



Lovely Letters Stitch-a-Long!

For the next four weeks, we'll be stitching out the letters L-O-V-E in a gorgeous, original floral font. Each week, you can choose between the free 4x4 hoop charm size, or upgrade for \$1.99 to our lavishly illustrated design, provided in 5," 6," 7," and 8" sizes. The letters will post randomly throughout the month. As each new design arrives, notices will be sent to our private mailing list, Facebook, Instagram, and Pinterest accounts. If you don't subscribe to any of these, it isn't even a requirement—just visit the website periodically to see what's new.

In the download, you'll find each week's design in many popular embroidery formats and a PDF color chart. For the charm size, you'll just need four 8" x 8" scraps of fabric. The 5," 6," and 7" larger designs will need a fat quarter, and the 8" size will need 3/8 yd. Later on, we'll decide what type of borders to make.

Be sure to mark your calendars! For about a week after a letter posts, the charm size is free on the website—after that, it is for sale on the website for \$1.49. Likewise, the price of the large set will increase from \$1.99 to \$2.99 after a week. So if you miss a week—you'll have to pay! There are no exceptions; please don't ask. If you don't stitch it right away, at least open it to make sure it unzips properly and you have received and can open the instructions—once the week ends, it will never again be given as a freebie.

Finally, be sure to tell your embroidery friends! Most of the fun comes from posting photos and chatting to see what others are doing and how they are coming along. You can do this on all of our social media outlets listed on our website homepage. We've just started a new Facebook group called San Francisco Stitch Co. Project Photos at the link below—if we get enough participation in terms of sharing photos and comments, we will make up a free finishing kit for the charm size! You can also use the hashtag #lovelyletters on Instagram and Facebook to share.

Thanks for joining us and Happy Stitching!

[San Francisco Stitch Co. Project Photos Facebook Page](#)

[Join Our Private Mailing List](#)

