

# *Hemline Gold*

PERFORMANCE | CONSCIENCE | STYLE

# Hemline Gold

PERFORMANCE | CONSCIENCE | STYLE

Hemline Gold is an exclusive new range of high-quality products, inspired by the rich history of the haberdashery industry, fused with sleek and modern finishes.

The range draws its influence from traditional English heritage aesthetics and craftsmanship, juxtaposed with a contemporary colour palette of brushed gold, matt black, kraft brown card and clear acrylic. The final design handwriting provides a satisfying mix of old and new and is heavily featured amongst interiors and lifestyle trends.

Our signature Hemline Gold Notions print features throughout the range with our authentic hand-drawn illustrations.

The Hemline Gold range evolved from the desire to have a premium quality and trend-led range, manufactured with precision craftsmanship in timeless designs; to have a range of high precision scissors that looked as exceptional as they performed and premium hand needles that weren't compromised by packaging. In summary we wanted a range that delivered substance with style, not over it. Months of research and design led to the development of over 30 of our most versatile products in luxurious finishes suitable for dressmakers, tailors, quilters, makers and menders.

With over 60 years of combined experience in the haberdashery industry, our pledge is that Hemline Gold stands for performance, state-of-the-art craftsmanship, and timeless design.





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## Protecting our planet

Our business has pledged to reduce or remove as much unnecessary single use plastic as possible.

We are proud to launch Hemline Gold as our first range where we have completely eliminated ALL plastic waste packaging.

All of our products are presented in recyclable kraft paper packaging with our signature notions print and logo. The packaging has been customised to each item to provide adequate product protection without over-consuming raw materials.

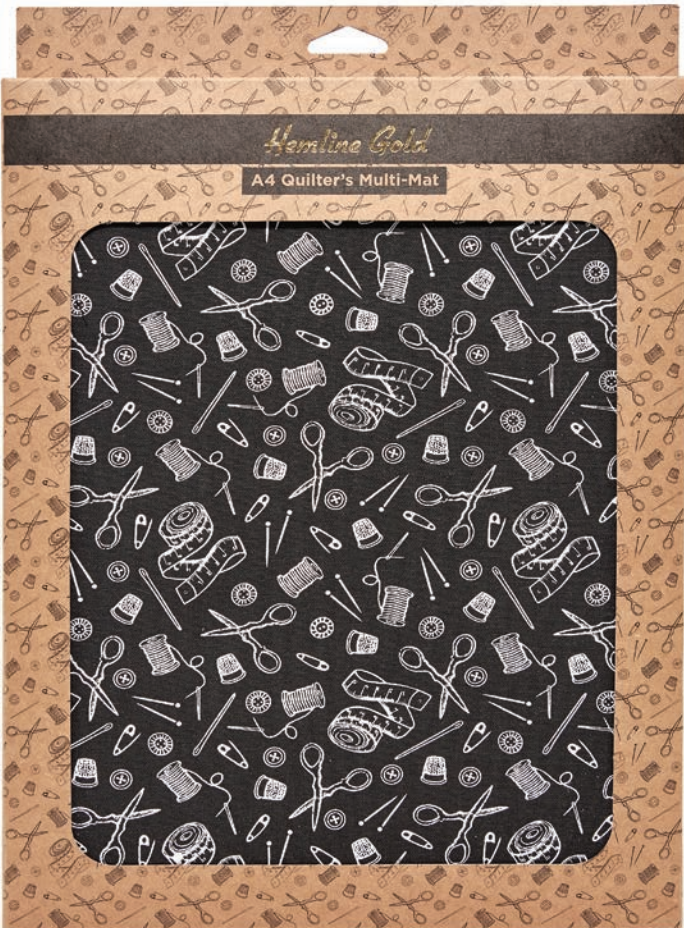
All product packs in the Hemline Gold range are shipped in either brown paper bags or cardboard boxes with barcode labels so there is no plastic waste for the retailer, creating a more sustainable, yet still functional and well protected product offer. We have used materials that are easier to recycle and have tried to promote 're-use' with beautiful glass jars with recyclable plastic brushed gold lids for all hand needles, pins and safety pins. All plastic tags and zip-ties have been eliminated and replaced with paper and wire ties.

