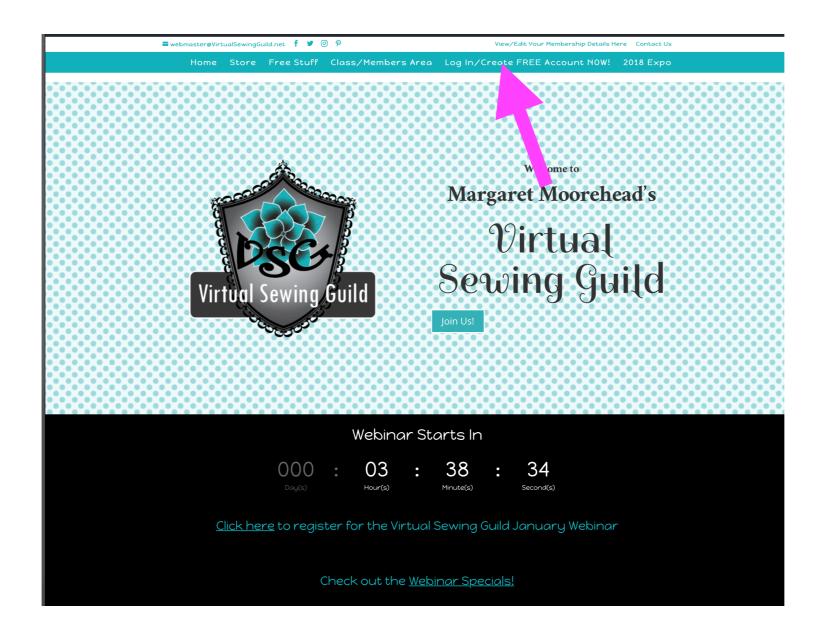
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#### **To Place your order**

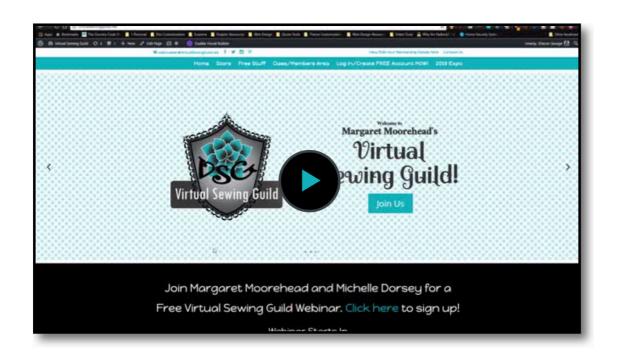
#### Go to: VirtualSewngGuild.net

If don't have an account you will need to first set up your free membership....it is a two part process...



#### **To Place your order**

#### Create Your FREE Account NOW!



Get your FREE Virtual Sewing Guild Membership now!

Membership includes newsletters, a "FREE STUFF" area with great sewing, quilting and embroidery information. Projects, Tips, Videos, Inspiration and invitations to the wonderful Virtual Sewing Guild Webinars.

NOTE: This form collects the information you enter here so that we can provide you with exciting news in the future. Read our Privacy Policy to learn how we manage and protect your submitted information.

#### The registration process is a two part process:

*Part 1*: In the column on the right hand side of this page you will see boxes for you the up of the page and email address. Fill those in then click Register.

Part 2: An email is automatically sent to you with a link. You will need to click on the k and then fill in a username and password of your choice. (If your email does not arrive right away, please check you pam folder)

Your Free account will not be completed until both steps of the registration process ... e finished. Once both of these steps are successfully completed you will be able to log in and enjoy great sewing information.

Thank you for joining us!

You are logged in as: TINKERBELL Your membership level is: 2018\_BOOTCAMP Your Account Status: ACTIVE Your Account Expires: UNTIL CANCELLED Logout

#### Don't have an account? Create a FREE Account here!

Fill in the following details to verify your email address. You will be able to register for an account after the verification.

