

September 9, 2026



Michael's® Celebrates National Sewing Month with Knit & Sew Shop Expansion, In-Store Classes and Sewing Events

With more than 1,600 new products, fabric now in nearly 90% of stores and a month of sewing events and classes, Michaels is giving shoppers more ways to discover, learn, and celebrate the art of creating

- Michaels' expanded Knit & Sew Shop is available in more than 1,200 stores, with more than 1,600 new products across fabric, yarn, sewing and needlecraft.
- Fabric is now available in nearly 90% of Michaels stores, with more than 400 new fabric products spanning quilting, cosplay, special occasion and more.
- In honor of National Sewing Month, Michaels is hosting a month-long lineup of in-store events, first-time ever community meet-ups, open classrooms, product demonstrations, online classes, and free sewing experiences, including Teach the World to Sew Day on September 19.
- New Big Twist and DMC Embroidery Threads shop-in-shops create dedicated destinations for two beloved brands, while expanded assortments bring more premium materials, exclusive products and customer-favorite launches to Michaels.

IRVING, Texas, Sept. 9, 2026 /PRNewswire/ -- [Michael's](#), the leading destination for creativity and celebration across North America, today announced the expansion of [The Knit & Sew Shop](#) as it celebrates National Sewing Month, introducing more than 1,600 products, new shop-in-shop experiences from beloved brands including Big Twist and DMC, and a month of in-store events giving customers more opportunities to learn, find inspiration, and connect through the joy of creativity.



"We're investing in The Knit & Sew Shop to give today's shoppers more of what they love, while making these crafts more approachable for anyone who wants to learn," said Stacey Shively, Chief Merchandising Officer at Michaels. "As more people embrace analog hobbies and the joy of making something by hand, we're bringing together more of what customers need to start, grow or rediscover their craft—from expanded fabric and elevated yarns to sewing machines, classes and community events. We want everyone to feel inspired to pick up a needle, try something new and make it their own."

Explore the Expanded Knit & Sew Shop

The expansion brings more choice and inspiration to every step of the creative process, from finding the perfect fabric or yarn to choosing the tools, notions and machines needed to make it.

- **Fabric:** Michaels now carries fabric in nearly 90% of its stores and offers more than 400 new products, like refreshed JOANN prints from the Keepsake Calico collection, brand-new collections from acclaimed quilting designer Susan Winget and updated flannel assortments. Expanded Yaya Han Cosplay and CASA Special Occasion fabrics are also available in select stores.
- **Yarn:** New offerings include Rico Design, now available in more than 400 stores and making Michaels the only national brick-and-mortar retailer to carry the brand. Customers will also find larger selections from Bernat and Lion Brand, along with natural-fiber yarns including Coboo and Cottino. Caron Cakes, the customer-favorite brand available exclusively at Michaels, is celebrating 10 years with limited-time offerings, including the highly anticipated Anniversary Cakes.
- **Needlecraft:** Home to the world's largest assortment of DMC Embroidery Threads and floss, Michaels is adding more than 150 new products to its already extensive needlecraft selection. Shoppers will also find collaborations with creator What's The Stitch and new Loops & Threads needlecraft kits across embroidery, needlepoint, needle felting and cross stitch.
- **Sewing:** Michaels has grown its sewing assortment with more notions from Fiskars and Clover, a revamped button collection, and more elastics, stabilizers, and batting. Gütermann threads are now available in nearly 90% of Michaels stores, while Brother sewing machines are now available in every store, alongside exclusive launches from Brother and Singer and a Michaels-exclusive Singer sewing and embroidery machine bundle.

Celebrating National Sewing Month at Michaels

Throughout September, Michaels is celebrating National Sewing Month with programming designed to bring sewists together, help customers build their skills, and inspire creators to start their next project.

- [Weekly Sewing Community Meet-Ups \(Every Tuesday from 6-8pm\)](#): For the first time ever, all Michaels stores will host themed Sewing Community Nights, focused on different techniques and interests, including sewing, mending, patchwork and embellishment. The sessions are designed to foster community, encourage skill-building and give sewists a place to share their passion for creating.
- [Open Classroom Sessions \(Every Wednesday from 6-8pm\)](#): These free drop-in sessions invite customers to bring their own project or start fresh while experimenting with new materials, learn special techniques and receive inspiration from Michaels Team Members and leading brands.
- [Sewing Events \(Every Sunday from 1-3pm\)](#): Programming will feature sewing projects and hands-on demonstrations, with top sewing and craft brands showcasing products and helping customers complete projects.
- [Free Live Online Classes](#): Throughout September, Michaels will host free live online sewing classes for sewists of all skill levels, including kids, giving customers the opportunity to learn new techniques and create from home.

- **[Online Projects & Inspiration](#):** Customers can find sewing projects, video tutorials and inspiration designed to help inspire their next project and build their skills from home, anytime.
- **Teach the World to Sew Day (Saturday, September 19 from 1-2pm and 3-4pm):** Select Michaels stores will host free, hands-on sewing experiences with sewing machines provided by SINGER and instruction from SINGER Ambassadors and Michaels Team Members. For those joining from home, Michaels will also host a special SINGER video tutorial at 12pm CT, giving sewists another way to learn and celebrate the day.

New In-Store Experiences: Shop-in-Shops

The expansion also introduces new shop-in-shop experiences designed to make some of the category's most-loved brands into their own destinations.

- **Big Twist:** The new Big Twist space creates a dedicated destination for the beloved brand, exclusively available at Michaels. The experience brings together the Value, Pound Plus, Living, Baby Bear and Posh collections, which have rolled out in Michaels stores over the past year.
- **DMC Embroidery Threads:** Michaels' new DMC experience brings its extensive assortment of DMC products together in one dedicated spot spanning cross stitch, embroidery and needlepoint. The enhanced assortment includes the worldwide exclusive Perle D'Alsace collection, as well as EcoVita and Tapestry Wool collections.

The expansion of The Knit & Sew Shop is part of Michaels' continued investment in creative categories as hands-on hobbies continue to attract creators of all ages and experience levels. By bringing together more materials, brands, tools, education and community, Michaels is creating a destination where anyone can discover the joy of creativity and celebration — during National Sewing Month and all year long.

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

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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