To view the new packaging see the next page.



All of the Hemline Gold hand needle packaging features a cut-out section so you can easily identify what needles are in the jar.







# SCISSORS



## Pinking Shears

Ciseaux Cranteur  
Tijeras Dentadas  
Zickzackschere

380.HG

Pack QTY 3

23.5cm/9¼"

Brushed gold stainless steel blades with ergonomic handles for comfort. Able to cut through multiple layers of fabric and creates neat, pinked edges to minimise fraying.



9 317385 314266



## Dressmaking Scissors

Ciseaux de Couture  
Tijeras de Confección  
Schneider Schere

398.HG

Pack QTY 3

20cm/8"

Brushed gold stainless steel blades with sharp edge give a precise cut through multiple layers of fabric. Modern clear acrylic handles that are ergonomically shaped for comfort.



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## Embroidery Scissors

Ciseaux à Broder  
Tijeras de Bordar  
Stickschere

397.HG

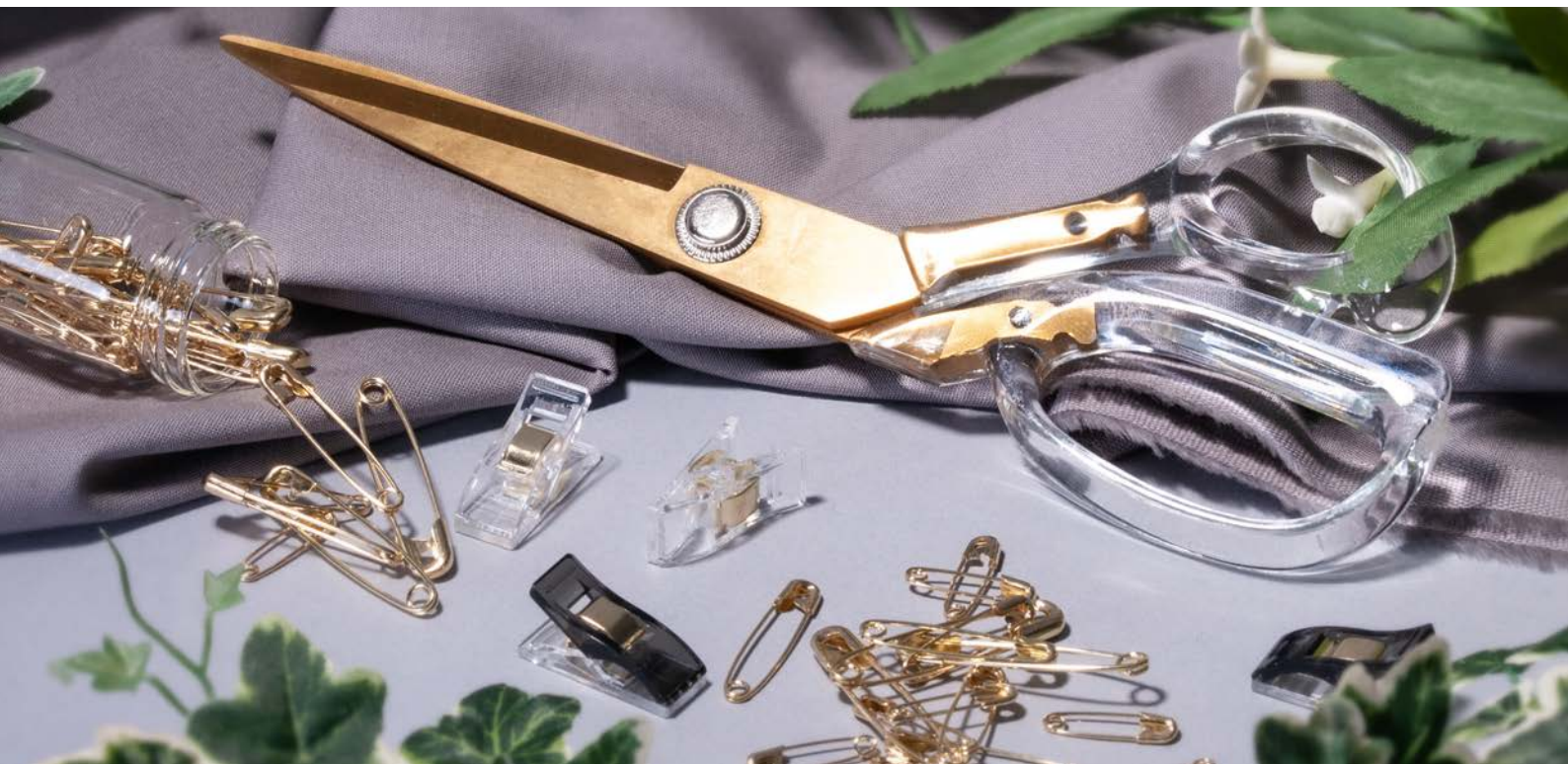
Pack QTY 3

12.5cm/5"

Brushed gold stainless steel blades with a sharp, fine point for detailed work. Modern clear acrylic handles that are ergonomically shaped for comfort. Suitable for fabric and general craft projects.



9 317385 314280



# HAND SEWING NEEDLES



All hand sewing needles are packaged in a reusable glass jar with a brushed gold lid. Cut out the panel on the bottom of the paper packaging and keep in your jar as a record of the needle type and quantity (see page 3).

All needles are made from strong nickel plated steel with gold eyes.

Hand needle jar dimensions:  
63 x 16 x 16mm



## Embroidery

Broderie / Aiguilles Crewel  
Agujas de bordar / Crewel  
Handnadelstickerei und Krüwell-Stickerei

280G.39.HG Pack QTY 5

Sizes: 3-9  
Long eyes suitable for multi thread skeins with tapered, slightly conical points for easy piercing of fabrics.  
