

DREAM IT SEW IT STUDIO HAPPENING

October 1, 2020 – February 9, 2021



Products and savings to turn
“What if?” into “WOW!”

BERNINA

Get a **FREE BERNINA** cabinet when you buy the B 880 PLUS and make your **dream studio come true.**

The B 880 PLUS is the ultimate machine for sewing, quilting or embroidery. The only thing that makes it better is that you can now equip your home with the new BERNINA Luxe Sewing Suite Cabinet for FREE!



B 880 PLUS

\$16,499 or \$343.73/Month** 0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*

Please see pages 17 -18 for full terms and conditions on finance and promotions.

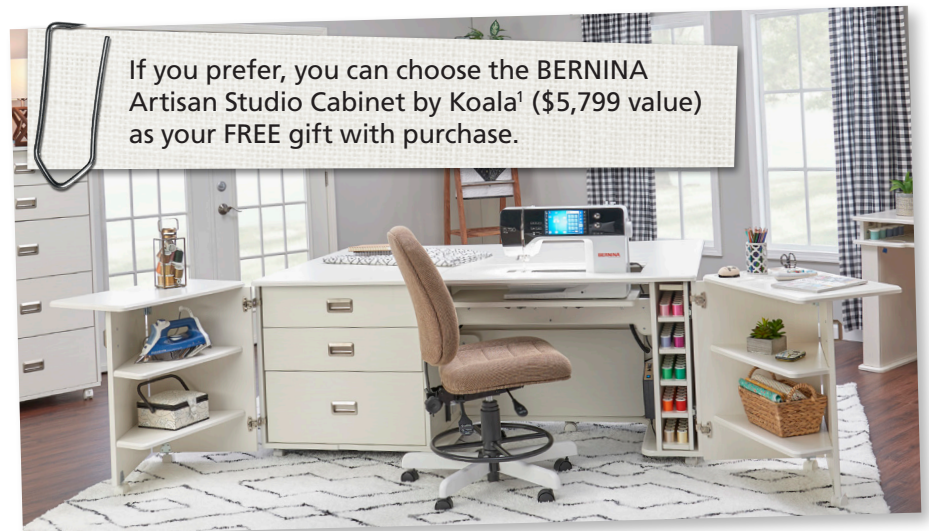
1

GET A FREE BERNINA Luxe Sewing Suite Cabinet¹ (\$4,999 value).



OR

If you prefer, you can choose the BERNINA Artisan Studio Cabinet by Koala¹ (\$5,799 value) as your FREE gift with purchase.



Base models only and chair not included. Shipping & handling may be additional.

2

The **BERNINA One-Step** Air-Threading Serger is super easy and oh-so **dreamy**.

As a proud sewist, you'll be thrilled with the L 8 Series Overlockers. From the grand sewing space to the one-step, color-coded air threading, serging is easier and more creative than ever. From garments to quilts to home decor—if you can dream it, you can serge it.

Come in and take our EXCLUSIVE One-Step Air-Threading Serger for a spin.

Ask your dealer for details.

L 850 Overlocker

\$4,499 or \$93.73/Month** 0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*



Please see pages 17 -18 for full terms and conditions on finance and promotions.

Swiss engineered for one-step air-threading and quiet precision.



L 890 Overlocker

\$7,999 or \$166.65/Month** 0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*

**Buy one BERNINA, get one FREE!
Share the BERNINA love!**

This amazing Buy One Get One promotion also includes a FREE Gift Package, so there's plenty of love to go around.



Just want the little BERNINA and a FREE gift?

BUY

B 790 PLUS Special Edition

\$13,499 or \$281.23/Month**

0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*



BUY

B 480 SE

\$3,149 or \$65.60/Month**

0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*



GET

FREE gifts including the B 480 SE² (over \$5,000 value)



FREE Gifts With Purchase includes:

- Walking foot with three soles
- L Machine Suitcase (SE)
- XL Machine Suitcase (SE)
- XL Module Suitcase (SE)
- Embroidery Design Collection by OESD
- Ann Lauer Design Collection by OESD

Please see pages 17 -18 for full terms and conditions on finance and promotions.

GET

FREE Gifts³ (\$599 value)

FREE Gifts With Purchase includes:

- Walking foot with three soles
- L Machine Suitcase (SE)



BERNINA presents **quilters' choice:**
choose your machine, choose your **FREE GIFT.**

B 570 QE

\$5,399 or \$112.48/Month** 0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*



CHOICE OF FREE GIFT⁵ with purchase:
Embroidery Module OR L 450 Machine

FREE Value up to \$1,399

Please see pages 17 -18 for full terms
and conditions on finance and promotions.

