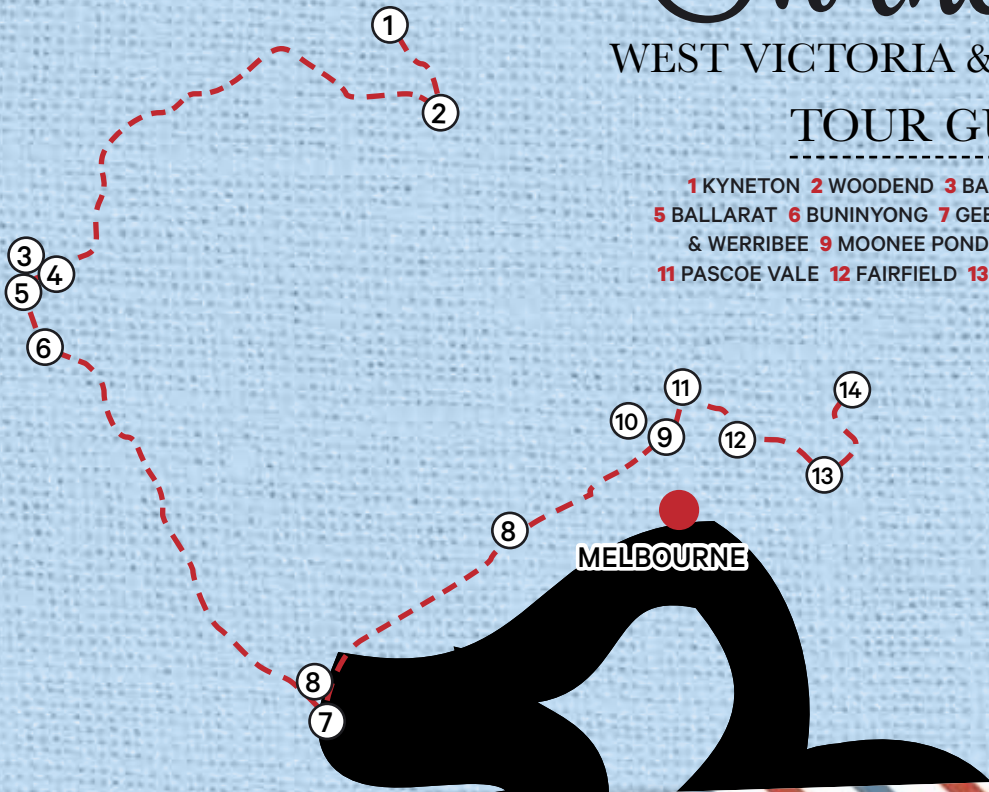


# On the road

## WEST VICTORIA & MELBOURNE

### TOUR GUIDE

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## 1. Kyneton PICK UP STITCHES



**Where's Kyneton:** Heading south from Bendigo on the Calder Freeway, Kyneton is on the way to Macedon and Gisborne.

**Where in Kyneton:** 30 Piper Street. We're in the main shopping street of Kyneton, with some beautiful old buildings lining the street.

**Who plays host:** Sharon Boxshall

**Worth visiting because:** We absolutely love all things knitting and patchwork and, after moving to larger premises, we're lucky to have three rooms filled with wonderful fabrics. We like to think of our store as the craft equivalent of a lolly shop, where you're sure to be filled with that sense of excitement when you find your dream fabric. Not only do we have a wonderful range of fabrics, but we also have a fantastic selection of wool products, including Noro, Heirloom, Sirdar Sublime and speciality sock yarns. We have an extensive selection of patterns and books on patchwork, quilting, felting, knitting, crochet and sewing, so whatever project you're wanting to start on, inspiration is always at hand. Stitch and Sew days and evenings are held throughout the year and are always popular, so why not join in the fun?

**What we recommend:** The AFL Beanie and Scarf Easy Knit Kits with AFL and team logos to sew on. Machine washable, 12ply.