FIRST	
NAME:	

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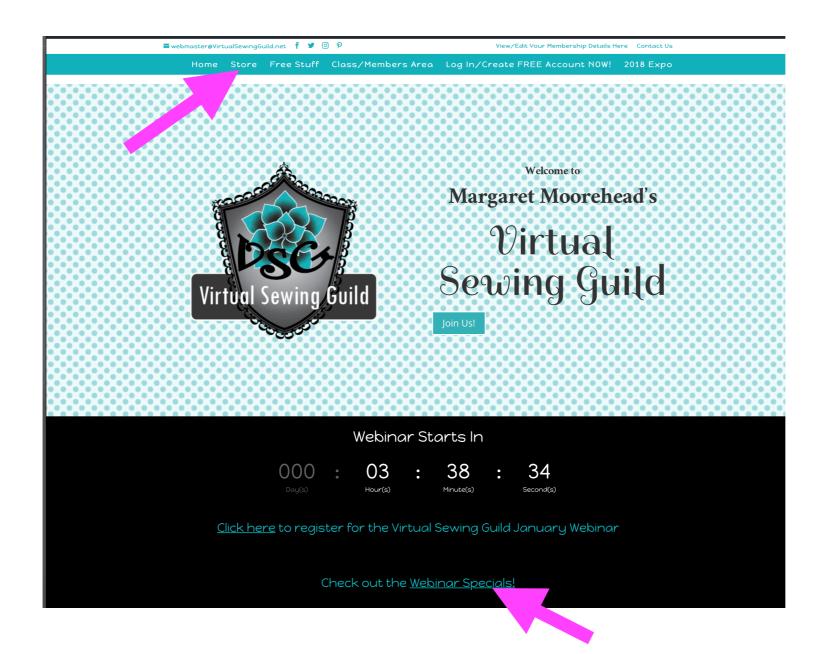
LAST	
NAME:	



#### **To Place your order**

Go to: VirtualSewngGuild.net

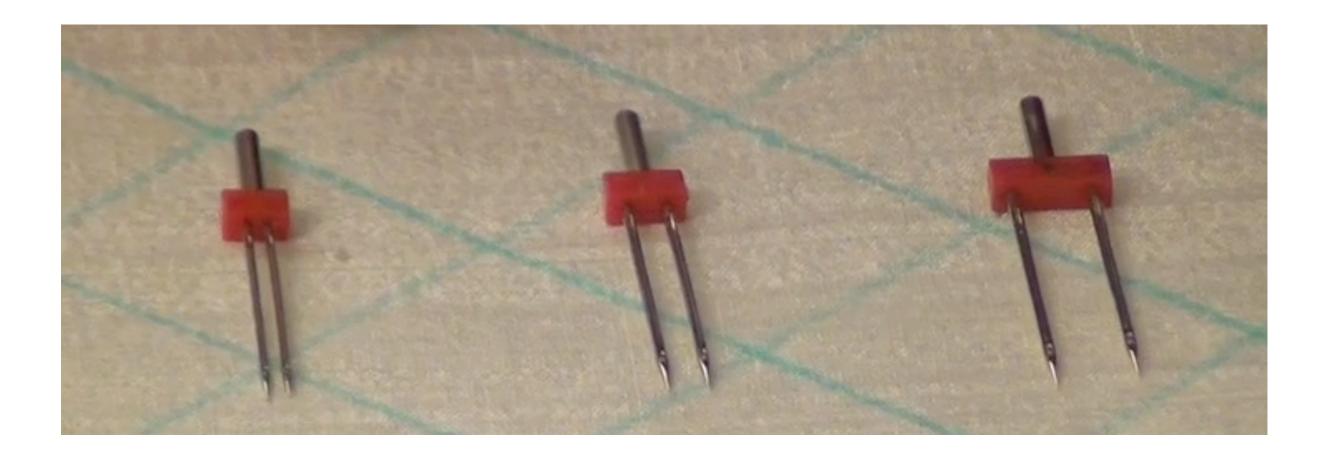
If you already have an account...Click on the link at the bottom of page, or click on "store" at the top



