



HAPPY BIRTHDAY
&
POP-UP SHOP



37 years ago

- on what was then known as Queen's Birthday Weekend -
Keith and I were busy stocktaking and then cleaning
and me dreaming of what would become of the grubby little business
I had purchased.

A run-down bookshop.

One of the first things to go was the smutty 'top-shelf' magazines!

Re-opened on the Tuesday with fresh smelling premises,
a new shop name and a vision for the next five years.



Half of my life-time later ~ I'm still in business.

And what wonderful opportunities & experiences
it has given me
as it has enabled me to visit, exhibit and teach
in so many parts of the world
~ Italy, Belgium, USA, Australia, UK ~
as well as throughout New Zealand.

And some places - many times.

I wonder for how many more years I will be blessed.

To follow, some of my experiences



Nashville Needlework Market
(Trade Show ~ as a wholesale exhibitor)
Franklin, Nashville, TN, USA
2013

With the exception of 3 years
attended a Needlework Trade Show
every year from
1994 to 2018
in various locations
(Charlotte, NC, Columba, OH & Nashville, TN)

2013 was the only year I attended as both a retailer & an exhibitor



Celebration of Needlework
Nashua, NH, USA
2013, 2016, 2017



Beating Around The Bush
Adelaide, Australia
2014



La Foir'Fil Textile Show
Nivelles, Brussels, Belgium
2015

Do you recognise the customer waiting to be served?
Well known New Zealander & embroiderer ~ Diane Martin



Needlework Galleria
St. Charles, MI, USA
2014, 2016, 2018



Fili senza tempo
Modena, Italy
2017

The exhibitor to my right was
Jacob de Graaf

of
Modern Folk Embroidery

*A glimpse of a few of his designs can be seen.
Also pictured is Giulia ~ my constant interpreter*



Sampler Gathering
Taupo & Turangi
2007, 2009, 2011, 2013, 2015, 2017, 2019 & 2021



Four images above : Sampler Gathering ~ 2017



Embroidery 2000
Auckland
2000



Embroidery Guild Conferences

Auckland *(several years)*
Masterton & Hastings
(2016 pictured)



POP-UP SHOP
Matangi, Waikato
2024

I'm off to Matangi *(near Hamilton)* again next week
to set up another
POP-UP SHOP
at Robyn's fantastic shop -
Tis the Season.



WHERE : *Tis the Season, 452 Tauwhare Road, Matangi, Waikato*

WHEN : *Wednesday & Thursday ~ 11 & 12 June 2025*

WHAT TIME : *9.30am - 4pm (each day)*



I do hope you will be able to visit.
I'd love to see you.

Sherelyn



.... for fine needlework designs,
supplies & accessories
for the discerning needlewoman
to create beautiful needlework pieces
that will become the heirlooms of tomorrow



Samplers - Antique Reproductions & Original Designs - Our Passion



THREADS

Silk & Cotton
Overdyed

~

Silk 'n Colors
Silken Pearl

(The Thread Gatherer)

~

Sampler Threads
&

Simply Shaker
Sampler Threads
(The Gentle Art)



FABRIC

Gabrielle
(Flood damaged linen)

~

FABRIC & THREAD PACKS

Barberry Row
Designs

~

BARBERRY ROW MERCHANDISE

Thread Drops
Note Cards
Coffee Mugs
and more ...

DESIGNS

With My Needle : Ellen Chester - USA
GigiR Designs : Gigi Ries - Belgium
GPA - Giulia Punti Antichi : Giulia Manfredini - Italy
Reflets de Soie : Isabelle - France
JBW Designs : Judy Whitman - USA
Barberry Row : Sheryl Whitman - NZ



HEIRLOOMS POP-UP SHOP

~

2 days ONLY : 11 & 12 June 2025

I look forward to your visit. Sheryl



PLEASE NOTE:
Heirlooms Needlework Gallery
will be
CLOSED
during the month of June



[Website](#)

[Email](#)



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