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BERNINA OF AMERICA PRESENTED A BERNINA 560 AND BERNINA 800DL TO DESIGNERS FROM NINE MUSES AT FASHION X DALLAS

AURORA, Ill. – November 12, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, presented designers Francesca Viamonte and Jerry Matthews of the Nine Muses clothing company in Dallas with a BERNINA 560 (B 560) sewing machine and a BERNINA 800DL serger during the Designer All Stars event at Fashion X Dallas on Friday, November 7.

“We are recognizing this amazing duo by assisting them in future endeavors with high-quality BERNINA machines,” said Amy Gutierrez, Director of Marketing for BERNINA of America. “The Nine Muses designers are talented and their new BERNINAs will allow them to advance their creativity and careers even further.”

The B 560 features a five-inch high-resolution color touch screen to navigate its wide range of features and functions. It has a simple yet classic design that sewists will appreciate, along with 476 total stitch patterns, an automatic thread cutter and a stitch width up to 9 mm. The B 560 also offers an optional embroidery module and is compatible with BERNINA’s cutting edge software DesignWorks. BERNINA’s DesignWorks Software Suite features CutWork, PaintWork and CrystalWork, which can transform the B 560 from an embroidery machine into a mixed media tool.

The BERNINA 800DL is a high-performance serger that is versatile and robust. The serger features an upper-looper converter, differential-feed and stitch-length controls, adjustable thread tension, a professional knife drive and rolled-hemlever. The upper-looper converter is practical as individual layers of fabric can be serged with two threads, while the differential-feed and stitch-length controls are easily adjusted with the turn of a knob. In addition, the BERNINA 800DL boasts a strong cutting system that is able to cut through thick layers of fabric and heavy materials with precision. It also offers sewists a rolled-hem stitch that is easy to maneuver. The lay-in threading system reduces time spent changing thread, making the BERNINA 800DL one of the most ergonomic machines of its class.

“This was such a surprise and an honor for us,” said Nine Muses designers, Jerry Matthews and Francesca Viamonte. It is so rewarding to be recognized for our work, especially by BERNINA. These high-quality machines are exactly what we needed. They will help us with the entire design process from sample to runway. Thanks BERNINA! We are on cloud nine.”

Nine Muses is a Dallas-based women's luxury label founded in 2012 by Jerry Matthews and Francesca Viamonte. The duo met while studying at The Art Institute of Dallas, where they collaborated on independent projects. The two later developed a desire to create their own custom design business that led to their first collection. The label's name came about by the duo being inspired by the goddess of clarification and memory, Mnemosyne, and her nine children: the Nine Muses.
About BERNINA
Founded in Switzerland more than 100 years ago, BERNINA is the world’s premier manufacturer with a proven reputation for offering quality state-of-the-art sewing, quilting and embroidery machines, overlockers, sergers, and embroidery software. BERNINA’s leadership is marked by an impressive number of ambassadors, industry leaders, influencers and bloggers, who chose to partner with the company. BERNINA products are sold in the United States through a network of approximately 400 fully trained independent dealerships that also offer support and education. Select BERNINA and bernette machines, and BERNINA software can also be purchased through BERNINA’s eCommerce site, shop.bernina.com. BERNINA products are designed for beginning to advanced sewists and priced to meet a variety budgets, with new products being introduced every year. You can follow BERNINA on Facebook: www.facebook.com/berninausa, Twitter: www.twitter.com/berninausa, and Pinterest: www.pinterest.com/WeAllSew, and read BERNINA’s WeAllSew blog at www.weallsew.com. To learn more about BERNINA and to find a Dealer, visit www.bernina.com or call (630)978-2500.

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