#### **Needle Know How**



#### **Needle Know How**



#### **Needle Know How**



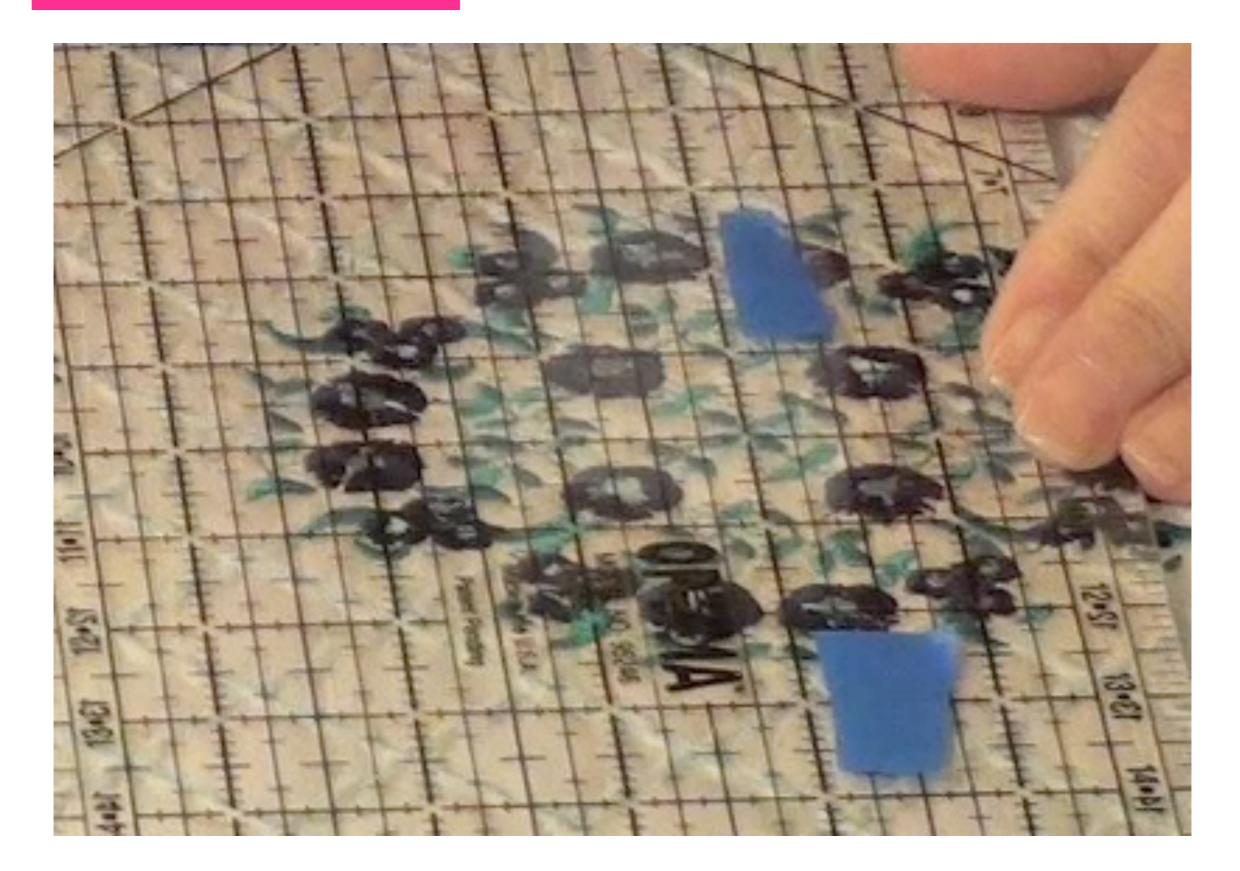






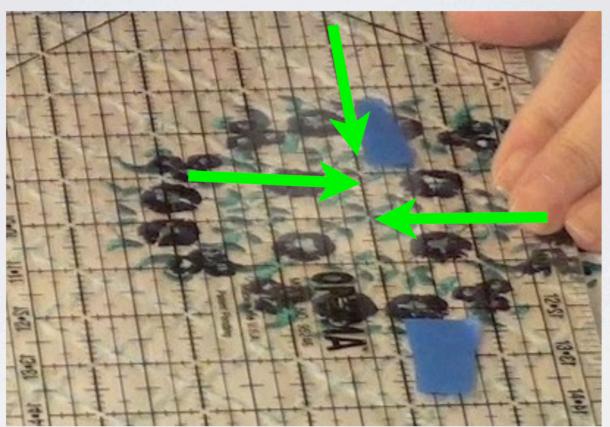
#6 Cutting Accurately

- 1. I would like to learn tips for using my ruler and rotary cutter better
- 2. Best way to measure and cut for quilting
- 3. How to get quilting blocks all square and the same size
- 4. How can I cut quilt pieces accurately