**Address:** 30 Piper Street, Kyneton, Vic 3444

**Phone:** (03) 5422 6614

**Email:** [pickupstitches@bigpond.com](mailto:pickupstitches@bigpond.com)

## 2. Woodend SEW WOODEND



**Where's Woodend:** Woodend is a beautiful 19th-century tourist town, located 50 minutes from Melbourne, via the Calder Freeway, or 90 minutes by train from Southern Cross station.

**Where in Woodend:** 108 High Street. Ample parking is available nearby. Or from the V-line station, it's a five minute walk past the Victoria Hotel and iconic clock tower.

**Who plays host:** Store owner Allison, who has a background in textile art and a love of fabric and embroidery, along with the help of staff member Bree, who has her own fashion line, Lulu Rocket Retro (available in store).

**Worth visiting because:** When you visit, you'll be struck by our excellent customer service in such a friendly atmosphere. We love to nurture creativity, so you'll always find help and encouragement from us when you need it. With our range, we like to cater for both the modern and contemporary textile artist. Our shelves are packed with all sorts of goodies, including vintage buttons, laces and linens, artist buttons, embroidery threads, Japanese fabrics, haberdashery, Australian-made yarns, and Lulu Rocket Retro bespoke garments, and we've also become well known for our range of cat-design fabrics!

**What we recommend:** Our monthly in-store sewing-machine service days will encourage you to take care of your machine. We like to be a store that you will feel comfortable visiting regularly, as we always have something new and unique to look at and frequently changing stock. Take the time to enjoy the scenic town we're lucky to live in, have a nice lunch, coffee and cake and pop in to visit our wonderful, inviting store. If you mention this profile when you visit, we'll give you a 20 per cent discount on fabrics.

**Address:** 108 High Street, Woodend, Vic 3442

**Phone:** (03) 5427 2770

**Email:** [sewwoodend@yahoo.com.au](mailto:sewwoodend@yahoo.com.au)

**Website:** [sewwoodend.com](http://sewwoodend.com)

## 3. Ballarat SOVEREIGN NEEDLEWORK

**Where's Ballarat:** Approximately one hour north-west of Melbourne on the Western Highway.

**Where in Ballarat:** 215 Mair Street. We're one block from the train station and one block from Sturt Street, which is the main street of Ballarat.

**Who plays host:** Elaine Quirk, and sometimes Elaine's husband, Chris, helps out when he's not at work.

**Worth visiting because:** There is really nothing else like Sovereign Needlework in the area. Our walls are adorned with a wonderful variety of threads, so finding the right thread and colour for your projects won't be hard. We also have a range of cross-stitch kits and fabric so you can create your own designs, trammed tapestries, wool, needles and plenty of patterns for cross stitch and knitting. You'll also find lots and lots of books to choose from, so you'll never struggle to find inspiration for an upcoming project. Our kettle is always on, so feel free to drop in and have plenty of fun browsing.

**What we recommend:** We just love stitcheries, and our wide range of sewing needles and other stitching products will indulge any passionate stitcher's needs.

**Address:** 215 Mair Street, Ballarat, Vic 3350

**Phone:** (03) 5332 1782



## 4. Ballarat EUREKA PATCHWORK

**Where's Ballarat:** Just over an hour's drive west of Melbourne.

**Where in Ballarat:** 36 Mair Street East. Just a few minutes' drive from Sovereign Hill and the Gold Museum and a short walk from the Ballarat Art Gallery and railway station, next to Autopro, and a few steps from JB HiFi, and Dan Murphy's.