10 per jar: 2x sizes 3, 5 & 9, 4x size 7



## Tapestry

Aiguilles à tapisserie  
Agujas de Bordar Handnadeln  
Tapisserie

283G.1822.HG Pack QTY 5

Sizes: 18-22  
Long eye for heavy-weight thread or yarn with a blunt rounded point, great for using on open weave needlecrafts without the damaging fabric.  
6 per jar: 2x sizes 18, 19 & 22



## Sharps

Aiguilles à Coudre  
Agujas de Coser a Mano - Sharps  
Handnadeln Sharps

288G.510.HG Pack QTY 5

Sizes: 5-10  
Small, rounded eye for extra strength. Great all-purpose needles for general sewing and crafting.  
10 per jar: 4x sizes 5 & 7, 2x size 10.



## Quilting

Aiguilles à courtoyante  
Agujas para patchwork Handnadeln  
Steppecke

282G.810.HG Pack QTY 5

Sizes: 8-10  
Fine, small round eye needles for quick, even stitching and reduced puckering.  
10 per jar: 4x sizes 8 & 9, 2x size 10.



## Assorted

Aiguilles à coudre à la main assorties  
Agujas de coser a mano surtidas  
Haushaltsserie von Handnähnadeln

214G.HG Pack QTY 5

Assorted sizes  
A classic assortment containing 10 of the most essential needles.  
10 per jar: 1x Tapestry, 6x Sharps & 3x Embroidery.







Magnetic Pin Dish

Plateau Aimanté  
Plato Magnético para Alfileres  
Magnetische Nadelschale

279.MD.HG

Pack QTY 3

107 x 107 x 30mm

Premium quality magnetised pin dish securely holds all metal needles, pins and paper clips. Non-slip rubber base ensures the dish is secure and prevents scratching of surfaces. Great for picking up spilt pins from the floor.



9 317385 314464



Tomato Pincushion

Pelote à épingles  
Acerico / Alfiletero  
Nadelkissen

277.584.HG

Pack QTY 3

100 x 100 x 65mm

Hand crafted novelty tomato pincushion in Hemline Gold Notions signature print. Extra large size to safely secure all of your needles and pins.