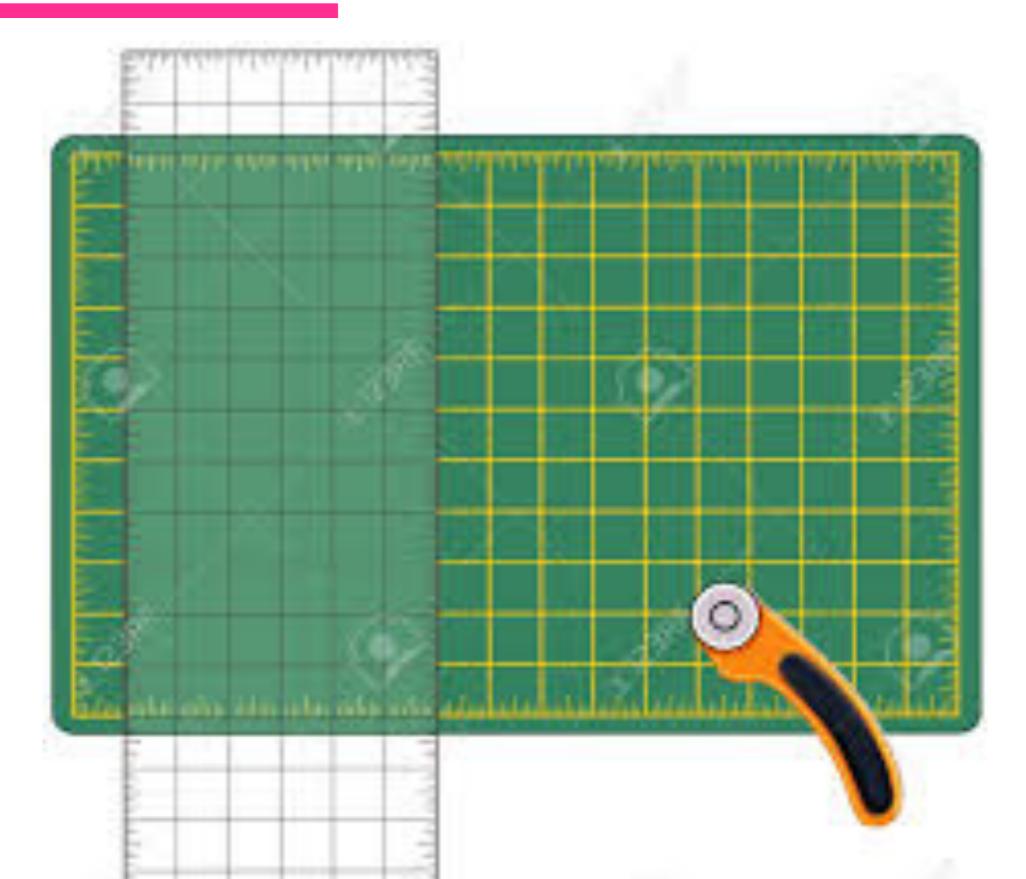




When accuracy in size can not be compromised be sure to use the same ruler throughout the entire project.



Be sure to always line up the line on your ruler in the same place for each cut. Example: The marked line should always be directly under the ruler line, or to the left of the ruler line or the right of the line.



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- 1. What do you mean when you say prepare your fabric?
- 2. Does preparing your fabric mean stabilizing?
- 3. Do you prewash and dry your fabric?





# WHICH RESULTS DO YOU WANT?

#### MACHINE EMBROIDERY

## Preparing Your Fabric



To increase the number of stitches your fabric can hold and maintain a flat unwrinkled appearance, fuse a piece of knit interfacing to the back of your fabric.



Knit interfacing has a 4-6 way stretch and allows the fabric to maintain its original properties such as a nice drape, and does not add a lot of bulk to the fabric.