**Who plays host:** Elisabeth Rundle and her friendly staff.

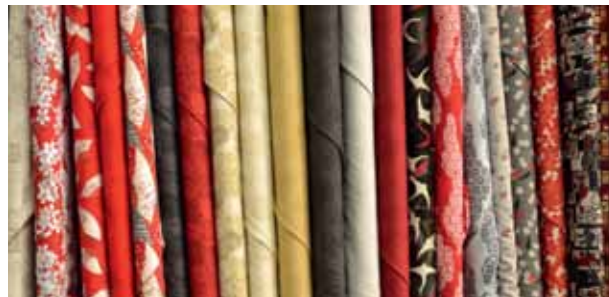
**Worth visiting because:** After relocating from our former location in Victoria Street, we still offer the same great service and range as before. We are happy to help you with matching fabrics for your next project or just hunting down that perfect colour you need from our spectacular wall of colour – it just has to be seen to be believed. We can also refer you to the long-arm quilters you need to finish your projects. Also on offer is a great range of classes in various areas. We also offer quick turnaround on repairs to sewing and embroidery machines. Tour groups are welcome to visit.

**What we recommend:** We have a large range of blenders, and we're renowned for the fine collection of Japanese-themed fabrics we have available. You can also shop for a selection of our fabrics on the website.

**Address:** 36 Mair Street East, Ballarat Central, Vic 3350

**Phone:** (03) 5331 6160

**Email:** fabrics@eurekapatchwork.com.au



**Website:** [www.eurekapatchwork.com.au](http://www.eurekapatchwork.com.au)

## 5. Ballarat COTTON FACTORY



**Where's Ballarat:** On the Western Highway, west of Melbourne – about 90 minutes' drive (130km). There is a great train service from Regional and Metro Victoria. And we are on your route if you are driving from WA, NT or SA through to Melbourne.

**Where in Ballarat:** 128 Clyde Street. Cotton Factory is located in a quaint old Scout Hall, in a quiet residential street on the corner of Brougham and Clyde Streets. Look for the corner and our big beautiful green doors.

**Who plays host:** Alison von Bibra (known as AvB to one and all) is your hostess. Alison is a mum and garden-lover in addition to being a devotee of the daily management of her fabric habit.

**Worth visiting because:** Cotton Factory has become well-known for its extensive range of text and low-volume fabrics. I source

a very broad range of text prints, so you'll find fabulous typography from Lecien, Robert Kaufman, FreeSpirit, Moda, Ella Blue and Riley Blake Designs. These fabrics combine well with the brights I stock, including modern ranges from Alison Glass, Tula Pink, Tim Holtz, Amy Butler, Denyse Schmidt and Carolyn Friedlander in addition to a myriad of wonderfully talented Australian designers. I source and work with local designers, so you will find patterns and designs from several locals when you visit – there's so much talent in Ballarat. The online store is always open, and the studio is typically open Thurs-Sat 10am-3pm. I am also able to make arrangements for groups and special visits outside these hours: please just give me a call to organise an appointment. I love social media, so follow Cotton Factory on Facebook ([www.facebook.com/cottonfactoryballarat](http://www.facebook.com/cottonfactoryballarat)) and Instagram (@cotton\_factory) to keep up to date with all that is happening in the studio.

**What we recommend:** It's hard to pick just one. My range of quilt kits, bag-making supplies, toy-making supplies, English paper piecing supplies, Australian patterns and the top-quality fabrics will really make you feel spoilt for choice. I also like to stock hard-to-find precuts, which I import directly from the US.

**Address:** 128 Clyde Street, Cnr Brougham Street, Ballarat, Vic 3350

**Phone:** 0434 600 817 **Email:** [alisonvonbibra@hotmail.com](mailto:alisonvonbibra@hotmail.com)

**Website:** [www.cottonfactory.bigcartel.com](http://www.cottonfactory.bigcartel.com)

## 6. Buninyong SEW SPECIAL BUTTON HEAVEN



**Where's Buninyong:** Just 10 minutes from Ballarat. Come by car or catch the bus from Ballarat. The bus stops just across the road from the shop.

