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JANOME

Unveils New Memory Craft Embroidery Machine Line

*Innovation Meets Accessibility with Three New Models
Designed to Inspire Creativity*



MAHWAH, NJ – July 25, 2025 —

Janome America, Inc., a leader in sewing innovation for over a century, proudly announces the launch of its new **Memory Craft Embroidery Machine Series**—a revitalized lineup that combines cutting-edge technology, user-friendly design, and affordability. The new series includes the **Memory Craft 9850LE, Memory Craft 1000, and Memory Craft 100E**, all crafted to make professional-quality embroidery more accessible than ever.

Building on the legacy of the original **Memory Craft 8000**, the first professional-style home embroidery machine released in 1990, Janome continues its tradition of pioneering innovation by leveraging its expertise in industrial robotics and precision design.

“This new Memory Craft series represents a bold new chapter for Janome’s mid-line embroidery collection,” said **John Ryan**, Vice President of Business Development at Janome America, Inc. “We’re making machine embroidery more approachable, more creative, and more fun for a broader audience—from beginners to seasoned sewists.”

THREE NEW MACHINES, ENDLESS POSSIBILITIES

All three models in the collection will launch with **MSRPs under \$2,000**, making them ideal entry points for new machine embroidery enthusiasts while still offering advanced features for experienced creators.

MEMORY CRAFT 1000

This sewing and embroidery combo machine offers flexibility and function in one sleek design. It includes:

- **300 built-in stitches**, 3 fonts, and 7mm maximum stitch width
- **8 included presser feet** and on-screen stitch presets with foot recommendations
- **241 built-in embroidery designs** and a maximum 5.5" x 5.5" embroidery area
- A seamless switch between sewing and embroidery with the push of a lever
- Compact design, compatible with optional **free arm hoops** for hard-to-reach spaces



MEMORY CRAFT 100E

Perfect for users who already have a beloved sewing machine or want to multitask, the MC100E is an embroidery-only model with:

- The same embroidery platform as the MC1000
- Several **exclusive embroidery collections**
- Small footprint, perfect for a secondary machine to your main sewing machine



MEMORY CRAFT 9850LE

Designed for advanced sewists and quilters, this Limited Edition model includes:

- **9mm stitch width**, extended 8.1" sewing bed
- Large maximum **6.7" x 7.9" embroidery field** and compatibility with **3.9" x 1.6" free arm hoop**
- Built-in **Sewing Applications menu** for stitch presets by task
- A robust tool for precision work and large-scale creativity



All machines in the new Memory Craft lineup encompass **support features**. The Memory Craft 1000 and Memory Craft 100E include **QR code access** to video tutorials, stitch charts, and troubleshooting guides right from your mobile device.

CREATED FOR THE MODERN MAKER

Whether you're customizing clothes, designing intricate cosplay costumes, adding flair to home décor, or crafting heirloom-quality gifts, Janome's new machines deliver the tools and inspiration to bring any vision to life. From small monograms on baby onesies to bold patterns on quilts—or perfectly stitched details on your next convention-ready ensemble—the creative possibilities are limitless.

AVAILABILITY

The Memory Craft 1000 and Memory Craft 100E will be available exclusively through authorized Janome dealers in the **U.S. and Canada** starting July 25, 2025. The Memory Craft 9850LE will follow with availability beginning in early September. To learn more or locate your nearest dealer, visit **www.janome.com**.

ABOUT JANOME AMERICA, INC.

Janome America, Inc. is the largest sales subsidiary of the Janome Corporation of Japan. With a heritage spanning more than 100 years, Janome is a global leader in sewing machine innovation, known for its user-friendly technology, exceptional stitch quality, and dedication to empowering makers. Janome machines are sold in over 100 countries and supported by a passionate global team of more than 3,500 employees.



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