# FABRIC "PREP" PRODUCTS BATTING, FUSIBLE INTERFACINGS, LIQUID STABILIZER

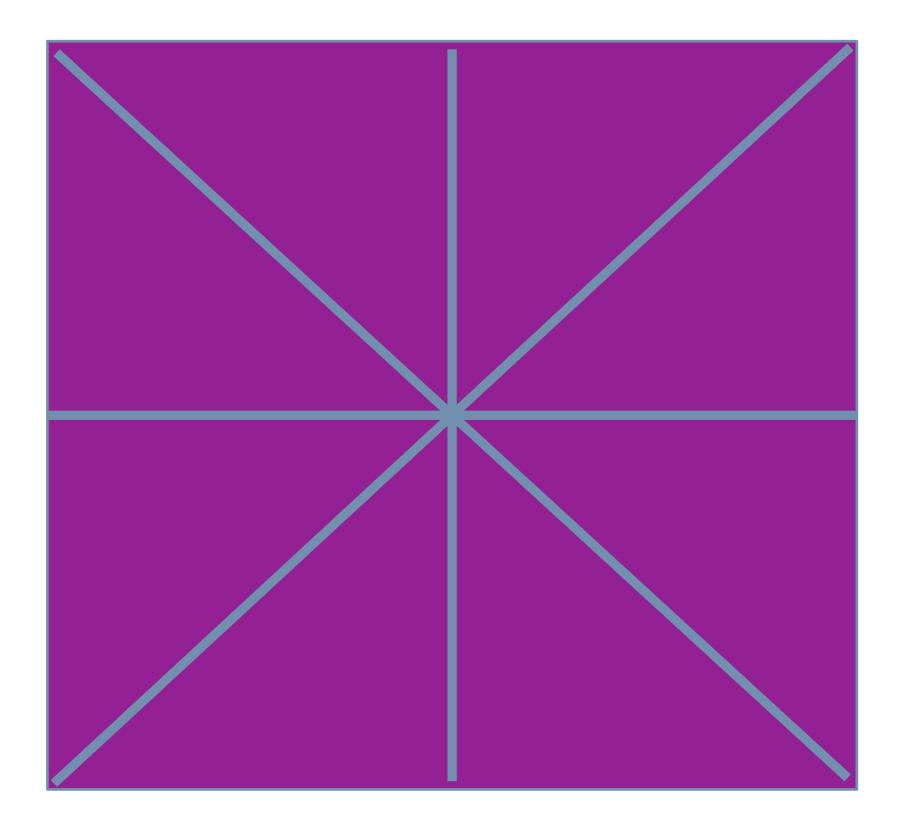
- Each time the needle pierces the fabric it either moves or shreds the fibers of our fabric
- · Each stitch of embroidery "stuffs" thread into the fibers of our fabric
- · We are literally changing the make up of our fabric as we embroider

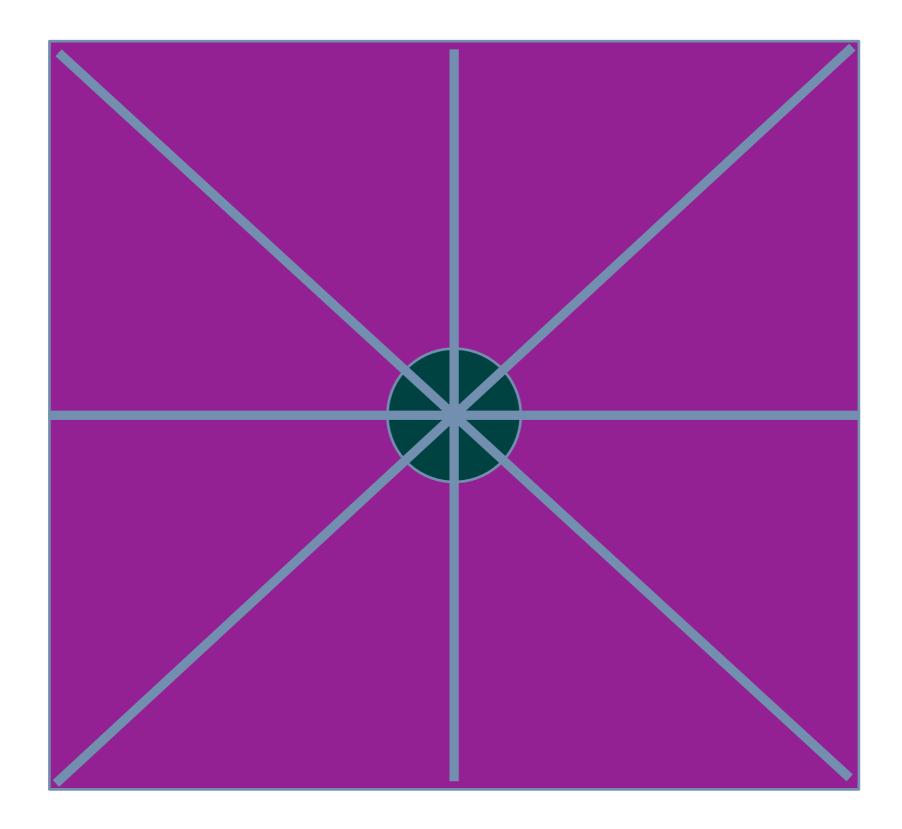
Fabric "prep" products change the properties of our fabric, allowing them the stability to hold their shape better and hold more stitches.