Take your love of quilting to the next level with these two dream machines. Whether you select the B 570 QE with its awesome BERNINA Stitch Regulator, or the B 770 QE with an innovative Adaptive Thread Tension, you can let your quilting creativity soar.

B 770 QE

\$6,999 or \$145.81/Month** 0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*



CHOICE OF FREE GIFT⁴ with purchase:
Embroidery Module OR L 460 Machine

FREE Value up to \$2,000

The new **BERNINA** Q 16 turns your small space into a **quilter's paradise**.

Amanda Murphy
BERNINA
Q 16 Expert



Don't think your space is big enough to hold your dreams? Think again. The BERNINA Q 16 and foldable table with Adjustable Height combines the performances of a BERNINA longarm machine with a compact table that folds to 9 inches.

Starting at Just \$7,499⁶

NEW

The BERNINA Q 16 and foldable table with Adjustable Height folds to a compact 9 inches, so when you're not quilting, you can just tuck it away.



Q 16 and adjustable foldable table

\$7,499 or \$156.23/Month** 0% interest for 48 months on qualifying purchases of \$3,000 or more made with your BERNINA Credit Card. 48 Equal Monthly Payments Required.*

Please see pages 17 -18 for full terms and conditions on finance and promotions.

BERNINA Q Series packages. Because there's no such thing as too much **quilting magic.**

There's a lot of love, precision and "wow" that goes into our Q Series machines—from the stitch regulator that makes hand-guided quilting a breeze at any speed, to durable frames, tables, Q-matic software and more.

Save up to \$6,500 on Q 24 on Frame with Q-matic.⁸



\$30,998 or \$485/Month^{}** Total payments including interest of **\$34,908** 3.99% APR for 72 months[†] on qualifying purchases of \$5,000 or more made with your BERNINA Credit Card. 72 Fixed Monthly Payments Required.

Q 24 on Frame bundle package includes:

- Frame Casters
- Batting Bar
- Q-matic
- Zippered Leaders
- Q Series Gift Box

Please see pages 17 -18 for full terms and conditions on finance and promotions.

Save up to \$4,500 on the Q 20 with Horn Lift Table.⁷

\$12,698 or \$199/Month^{}** Total payments including interest of **\$14,300** 3.99% APR for 72 months[†] on qualifying purchases of \$5,000 or more made with your BERNINA Credit Card. 72 Fixed Monthly Payments Required.

Q 20 with Horn Lift Table bundle package includes:

- Q 20 Dust Cover
- BERNINA Red Chair
- Gripper Rings
- Q Series Gift Box



Bundles include the Q Series Gift Box —\$999 value!



A new **BERNINA** cabinet turns an **ordinary** sewing room into an **extraordinary** studio.

Choose the BERNINA cabinet that works best for you and your space and get the storage you need. Cabinets A through D come with a power lift for effortless sewing. Stop by today and turn those studio dreams into reality.

All cabinets available in white or gray.

A. BERNINA Luxe Sewing Suite \$4,999



Fits BERNINA 5, 7 and 8 Series Machines

B. BERNINA Sewing Suite \$3,999



Fits BERNINA 5, 7 and 8 Series Machines

C. BERNINA Sewing Studio \$2,999



Fits BERNINA 3, 4 and 5 Series Machines

D. BERNINA Serger Studio \$2,999



Fits BERNINA L 850 and L 890 Machines

E. BERNINA Storage Caddie \$849



At these prices, you don't just have to **dream** about your new **BERNINA** studio, you can **make it happen!**

Feel like you need to pinch yourself to prove you're not dreaming? We get it. But we assure you, the BERNINA Dream Studio event is real, and it's your chance to create a sewing studio that exceeds your wildest expectations. So go ahead, and make your dream come true.

BERNINA opens the door to a whole new world of possibilities, with:

- Buy one get one FREE
- FREE gifts with purchase
- Thousands of dollars in special savings



Hello beautifully priced gorgeous new bernettes!

Whether you're a beginning sewist or just want a smaller machine that's big on creativity, these bernettes combine the Swiss technology and innovative features you need to bring your ideas to life.

b05 Academy

\$469

It's smart. It's heavy duty. It delivers 1,100 stitches per minute, with 12 snap on feet and 30 stitches.



b64 Airlock

\$1,749

This small but mighty machine is the first bernette Overlocker with air threading.