9 317385 314396



Plastic Headed Pins (Black)

Épingles à Tête en Plastique  
Alfileres con Cabeza de Plástico  
Perlenkopfnadeln

678.BK.HG

Pack QTY 5

Size: 0.58 x 38mm

60 premium quality pins made from strong, durable nickel plated steel to prevent bending with black plastic heads for comfort. Packaged in a reusable glass jar with brushed gold lid. Jar dimensions: 63 x 30 x 30mm



9 317385 314242



Plastic Headed Pins (White)

Épingles à Tête en Plastique  
Alfileres con Cabeza de Plástico  
Perlenkopfnadeln

678.WH.HG

Pack QTY 5

Size: 0.58 x 38mm

60 premium quality pins made from strong, durable nickel plated steel to prevent bending with white plastic heads for comfort. Packaged in a reusable glass jar with brushed gold lid. Jar dimensions: 63 x 30 x 30mm



9 317385 314259



## Dressmakers Pencils

Crayons à Marquer  
Lápiz de Costura Soluble en Agua  
Schneider Bleistift

299.2.HG Pack QTY 5

17cm  
2 water soluble, premium dressmakers pencils with gold foil signature print. Pack contains both white and grey pencils suitable for light and dark based fabrics. Ideal for dressmaking, tailoring, quilting and more.



9 317385 314358



## Safety Pins (Black)

Épingles de Sécurité  
Imperdibles  
Sicherheitsnadeln

415.99.BK.HG Pack QTY 5

Assorted sizes  
50 premium quality black safety pins made from strong, durable coated steel with a secure closure. Packaged in a reusable glass jar with brushed gold lid.  
50 per jar: 10x sizes 19mm, 23mm, 27mm, 34mm & 38mm.  
Jar dimensions: 63 x 30 x 30mm.



9 317385 314365



## Safety Pins (Gold)

Épingles de Sécurité  
Imperdibles  
Sicherheitsnadeln

415.99.GD.HG Pack QTY 5

Assorted sizes  
50 premium quality black safety pins made from strong, durable coated steel with a secure closure. Packaged in a reusable glass jar with brushed gold lid.  
50 per jar: 10x sizes 19mm, 23mm, 27mm, 34mm & 38mm.  
Jar dimensions: 63 x 30 x 30mm.



9 317385 314372



## Thimble (medium)

Dé à coudre  
Dedal  
Fingerhut

300.M.HG Pack QTY 5

17 x 18 x 18mm  
Premium quality nickel plated black thimble. Recessed top prevents needles and pins from slipping during use. A raised rim helps needles pierce the fabric more easily.  
Antiqued matt black finish.



9 317385 314402



## Thimble (large)

Dé à coudre  
Dedal  
Fingerhut

300.L.HG Pack QTY 5

20 x 19 x 19mm  
Premium quality nickel plated black thimble. Recessed top prevents needles and pins from slipping during use. A raised rim helps needles pierce the fabric more easily.  
Antiqued matt black finish.



9 317385 314419



## Retractable Tape Measure

Mètre ruban Rétractable  
Cinta Métrica Retractable  
Einziehbares Maßband

253.HG Pack QTY 3

150cm/60"  
Premium quality double sided retractable tape measure featuring Metric and Imperial measurements. Features a sleek, black, faux leather cover and end pull, with gold zip and stud detail.  
Dimensions: 57 x 57 x 18mm.



9 317385 314389





### Tape Measure

Mètre ruban  
Cinta Métrica  
Maßband

255.S.HG

Pack QTY 5

150cm/60"  
Modern black double sided tape measure with silver markings. Made from durable, non-stretch fibreglass, featuring Metric and Imperial measurements. Extra wide size makes reading measurements easier.



9 317385 314532



### Thread Snips

Coupe-Fil  
Cortahilos  
Gewindeschere

4802.HG

Pack QTY 3

Strong, sharp, brushed gold stainless steel blades for precision work. Soft grip handle and an arch spring for improved ease and speed. Great for unpicking stitches and trimming loose threads. Protective cap clicks over the top of the blades for safety when not in use.



9 317385 314549



### Flower Needle Threader

Enfile-aiguilles  
Enhebrador de Agujas  
Nadeleinfädler

234.HG

Pack QTY 5

45 x 25 x 5mm  
2 premium needle threaders with durable gold steel wire. Wide flower head makes needle threading quick and simple. Suitable for threading hand, machine and other needles with standard cotton, stranded cotton skeins and chunky yarns.