**Where in Buninyong:** 320 Learmonth Street. We can be found right next door to the Buninyong Bakery.

**Who plays host:** Owned by Gael Fennell; all the hard work is done by Jenny, Paula, Belinda and Lindy.

**Worth visiting because:** What started out as a small haberdashery shop in Buninyong has grown to be the go-to place for buttons; in fact, we have more than 7,000 buttons in stock. We pride ourselves on being able to provide for any project, and with the largest range of buttons to choose from in country Victoria, it's not hard to find what you need. We also stock ranges from Nutex quilting fabrics, a great range of haberdashery and wool. Larger groups and bus tours are also welcome to visit. Don't forget to visit our website and keep up to date with the store on our Facebook page, [www.facebook.com/sewspecialbuttonheaven](http://www.facebook.com/sewspecialbuttonheaven).

**What we recommend:** Our passion is, of course, buttons, but we also have a great range of fun fabric for the young at heart. The recently introduced selection of wool and specialty yarns is a wonderful addition to our range of haberdashery and gifts. If you plan to visit for our buttons, bring your project with you and we will be only too happy to help find that perfect button that will bring your work alive. You really must drop in for a visit to see our amazing selection of buttons.

**Address:** 320 Learmonth Street, Buninyong, Vic 3357

**Phone:** (03) 5341 3050

**Email:** [info@sewspecial.net.au](mailto:info@sewspecial.net.au)

**Website:** [www.buttonheaven.com.au](http://www.buttonheaven.com.au)

## 7. Geelong BELLARINE SEWING CENTRE

**Where's Geelong:** Victoria's second largest city, Geelong is 75km from Melbourne and within a short drive from the popular seaside communities on the Bellarine Peninsula, as well as being the gateway to the famous Great Ocean Road.

**Where in Geelong:** 395-399 Moorabool Street. Directly opposite the home of the Geelong Cats AFL team, and a 1km straight drive from the town centre.

**Who plays host:** John and Zoe, with the help of their wonderful team.

**Worth visiting because:** When you drop in, check out our extensive range of Brother and Elna sewing machines and accessories. You'll find over 3,000 bolts of patchwork fabrics – from brights to reproduction fabrics, not to mention the large range we have of the beautiful Tilda fabrics. We have an amazing range of patterns, templates, kits and books, including the full range of Zoe Clifton Designs patterns, books and templates.

**What we recommend:** We love expanding our customers' sewing knowledge, offering a wide range of classes for all skill levels. Don't forget to check out our website for 24/7 shopping, with a huge range of our products available – but we would love for you to drop in and see them for yourself!

**Address:** 395-399 Moorabool Street, Geelong, Vic 3220



**Phone:** (03) 5221 3034

**Email:** [bellarinesewingcentre@outlook.com](mailto:bellarinesewingcentre@outlook.com)

**Website:** [www.bellarinesewingcentre.com.au](http://www.bellarinesewingcentre.com.au)

## 8. Geelong West & Werribee HEIGHTS SEWING CENTRE

**Where are Geelong West & Werribee:** You'll find Geelong just south-west of Melbourne, and Werribee is halfway between Melbourne and Geelong on the Princes Highway M1.

**Where in Geelong West & Werribee:** Shop 1/63 Synnot Street, Werribee. Synnot Street is one of the major roads in Werribee, and we are right next door to Officeworks. 176 Pakington Street, Geelong West. Pakington Street is a main shopping street through Geelong West – you'll find us surrounded by lots of great shops to visit.

**Who plays host:** Owned by Ken and Marj Wilks. Lynn and Jodi lead the team in Werribee.

**Worth visiting because:** Heights in Werribee has a large range of quilting fabrics to choose from, along with batting, interfacing and haberdashery. If you're after threads, we've got you covered with brands including Signature 40, Robison Anton, Rasant, Gütermann and QA. We also have the latest in quilting machines, with both the Bernina Q20 sit-down machine and the HandiQuilter Simply 16 with HQ little foot frame. We're also dealers for Husqvarna Viking, Janome and Bernina sewing, embroidery and overlocker machines, along with Babylock overlockers. To complement your craft room, we have Horn sewing furniture available. Our industry-qualified technicians are available to service all brands of machine onsite at our Geelong



West store, or drop your machine into the Werribee store and we'll look after it. We're also happy to have bus groups visit us at Werribee – just give Lynn and Jodi a call to arrange a time.

