

HAPPY BIRTHDAY & POP-UP SHOP



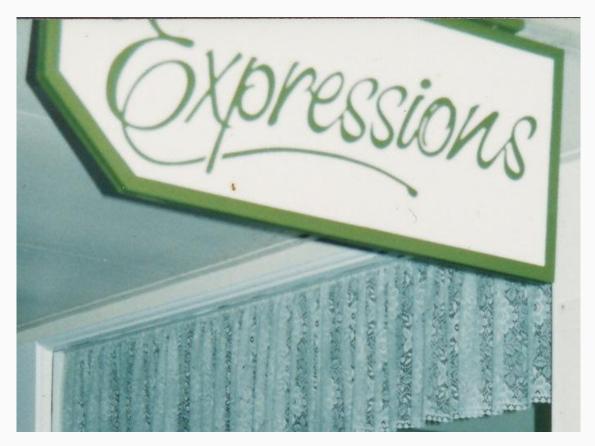
37 years ago

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 : Sherelyn Whiteman - NZ



HEIRLOOMS POP-UP SHOP

2 days ONLY : 11 & 12 June 2025

I look forward to your visit. Sherelyn



PLEASE NOTE: Heirlooms Needlework Gallery will be CLOSED

during the month of June



Website

<u>Email</u>





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supplies & accessories
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