9 317385 314341



# ACCESSORIES



## Bobbin Box with Tray

Boîte pour canettes  
Caja para canillas  
Nähspulenbo

156.HG

Pack QTY 5

19 x 9.5 x 3cm  
Durable plastic bobbin box with capacity for 24 bobbins. Fits most sized bobbins up to 25mm/1" diameter. High quality EVA foam and a secure front latch keeps bobbins secure. Extra strong hinges for longer life.



9 517385 314228



## Sewing Kit

Kit de Couture  
Kit de Costura  
Nähset

4921.HG

Pack QTY 3

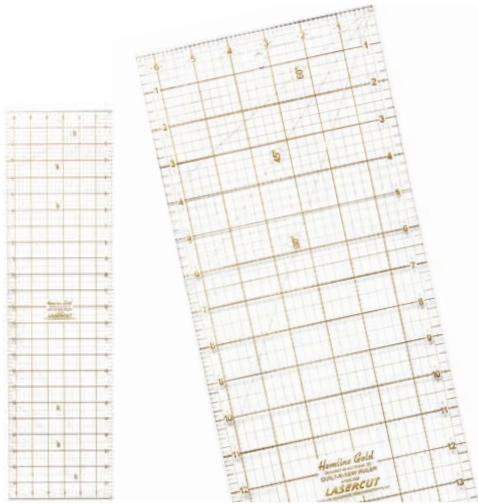
7 x 12 x 1.7cm  
Premium faux leather covered sewing kit featuring the Hemline Gold Notions signature print. Strong and durable clasp keeps your sewing kit secure and the slim design means it easily slips into craft bag pockets. Kit includes: 9cm/3.5in scissors, fibreglass tape measure 64cm/25in, 12 coloured polyester threads, needle threader, seam ripper, 4 shirt buttons, 4 snap fasteners, 3 hand needles, 6 safety pins and 6 plastic head pins.



9 517385 314518







## Patchwork Ruler

Règle pour Patchwork  
Regla para Patchwork  
Patchwork Lineal

4188.HG

Pack QTY 1

24 x 6.6"

Patchwork ruler in the most popular size, made from tough and durable acrylic with easy to read gold printed measurements. Features 30, 45, 60 and 90 degree angle lines. Ideal for using with a rotary cutter and suitable for crafting, quilting and patchwork. Designed for left and right hand use. Measurements in imperial.



9 317385 314525



## Rotary Cutter

Règle pour Patchwork  
Regla para Patchwork  
Patchwork Lineal

4095.HG

Pack QTY 1

45mm

Premium quality rotary cutter with a brushed gold blade made from ground hardened steel. Features an ergonomic, soft grip handle for a comfortable grip and an innovative safety locking system for protection that lifts away when cutting, then drops back down after use.



9 317385 314488



## Rotary Cutter Blades

Lame lisse de pour Cutter Rotatif  
Hoja lisa de para Cutter Circula  
Gerade Klinge für-Rollschneider

4097.HG

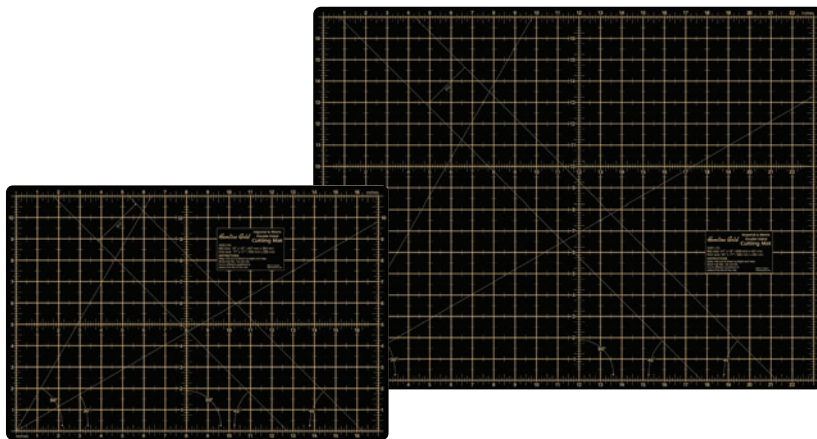
Pack QTY 5

45mm

Refill pack of 1 premium quality brushed gold straight blade, made from finely ground hardened steel for superior sharpness and a longer life. Can be used on fabric and paper. The blade fits Hemline Gold and Sew Easy rotary cutter models.