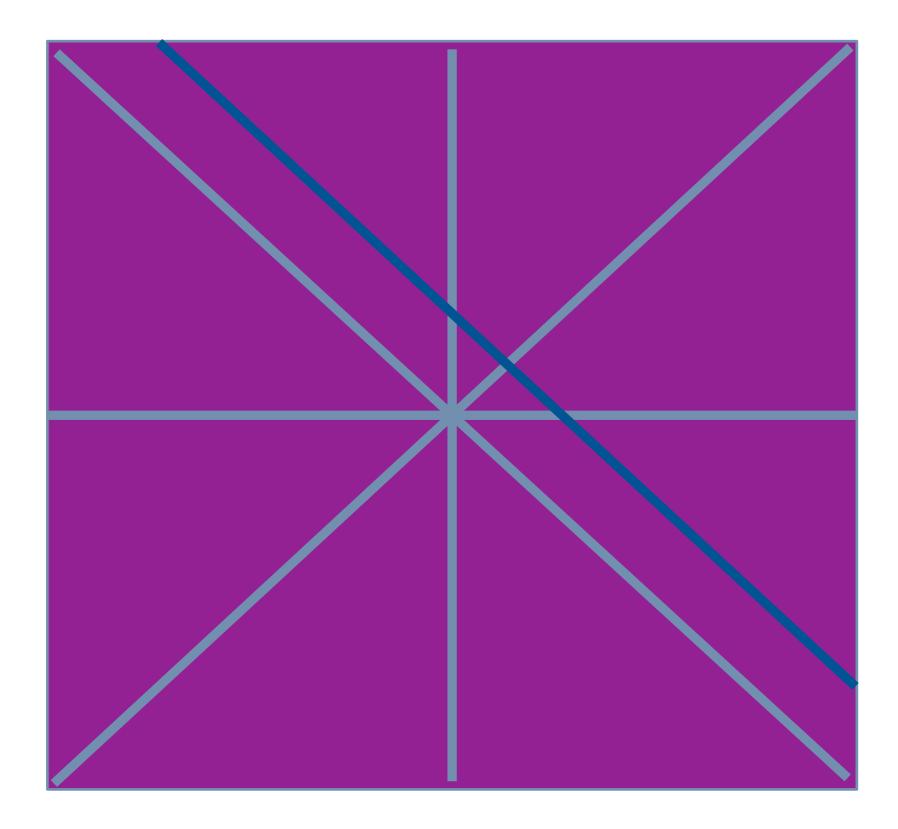
Battings and interfacings are NOT stabilizers. Stabilize as you normally would for your project

