

For Immediate Release

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HUSQVARNA VIKING® Debuts DESIGNER DIAMOND *deLuxe*™ Sewing and Embroidery Machine: Introduces New Tools for the Sewing Enthusiast

Top of the line product boasts first-to-market deLuxe™ Stitch System to help sewers achieve professional results with less effort

Hamilton, Bermuda — Advanced sewers will now have access to the next generation of sewing technology with the introduction of the top of the line DESIGNER DIAMOND *deLuxe*™ sewing and embroidery machine, just unveiled by HUSQVARNA VIKING®, a global leader in sewing machine design and manufacturing. The new product offers all the attributes of the DESIGNER DIAMOND™ sewing and embroidery machine, while featuring the first-to-market *deLuxe*™ Stitch System to optimize stitching, as well as robust software enhancements and updated machine design.

“The HUSQVARNA VIKING® DESIGNER DIAMOND *deLuxe*™ sewing and embroidery machine is designed and built to enhance the joy of sewing by equipping sewers with the latest technological innovations in sewing,” said Katrina Helmkamp, CEO of SVP Worldwide, source of the [HUSQVARNA VIKING®](#), [SINGER®](#), and [PFAFF®](#) sewing machine brands. “The *deLuxe*™ Stitch System, in addition to other exciting features, adds a new dimension of brilliance to the original DESIGNER DIAMOND™ sewing and embroidery machine, giving sewers exciting opportunities to unlock their own creativity and produce high-quality projects”

The HUSQVARNA VIKING® DESIGNER DIAMOND *deLuxe*™ sewing and embroidery machine includes many innovative sewing and embroidery features that promote convenience while delivering increased capabilities, including:

Brilliant Innovation

- **The *deLuxe*™ Stitch System:** Portions the optimum amount of thread for every stitch, helping sewers achieve stunning stitch results on both sides of the fabric. The built-in system is designed to give sewers high-quality results, regardless of fabric or thread type, with fewer adjustments and less effort.
- **Design Shaping:** Allows sewers to explore endless possibilities while using stitches and designs to create instant, original embroideries on the Ultimate Interactive Screen, which can be personalized with four different screen appearance options.
- **Design Positioning:** Enables sewers to perfectly match their embroideries and place designs with amazing precision, as well as join large embroideries.

Brilliant Capabilities

- **The Ultimate Interactive Screen 8,0 (174 x 104mm):** Creates a clearer viewing of stitches and designs through an exceptionally high 3D resolution. In addition to its size and bright color touch screen, its easy-to-use, intuitive navigation helps sewers focus on the joy of creating. A stylus, or an optional USM mouse, can be used to select any function, stitch or more information in an instant.
- **Generous Sewing and Embroidery Surface:** Measuring nearly 10" (250 mm) to the right of the needle, the large surface provides more room to create large projects. The machine boasts one of the longest and slimmest free arms in the industry and the opportunity to create and embroider larger-than-life designs without re-hooping.
- **DESIGNER™ Selection:** Offers more than 1,100 beautiful stitches and lettering up to 54.6 mm wide with Omnimotion Stitches, plus hundreds of embroidery designs.

Brilliant Convenience

- **EXCLUSIVE SENSOR SYSTEM™ technology:** Senses fabric thickness for perfect, even feed. With a tap on the foot control or the touch of a button, the Sensor Foot Pressure automatically lowers and raises the presser foot. The Sensor Foot Pivot also senses the fabric thickness for instant pivoting.
- **SEWING ADVISOR™ and EMBROIDERY ADVISOR™ features:** Offers automatic settings and expert advice for optimal sewing and embroidery results.
- **The Step Saver Operating system:** Eliminates unnecessary steps and presents functions right at one's fingertips for an intuitive experience.
- **The Smart Save feature:** Automatically saves embroidery placement if it is interrupted. Sewers can also easily undo and redo steps in embroidery edit mode while customizing.
- **The Automatic Jump Stitch Trim:** Trims the jump stitches in embroidery and pulls down the thread ends for hassle-free, expert results.

HUSQVARNA VIKING® DESIGNER DIAMOND *deLuxe*™ sewing and embroidery machines will be sold at local authorized retailers.

About HUSQVARNA VIKING®

HUSQVARNA VIKING® premium sewing machines have been produced using world-renowned Swedish engineering since 1872 and have been bringing new sewing innovations to the marketplace for nearly 140 years. That tradition of innovation and renowned craftsmanship continues today. In 2010, the HUSQVARNA VIKING® Sapphire™ 835 and 855 and the Designer Topaz™ 20 and 30 sewing machines all received CONSUMERS DIGEST BEST BUY ratings for outstanding capability and convenience. HUSQVARNA VIKING® sewing machines help sewers transition to the next skill level by providing sewing enthusiasts with unlimited options that will keep them sewing for a lifetime. Visit www.husqvarnaviking.com for more information on products and retailers.