9 317385 314495



## Cutting Mat (medium)

Tapis de Coupe  
Base para Cortar  
Schneidematte

4092.HG

Pack QTY 1

45 x 30cm

Double sided with metric measurements on one side and imperial measurements on the other in easy to read gold print with 30, 45, 60 and 90 degree angle lines. 3mm thick with self-healing properties and a matt non-slip surface.



9 317385 314440

## Cutting Mat (large)

Tapis de Coupe  
Base para Cortar  
Schneidematte

4091.HG

Pack QTY 1

60 x 45cm

Double sided with metric measurements on one side and imperial measurements on the other in easy to read gold print with 30, 45, 60 and 90 degree angle lines. 3mm thick with self-healing properties and a matt non-slip surface.



9 317385 314457



## Quilters Clips

Pinces à Tissus  
Clips de Costura  
Nähklammern

230.S.30.HG

Pack QTY 5

17 x 25 x 8mm

30 premium quality, spring loaded quilters clips. Firmly holds multiple fabric pieces or seams together easily and securely without warping. Can be used with all types of machines including overlockers. Each pack contains 15 clear and 15 black clips with gold springs.



9 317385 314426

## Quilters Multi-Mat

Tapis 4-en-1 Tous loisirs créatifs

Multi-Mat de Quilter

Selbstheilende Schneidematte

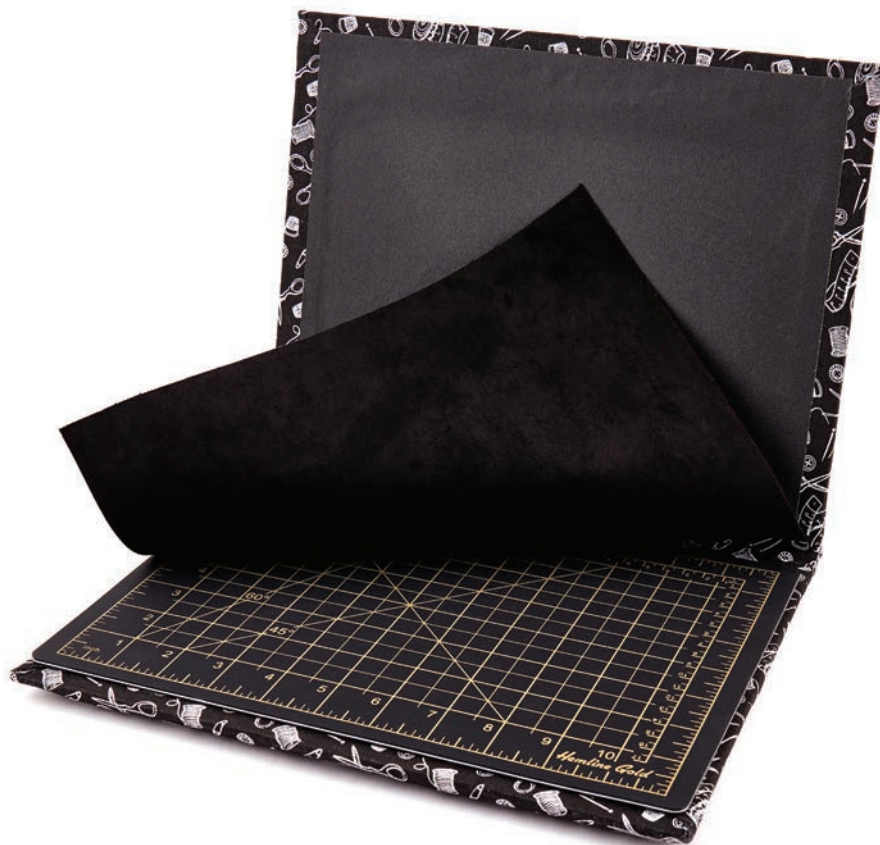
4089.584.HG

Pack QTY 1

A4 (30 x 24cm)