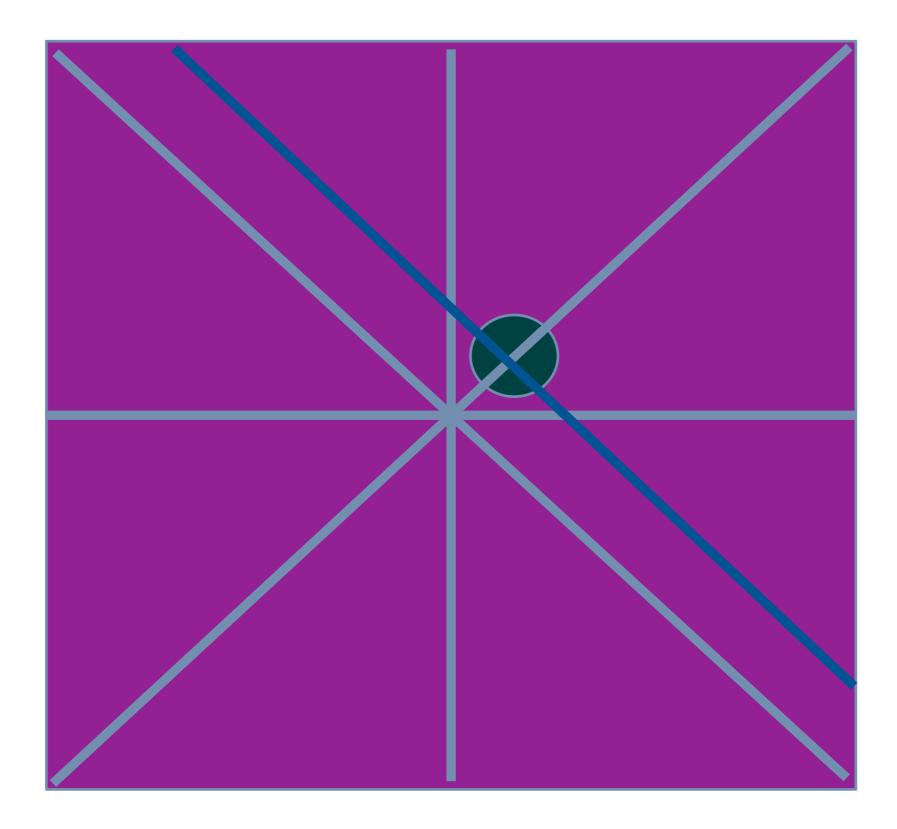
Liquid Stabilizer can be a prep or a stabilizer













#8 Help!

#### What if my design is puckered after I am finished? My Design Popped out of the hoop!



Gently pull the threads to the back until they are snug and flat against your project.

Hold in place with fabric glue, fusible web and fabric, or fusible interfacing

# My project is puckered around the embroidery

Place the project, right side down on top of a fluffy towel or a pressing pad designed to allow the embroidery to sink into the pad

Press from the back, using steam and pressure.

To make sure the fabric remains flat, fuse a piece of knit interfacing to the back

Note: if you see puckers as you are embroidering immediately float additional stabilizer under the hoop



My project popped out of the hoop

Always baste your project in place then if it pops out all you need to do is hoop a new piece of stabilizer, stitch the basting stitch on just the stabilizer, then place your project on top of the stabilizer lining up the basting stitches.

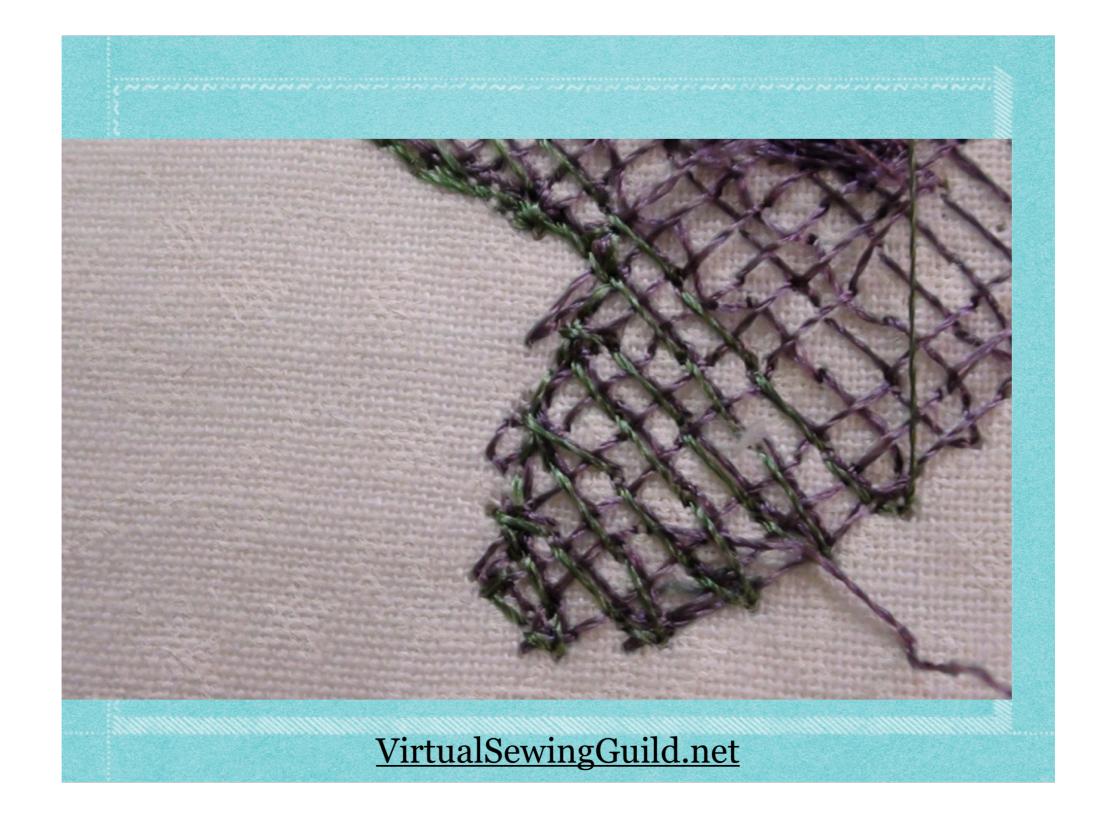
If you did not baste, hoop a new piece of stabilizer and stitch out a part of the design to line up your project on. If your project has an outline that is the prefect part to line it up with.

