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Michael's® Debuts The Knit & Sew Shop and The Party Shop in all Stores

With the introduction of both new store-in-store concepts, Michaels becomes North America's largest specialty fabric and party retailer

IRVING, Texas, Sept. 24, 2025 /PRNewswire/ -- [Michael's](#) continues to fuel the joy of creating and celebrating with the debut of two new in-store experiences: The Knit & Sew Shop and The Party Shop at Michaels. Now in-stores chainwide, both concepts feature expanded assortments and enhanced services across fabric, yarn, sewing, party supplies, and balloons.



Building on the [expansion of party offerings](#) and the [acquisition](#) of the intellectual property and private label brands of JOANN® earlier this year, both dedicated shop-in-shops reflect ongoing progress and relentless commitment as Michaels continues to respond to new opportunities to better serve both existing and new customers.

"The launch of The Knit & Sew Shop and The Party Shop at Michaels is a transformative step forward on our mission to become the go-to destination for fueling creativity and celebration," said David Boone, Chief Executive Officer at Michaels. "We are proud to offer an unmatched experience for creating and celebrating through our expansive product assortments, enhanced services, lower price points, and seamless in-store and online shopping options."

The Knit & Sew Shop at Michaels

Now available in all stores across North America, The Knit & Sew Shop, featuring the JOANN and Michaels logos, brings the best of both beloved brands together. The dual-branded shop offers a curated assortment of threads, sewing notions, and yarn, with fabric

also available in most stores. The selection includes beloved JOANN brands, like customer favorite Big Twist®, which hits shelves at the end of October. It provides everything creators need to inspire and bring their next project to life, all in one place.

- **Fabric:** Michaels now carries fabric in over 840 stores with plans to expand to over 250 more locations. Michaels has also increased the existing space dedicated to fabric in stores by nearly 25%, expanded assortment in most locations, and has over 95,000 options available online, including licensed prints.
- **Sewing & Yarn:** Michaels has increased in-store space for sewing and yarn assortments and is actively expanding its yarn selection by 25% this year to meet strong customer demand. Hundreds of new skeins are being added, including new brands and other well-known JOANN private label favorites. Michaels has also welcomed sought-after Gütermann® threads to aisles and online, as well as new sewing machines from Singer and Brother, sewing notions, beginner needle-crafting kits, and more.

The Knit & Sew Shop will also feature new in-store services including fabric cutting tables, which will be available in more than 650 stores by mid-October.

The Party Shop at Michaels

From custom balloon bundles and convenient grab-and-go options to a wide assortment of party supplies, The Party Shop at Michaels makes Michaels the ultimate celebration destination. In addition to the 79,000 balloon and party items available online, Michaels has expanded its party space in every store to accommodate 700 new products – from DIY balloon arch kits and tableware to themed paper goods and accessories. Each store also features a dedicated [Balloon Bar](#), offering an assortment of latex and foil balloons, as well as customizable balloons for every occasion and theme.

Across the new party assortment, customers will find incredible value, with balloon bundles starting at just \$9.99 and party supplies at \$0.99. Shoppers will also find a selection of exclusive themes like western-inspired rodeo, playful bows, elegant milestone birthdays, and classics like a blue gingham line that puts a modern twist on nostalgic celebrations.

Michaels continues to connect its in-store and online offerings to create a seamless shopping experience. It is the only national retailer to offer an online "Reserve a Time" balloon pick-up feature so customers can order ahead and have their balloons ready at any time they choose. Additionally, customers can build custom balloon bundles online for in-store pickup, and schedule balloon deliveries up to four days ahead, including same-day delivery options.

More Ways to Celebrate, for Less

Michaels is making celebrations more accessible than ever with a major price cut on [in-store birthday parties](#)—reduced from \$299 to a new starting price of \$149. The lower price, plus easy online booking, make it easier and more affordable for parents to host creative, stress-free celebrations for their kids. All parties include a guided craft project led by a dedicated Party Captain, a collection of exciting themes to choose from, customizable add-ons like balloons, goodie bags and pizza, and the ability to send evites and manage RSVPs all through Michaels.com. So far this year, Michaels has hosted over 4,200 birthday parties, fueling the joy of creativity and celebration for more than 36,000 kids.

In addition, Michaels has lowered prices by between 25-70% on over 200 Celebrate It™ party products, including plates, napkins, party streamers, and table covers, making it easier to celebrate all of life's big and small moments.

For more information, head to your nearest Michaels store or visit [Michaels.com](https://www.michaels.com).

To download b-roll and high-res images of The Party Shop and The Knit & Sew Shop at Michaels, visit the [Michaels Newsroom](#).

About The Michaels Companies, Inc.

At The Michaels Companies Inc., our purpose is to fuel the joy of creativity and celebration. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at [Michaels.com](https://www.michaels.com) and [Michaels.ca](https://www.michaels.ca). The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit www.michaels.com.

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Michaels®

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