**What we recommend:** We really love the Horn gaslift sewing chairs. They are height adjustable, and the chair back just sits snugly in to support your back when sewing. It also has a hiding spot under the seat and is available in three colourways. The Accuquilt Go! fabric-cutting machine is another favourite and it's available in three sizes, and a range of dies are also available in each store.

**Address:** Shop 1/63 Synnot Street, Werribee, Vic, 3030  
176 Pakington Street, Geelong West, Vic 3218

**Phone:** (Werribee) (03) 8742 6238, (Geelong) (03) 5229 3558

**Email:** heightsewing@bigpond.com

**Website:** www.heightsewing.com.au

## 9. Moonee Ponds MOONEE PONDS SEWING



**Where's Moonee Ponds:** About 15 minutes north of Melbourne's CBD. Public transport is very convenient with the No. 59 tram from the city and buses stopping at the Moonee Ponds Junction, which is only a few steps from our front door. And the train station is a short walk down Puckle Street.

**Where in Moonee Ponds:** 44 Pascoe Vale Road. We are located right behind the clock tower, Moonee Ponds Civic Centre, and near the junction of Pascoe Vale Road and Mt Alexander Road. Street parking is available, and we are very close to the beautiful Queen's Park and the Moonee Valley racecourse.

**Who plays host:** Evelyn, with the assistance of Linda, Denise, Janneke, Andrea, Kerri and Wendy. We also have Heather and her award-winning jelly slice around on club days.

**Worth visiting because:** We carry the best brands of machines – Brother, Bernina, Janome, Pfaff, Husqvarna Viking, Babylock, Elna and HandiQuilter Sweet 16 and Simply 16 quilting machines. Check out our range of Horn cabinets and sewing-machine accessories, along with our haberdashery, threads, machine-embroidery designs, stabilisers, quilt battings and plenty of patchwork fabrics. We can help you with all your sewing needs, including sewing classes, machine service and repairs.

**What we recommend:** Come in and experience our great old-fashioned service. We will guide you through your machine purchase, and free lessons are included because we believe that the more you know, the more you sew! Can't drop in for a visit? No worries, you can visit our online shop, send us an email or even give us a call, and we'll take your order over the phone. We would love to hear from you!

**Address:** 44 Pascoe Vale Road, Moonee Ponds, Vic 3039

**Phone:** (03) 9370 8695

**Email:** mpsewing@bigpond.net.au

**Website:** www.mooneepondssewing.com

## 10. Moonee Ponds TRANQUILITY CRAFTS 'N SUPPLIES



**Where's Moonee Ponds:** Moonee Ponds is a suburb of Melbourne, and just a short train ride from the city.

**Where in Moonee Ponds:** 37 Holmes Road. We're a short walk from the train station. If you're driving to the store, parking is available across the road or in the carpark on the corner.

**Who plays host:** You will be greeted by the owner, Joanne, who has many years of experience and is ready to help you.

**Worth visiting because:** We are a shop well worth visiting, especially if you're looking for inspiration, as the walls and shelves are lined with completed samples to get you creatively inspired. You'll find in excess of 2,000 bolts of patchwork fabric, linens and Aida cloth for cross stitch and embroidery. If you're an embroidery and cross-stitch enthusiast, you'll be happy to know Tranquility Crafts 'N Supplies carries everything for your embroidery and cross-stitch needs. I have threads from DMC, Cosmo, Threadworx, Madiera and Cottage Garden Threads, just to name a few. Of course, for patchworkers, I have many books, patterns and other necessities for completing a quilt. If you need help with anything, don't hesitate to ask; I'm always happy to help out.

