

# *Hemline Gold*

PERFORMANCE | PURPOSE | STYLE

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This collection was born from the desire to have a premium, trend-led, yet timeless range that delivered on quality. We wanted a range of impeccable, high precision scissors that looked as exceptional as their performance. In summary we wanted a range that delivered substance with style. Months of research, designing and conceptualising led to the development of over 30 of our most versatile sewing notions in luxurious finishes suitable for dressmakers, tailors and quilters to artisan makers and menders.

With almost 100 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.





# Hemline Gold

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## Protecting our planet

Our business has pledged to reduce or remove as much unnecessary single use plastic on our products as we can, so for this range we have designed brand new, innovative packaging which has enabled us to completely eliminate all plastic waste packaging.

All of our products are packaged in sleek brown kraft paper packaging with our signature notions print and luxurious gold logo. The packaging has been customised to the item so it is used sparingly whilst still providing product protection without over consuming raw materials.

In addition, all of our packs 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, switch in an area where we knew we could do better.

We are proud to launch Hemline Gold as our first range completely free of plastic packaging.



We have worked towards using materials that are easier to recycle in some of our other product packaging. For example, using glass 'keep me' jars with recyclable plastic brushed gold lids for hand needles, pins and safety pins and replacing plastic tags with paper and wire ties to secure products.

For a full overview of our range in the packaging see the next page.

Sustainably packaged. Premium quality. Trend led. Purpose. Performance. Style.







# 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.



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## 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

12.5/5"

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



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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.  
All needles are made from strong nickel plated with and 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



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## 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 open weave needlecrafts without damaging fabric.

6 per jar: 2x sizes 18, 19 & 22



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## 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.



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## Quilting

Aiguilles à courtepoinette  
Agujas para patchwork Handnadeln  
Steppdecke

**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.



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## 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.



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## Magnetic Pin Dish

Plateau Aimanté  
Plato Magnético para Alfileres  
Magnetische Nadelschale

279.MD.HG

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.



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## Tomato Pincushion

Pelote à épingles  
Acerico / Alfiletero  
Nadelkissen

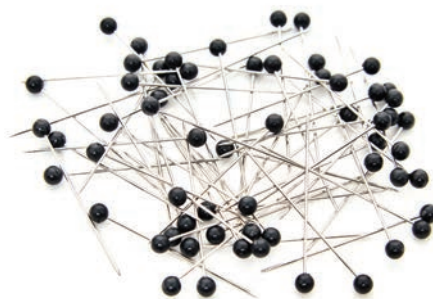
277.584.HG

Pack QTY 5

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.



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## 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



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## 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



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## 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.



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## 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.



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## 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.



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## 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.



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## 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.



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## Retractable Tape Measure

Mètre ruban Rétractable  
Cinta Métrica Retractable  
Einziehbares Maßband

253.HG

Pack QTY 5

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



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### 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.



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### 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 Aguas  
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 cotton, stranded cotton skeins and chunky yarns.



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## 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.



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## Sewing Kit

Kit de Couture  
Kit de Costura  
Nähset

4921.HG

Pack QTY 3

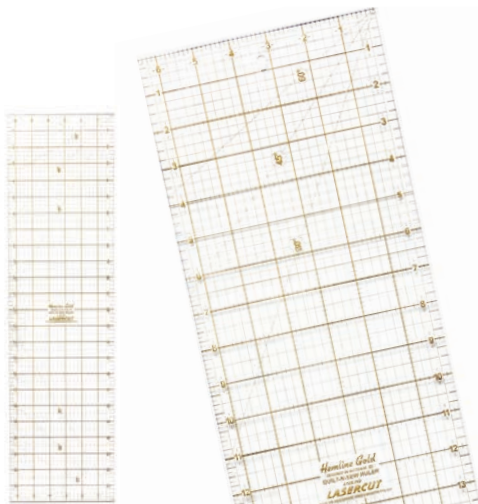
7 x 12 x 1.7cm  
Premium faux leather covered sewing kit featuring the Hemline Gold Notions signature print. Strong and durable clasp keeps your sewing kit secure and the slim design means it easily slips into craft bag pockets. Kit includes: 9cm/3.5in scissors, fibreglass tape measure 64cm/25in, 12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



9 317385 314518







## Patchwork Ruler

Règle pour Patchwork  
Regla para Patchwork  
Patchwork Lineal

4188.HG

Pack QTY 1

24 x 6.6"

Patchwork rule 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 that lifts the guard away when cutting, then drops back down after use for protection.



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## Rotary Cutter Blades

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

4097.HG

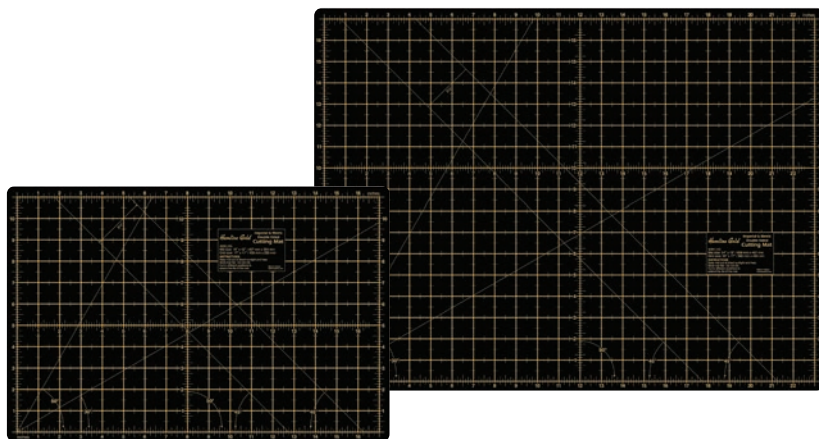
Pack QTY 5

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.



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## 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 matte non-slip surface.



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## 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.



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## 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 surface to keep your fabric in place while marking lines.

The ability 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.



9 317385 314433







## 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 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 pockets to keep all of your tools and notions secure. 100% cotton outer featuring the signature Hemline Gold Notions print.



9 317385 314501





## 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 work room and surface dirt.



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# sewAID

International Aid Program for SewGroup International

SewAid is a program which offers many 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 homeware 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 sponsors. Please see our website for more details.

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

For more information visit [www.sewaid.com](http://www.sewaid.com)