If you have one of the wonderful machines with the built in camera, just line it up using that feature.



Hoop a new piece of stabilizer, pull up your basting stitch and go stitch by stitch lining up your project exactly so the needle goes in the same holes as the first baste.





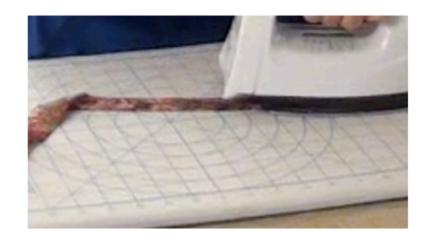


#9 and 10 Binding and Mitered Corners

#### **Plus Mitered Corners**



Stitch your binding pieces together



Fold it in half long ways and press

#### Hint:

The quarter inch foot with a guide works great for this technique.



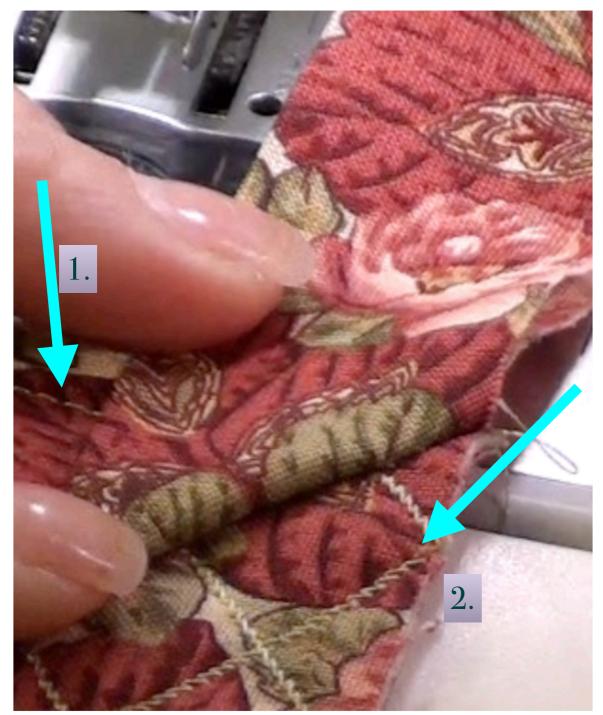
Attach the binding to your project using a 1/4" seam allowance

#### **Plus Mitered Corners**

When you are exactly 1/4" from the edge of your placemat, pivot and stitch off the corner of your project.







- Position your project so the stitched binding is now at the top and the edge you are going to stitch next is to the right.
- Fold the binding up to the top so the raw edge of the binding and the raw edge of the project form a perfectly straight line.









# Margaret Moorehead's Virtual Sewing Guild

# Thank you for joining me!





\$149 ership Programs for 2019-February 2020

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