**What we recommend:** A great new kit is this simple quilt that measures 35½ x 44½in (90 x 114cm) and is an adaption of *Life is a Patchwork of Friends* quilt card from Wildcraft Farm. This kit includes all you need – quilt card, stitchery fabric, charm pack, pearl cotton and binding fabric – all for just \$57 plus p&h.

**Address:** 37 Holmes Road, Moonee Ponds, Vic 3039

**Phone:** (03) 9375 3575

**Email:** [tranquilitycrafts@bigpond.com.au](mailto:tranquilitycrafts@bigpond.com.au)

**Website:** [www.facebook.com/TranquilityCraftsnSupplies](http://www.facebook.com/TranquilityCraftsnSupplies)

## 11. Pascoe Vale PATCHWORKS UNLIMITED

**Where's Pascoe Vale:** A suburb in the north of Melbourne.

**Where in Pascoe Vale:** 25 Pascoe Street. We are in between a fish-and-chip shop and a pizza shop, in a small collection of shops on the street.

**Who plays host:** Pauline and Bronwen own the store. We also have some lovely ladies who will help out sometimes to fill in for us.

**Worth visiting because:** We have one of the biggest ranges of bright fabrics and Japanese fabrics in the northern suburbs of Melbourne. We also stock our own patterns and a lot of Australian-designed patterns. Our classes are well-priced and a lot of fun, so why not sign up for one, such as our runner courses, which are held each month. If you do five runner classes, you get the sixth for free!

**What we recommend:** We love to encourage you to 'give it a go' – you might be surprised by how much of a genius you are at choosing what you love! We will help you and guide you in the best outcome direction. We also love our new ranges of fabrics, so be sure to check out what's new when you visit.

**Address:** 25 Pascoe Street, Pascoe Vale, Vic 3044

**Phone:** (03) 9300 4011

**Email:** [patchworksunlimited@gmail.com](mailto:patchworksunlimited@gmail.com)

**Website:** [www.patchworksunlimited.com](http://www.patchworksunlimited.com)



## 12. Fairfield GJS DISCOUNT FABRICS

**Where's Fairfield:** A suburb in the north-east of Melbourne, just a short drive from the CBD.

**Where in Fairfield:** 31 Steane Street. We're on the corner of Sparks Avenue and Steane Street. We are extremely excited to have moved into our new premises just off Darebin Road in the hip suburb of Fairfield after 21 years in Brunswick. We're not far from the warehouse outlet of Diana Ferrari and Warwick, and there is plenty of parking and space to move.

**Who plays host:** Georgia, Sue and Carolyn head up an amazing team who are friendly, knowledgeable and experienced in many aspects of the sewing industry.

**Worth visiting because:** We are well-established as Melbourne's largest independent retail fabric store, specialising in patchwork and craft fabrics, as well as glitter and dance fabrics, as we are a leading supplier to the dance and theatrical arts industry. However, our patchwork and craft fabrics are sure to blow you away, with some of the best designers and manufacturers around. We have ranges from Cotton & Steel, Tula Pink, Amy Butler, Kaffe Fassett, Art Gallery, Moda, Kokka, Michael Miller, Riley Blake and StudioTGreen, just to name a few. We also have an extensive range of haberdashery. Our new location fortunately has an upstairs sewing room, which is available for sewing groups and workshops. Feel free to enquire about our



existing groups so you can join in the fun, or maybe you could start your own group. We also welcome large groups and bus tours to the store. We're open Mon-Fri 9am-5pm and Sat 9am-4pm, but are closed on public holidays.

**What we recommend:** We have patterns from the very talented girls at Ric Rac and Nicole Mallalieu Designs, so inspiration is never far. We also have a customer-loyalty program, so make sure you show us your card when you are in store; for every \$200 you spend, you will receive \$20 off your next purchase – always a nice surprise.