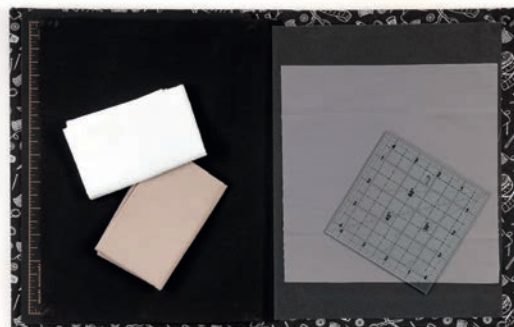
Our most popular sized 4-in-1 Multi-Mat. Features include:

- Self-healing cutting mat with metric and imperial guidelines in easy to read gold print.
- Anti-slip layout sheet for placing blocks or pattern pieces.
- Fine sandpaper pattern markers surface to keep your fabric in place while marking lines.
- Able to open up to A3 size to create a padded ironing mat. Covered in 100% cotton Hemline Gold signature print.
- When not in use, can be stored flat to prevent creases in your fabric and pattern pieces.



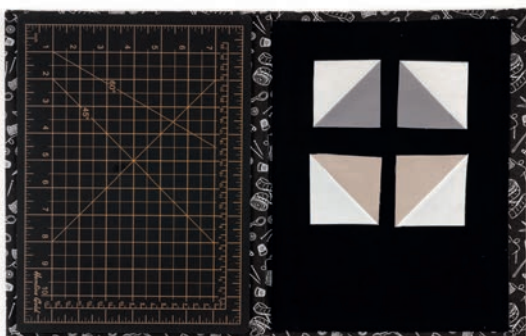
### CUTTING MAT

The self-healing mat is ideal for measuring and cutting your patchwork pieces. It has both metric and imperial grids and guidelines (8" x 11" / 17cm x 25cm). Best use with Hemline ruler and rotary cutter.



### PATTERN MARKER

The fine sandpaper surface keeps the fabric in place, while marking out lines or your design.



### ANTI-SLIP

Design Layout Sheet Ideal for placing blocks during the design stage of your project. It also forms a protective layer to the cutting board when closed and for your work surface when opened as an ironing mat.



### IRONING MAT

This padded exterior not only looks good, but opens out to form a useful ironing mat. Great for pressing open seams or folding over seam allowances.



# STORAGE



## Multi-Use Craft Bag

Sac Multi-usage pour les loisirs créatifs  
Bolsa Multiuso para Manualidades  
Mehrzweck-Basteltasche

MR4697.584.HG Pack QTY 1

28.5 x 36.5 x 17.8cm

Multi-use craft shoulder bag features a fold down flap with a quilted ironing mat, perfect for quick presses. A large internal pocket easily fits an A4 multi-mat or cutting mat. Strong and durable handles, long enough to fit comfortably over the shoulder and plenty of pockets to keep all of your tools and notions secure. 100% cotton outer features the signature Hemline Gold Notions print.







## Sewing Box

Boîte à Couture

Costurero

Nähkasten

MRMP.584.HG Pack QTY 1

19 x 26 x 14.5cm

Stylish storage box featuring the signature Hemline Gold Notions print. Strong, moveable handle makes this sewing box easy to carry. A durable, 4 section clear tray allows you to see through into the main box. The inside of the lid features a pin cushion and elasticated storage pocket to keep fabric pencils and smaller tools safe and secure. Plastic feet on the base keep your box clean from surface dirt.



9 317385 314556





# sewAID

International Aid Program for SewGroup International

SewAid is a program which offers many disadvantaged women in very poor countries the opportunity to learn how to sew, as well as providing them with the machines and equipment they need to start small home businesses in dressmaking, alterations and repairs. Additionally in some countries such as Uganda, Cambodia, Philippines and Fiji, SewAid has established permanent sewing workshops where women can be taught to sew and then given employment making various garments and homewares which are then sold around the world. SewAid also works closely with Days for Girls International by assisting in teaching sewing skills in a number of third world countries.

SewAid is primarily funded by the Sewgroup International Group of companies via a percentage of their profits, or donations of goods in kind. SewAid is also assisted by a number of other generous sponsors.

Programs to date have been held in Fiji, Samoa, The Solomon Islands, Philippines, Madagascar, Timor and Karabati.

For more information about our contribution to sew aid please visit [www.sewaid.com](http://www.sewaid.com).





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GROVES

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CATHEMGLD21