Coming Soon!

visit bernette.com

TERMS AND CONDITIONS

*Offer applies only to single-receipt qualifying purchases. No interest will be charged on promo purchase and equal monthly payments are required equal to initial promo purchase amount divided equally by the number of months in the promo period until promo is paid in full. The equal monthly payment will be rounded to the next highest whole dollar and may be higher than the minimum monthly payment that would be required if the purchase was a non-promotional purchase. Regular account terms apply to non-promotional purchases. For new accounts: Purchase APR is 29.99%; Minimum Interest Charge is \$2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval. See store for details. Participating Dealers Only.

**The estimated monthly payment shown is equal to the purchase price (excluding [taxes and delivery]) divided by the number of months in the promo period, rounded to the next highest whole dollar, and only applies to the financing option shown. If you make these payments by the due date each month, the monthly payment shown should allow you to pay off this purchase within the promo period if this balance is the only balance on your account during the promo period. If you have other balances on your account, this monthly payment will be added to the minimum payment applicable to those balances.

†Offer applies only to single-receipt qualifying purchases. Interest will be charged on the promo purchase from the purchase date at a reduced 3.99% APR, and fixed monthly payments are required until paid in full. These payments are equal to 1.564% of initial promo purchase amount and rounded up to the next whole dollar. These payments may be higher than the payments that would be required if this purchase was a non-promo purchase. Regular account terms apply to non-promo purchases. For new accounts: Purchase APR is 29.99%. Minimum interest charge is \$2. Existing cardholders: See your credit card agreement terms. Subject to credit approval. We reserve the right to discontinue or alter the terms of this offer any time. See store for details. Participating Dealers Only.

††The estimated monthly payment shown is equal to the promo purchase price (excluding [taxes and delivery]) multiplied by 1.564%, rounded to the next highest whole dollar, and only applies to the financing option shown. If you make these payments by the due date each month, the monthly payment shown should allow you to pay off this purchase within the promo period if this balance is the only balance on your account during the promo period. If you have other balances on your account, this monthly payment will be added to the minimum payment applicable to those balances.

1 Offer valid October 1, 2020 - February 9, 2021 at any participating BERNINA Store in the United States of America. Offer applies to one single purchase of a new BERNINA 880 PLUS machine. Offer good for one (1) base model BERNINA Luxe Sewing Suite by Horn (\$4,999 MSRP) or one (1) base model BERNINA Artisan Studio by Koala (\$5,799 MSRP). Customer is responsible for cabinet shipping and handling costs and/or any additional add-ons or customization costs. Cannot be replaced with any offer. Not valid on previous purchases or with any other offers or coupons. Some exclusions may apply. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. Customer is responsible for all applicable sales tax. Offer void where prohibited by law.

2 BERNINA (B) 790 PLUS Special Edition Gift with Purchase (GWP) available to retail purchaser of a new B 790 PLUS Special Edition sewing/embroidery machine. B 790 PLUS Special Edition GWP includes each of the following: One (1) BERNINA 480 Special Edition machine, MSRP \$2,899; One (1) USB Stick with 201 Embroidery Designs by OESD, MSRP \$398, and 121 Embroidery Designs by Ann Lauer, MSRP \$279; One (1) BERNINA Special Edition Large Machine Suitcase, MSRP \$399; One (1) BERNINA Special Edition X-Large Machine Suitcase, MSRP \$499; One (1) BERNINA Special Edition X-Large Embroidery Module Bag, MSRP \$399; One (1) Three-sole walking foot with seam guide #50, MSRP \$200. Total B 790 PLUS Special Edition GWP value: \$5,073. Offer may not be combined or replaced with any other BERNINA of America, LLC promotional offers, rebates, coupons or discounts. Not valid on previous purchases. Taxes are not included in the total purchase calculation. Offer available at participating BERNINA Stores in the United States of America only. Offer valid August 1, 2020–March 31, 2021. 50 US/DC, 18+. Void where prohibited by law.