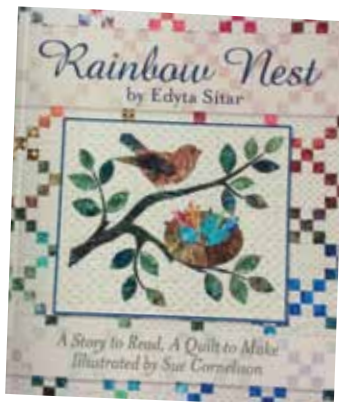
**Address:** 31 Steane Street, Fairfield, Vic 3078

**Phone:** (03)9380 2989, 0403 184 853

**Email:** info@gjsdiscountfabrics.com.au

**Website:** www.gjsdiscountfabrics.com.au

## 13. Blackburn SEWN AND QUILTED



**Worth visiting because:** We pride ourselves on offering top customer service, and we just love the feeling of the 'patchwork community' that our customers and students bring to our shop. We have so many fantastic teachers, who bring a huge depth of knowledge, covering many skill areas. You'll find an eclectic range of gorgeous fabrics to choose from, including Kaffe Fassett, Tula Pink, Liberty, Tilda, French General, Laundry Basket Quilts, 1930s, reproductions and Japanese fabrics. And, of course, we can't forget our huge range of inspiring books, threads and notions. What more could a patchworker want?

**What we recommend:** Two of our newest kits are proving to be hugely popular. *Rainbow Nest* is a delightful short story and quilt pattern by Edyta Sitar (Laundry Basket Quilts), and we have put a kit together for your convenience. And what better time than now to start stitching the stunning *Oh Christmas Tree* quilt, by Flying Fish Quilts, just in time for Christmas, and also available as a kit.

**Address:** 92 Whitehorse Road, Blackburn, Vic 3130

**Phone:** (03) 9877 1664 **Email:** carol@sewnandquilted.com.au

**Website:** www.sewnandquilted.com.au

**Where's Blackburn:** Located in the eastern suburbs of Melbourne, it's an easy trip by car, train or bus.

**Where in Blackburn:** 92 Whitehorse Road (also known as Maroondah Highway). Our shop is located at the rear of our house, which is just five doors past the end of the shopping strip on the city-bound side of the road.

**Who plays host:** Carol, along with huge help from her fantastic team.

## 14. Eltham THE QUILT SHOP



**Where's Eltham:** 20km north-east of Melbourne's CBD, in the heart of Diamond Valley, and on your way to the Yarra Valley wine district.

**Where in Eltham:** 2/38 Bridge Street. Turn left on the main road and head straight through the roundabout, and we are the first driveway on your left, opposite Bunnings.

**Who plays host:** Pop in and catch up with co-owners Sharon and Alison, and possibly any of our four boys.

**Worth visiting because:** We offer an extensive range of bright fabrics and patterns, including Kaffe Fassett, Tula Pink, Tilda, Alison Glass and Cotton + Steel. Check out our wonderful wall of paper-piecing shapes and supplies, and don't forget to have a seat in our reading corner to check out our large collection of books – we also sometimes call this our “husband drop-off point”. We have the full range of Cosmo Threads and an ever increasing selection of the beautiful Cottage Garden Threads. We are also one of the few shops in Australia to stock the ‘Chenille-It Blooming Bias’ – a new and easy technique that adds texture to your quilts, and doesn't require endless cutting. Wander in to our fantastic and spacious classroom, where you can participate in one of our many classes that are on offer throughout the year, or you can book our room for your sewing groups Sit n Sew meetings. If you let us know in advance that you are visiting with a group, we will even arrange to cook you a batch of scones. Yum!

**What we recommend:** We're totally in love with the ‘Chenille-It Blooming Bias’ and so are our customers. And we've also had a great response to our *Venetian Windows* quilt, and we have just hung the new *Butterfly Garden* quilt in the store.

**Address:** 2/38 Bridge Street, Eltham, Vic 3095

**Phone:** (03) 8418 6770 **Email:** sales@thequiltshop.com.au

**Website:** www.thequiltshop.com.au