3 BERNINA (B) 480 Special Edition Gift with Purchase (GWP) available to retail purchaser of a new B 480 Special Edition sewing machine. B 480 Special Edition GWP includes each of the following: One (1) BERNINA Special Edition Large Machine Suitcase, MSRP \$399; One (1) Three-sole walking foot with seam guide #50, MSRP \$200. Total B 480 Special Edition GWP value: \$599. Offer may not be combined or replaced with any other BERNINA of America, LLC promotional offers, rebates, coupons or discounts. Not valid on previous purchases. Taxes are not included in the total purchase calculation. Offer available at participating BERNINA Stores in the United States of America only. Offer valid August 1, 2020–March 31, 2021. 50 US/DC, 18+. Void where prohibited by law.

4 Offer valid October 1, 2020 - February 9, 2021 at any participating BERNINA Store in the United States of America. Offer applies to one single purchase of a new BERNINA 770 QE machine. Offer good towards one (1) BERNINA 7 Series Embroidery Module (MSRP \$2,000), or one (1) BERNINA L 460 Overlocker (MSRP \$1,699). Not valid on previous purchases or with any other offers or coupons. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. If customer returns the product(s) purchase discount will be lost. Customer is responsible for all applicable sales tax. Cannot be redeemed for cash. Offer void where prohibited by law.

5 Offer valid October 1, 2020 - February 9, 2021 at any participating BERNINA Store in the United States of America. Offer applies to one single purchase of a new BERNINA 570 QE machine. Offer good towards one (1) BERNINA 5 Series Embroidery Module (MSRP \$1,399), or one (1) BERNINA L 450 Overlocker (MSRP \$1,199). Not valid on previous purchases or with any other offers or coupons. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. If customer returns the product(s) purchase discount will be lost. Customer is responsible for all applicable sales tax. Cannot be redeemed for cash. Offer void where prohibited by law.

6 Offer valid October 1, 2020 - February 9, 2021 at any participating BERNINA Store in the United States of America. Offer applies to a single purchase of a new BERNINA Q 16 on a foldable table by Horn of Australia. Not valid on previous purchases or with any other offers or coupons. Subject to availability. Available while supplies last. Taxes not included in total purchase calculation. If customer returns the product(s) purchase discount will be lost. Customer is responsible for all applicable sales tax. Cannot be redeemed for cash. Offer void where prohibited by law.

7 Offer valid October 1, 2020 - February 9, 2021 at any participating BERNINA Longarm Stores in the United States of America. Offer applies to the purchase of a new BERNINA Q 20 Sit-down Machine on a Horn Lift Table for a special price of \$12,698 (\$15,499 MSRP). Offer good for one BERNINA Q Series Sit-down Bundle. Bundle is valued at \$1,722 and includes the BERNINA Q Series Gift Box (\$999 MSRP), BERNINA Gripper Rings (\$149 MSRP), Dust Cover (\$125 MSRP), and BERNINA Chair (\$449 MSRP). Total package savings are \$4,523. Savings discount will be applied by the participating US BERNINA Longarm Store at the time of purchase. Not valid on previous purchases or with any other savings offers or coupons. Some exclusions may apply. Subject to availability. Available while supplies last. Taxes are not included in the total purchase calculation. Customer is responsible for all applicable sales tax. If customer returns the product(s) purchase discount will be lost. Cannot be redeemed for cash. Offer void where prohibited by law.

8 Offer valid October 1, 2020 - February 9, 2021 at any participating BERNINA Longarm Stores in the United States of America. Offer applies to the purchase of a new BERNINA Q 24 on frame with Q-matic for a special price of \$30,998 (\$35,498 MSRP). Offer good for one BERNINA Q Series on Frame Bundle. Bundle is valued at \$2,046 and includes the BERNINA Q Series Gift Box (\$999 MSRP), BERNINA Q Series Zippered Leaders (\$349 MSRP), BERNINA Q Series Batting Bar (\$299 MSRP), and BERNINA Q Series Frame Casters (\$399 MSRP). Total package savings are \$6,546. Savings discount will be applied by the participating US BERNINA Longarm Store at the time of purchase. Not valid on previous purchases or with any other savings offers or coupons. Some exclusions may apply. Subject to availability. Available while supplies last. Taxes are not included in the total purchase calculation. Customer is responsible for all applicable sales tax. If customer returns the product(s) purchase discount will be lost. Cannot be redeemed for cash. Offer void where prohibited by law.

Shop, save, smile and
get ready to **sew up**
your dreams!

PRSRT STD
US POSTAGE
PAID
XXXXXXXXXX
PERMIT #XXXX

Follow us on:



WeAllSew.com

bernina.com

made to create

BERNINA

© 2020 BERNINA of America