

EmbroiderLee
by Sew Steady

Starter Sampler Embroidery Series
LOOK BOOK



#800-837-3261 | info@sewsteady.com

Add a creative touch of flair to any pillow, apparel or tote bag with this collection of beautiful embroidery designs inspired by Westalee Design ruler work templates. These designs will embellish your patchwork, quilting and garment projects to elevate your creativity. Learn more about each project using the page references below:



Home Pillow

Add a personal touch to your home decor with this elegant pillow project.



Personalized Tote Bag

Set your favorite tote apart from the rest with this fun project.



Bright Table Runner

This colorful table runner combines EmbroideLee with Templee quilting.



Purse

Show off your personal style in this fashionable project.



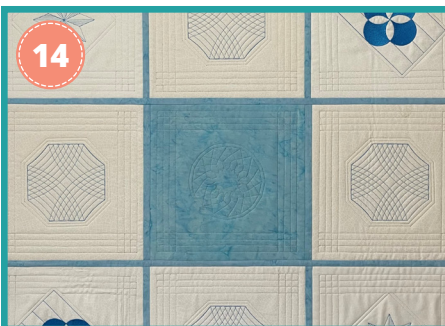
Custom Window Valence

Zazz up your window treatment with this valence project.



Patchwork QAYG Pillow

The miniature designs work beautifully together when combined in this project.



Collection #2 Quilt

Embroidery designs embellish this ruler work project.



Illusion Quilt

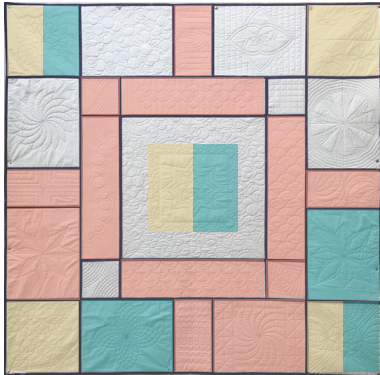
Patchwork and embroidery work together on this stunning project.



Sampler Quilt

Collection #1 works well with this quilt as you go style quilt.

INSPIRATION



- Collection #1** + **Bean Stitch**
(triple stitch run)
- Collection #2** ~ **True to Size**
(based on ruler work size)
- Collection #3** ◦ **Edge to Edge**
(great for repeating)

Use the legend at left to identify which ruler work block designs each embroidery collection is based off of.

Blocks with multiple colors have designs in both Collections 1 and 3.

All of the embroidery designs found in our Starter Sampler collection were inspired by the Westalee Design Starter Sampler Class Series, designed by Leonie West. This series uses 7 quilting templates that create 25 unique block designs in a beautiful 60" x 72" quilt following "Quilt As You Go" techniques. It's the ultimate beginner course for any quilter looking to explore the world of ruler work quilting.

Our embroidery look book was created in tandem as a ruler work inspiration guide. Follow the key system above to be inspired to create both embroidery and ruler work designs, or even combine. This look book will list which quilting template each embroidery design was inspired by.



TempLee is a reverse applique technique that allows for a reveal fabric to add pops of color on a quilted project, providing a similar affect to a fill stitch on an embroidery design. EmbroideLee quilting designs are digitized with few to no jump stitches to more closely resemble Westalee template quilting, and were created not only as traditional quilting designs but also with some filled elements so that they resemble TempLee designs.

Ruler work and embroidery can work together to finish quilts and create beautiful projects in many sizes.

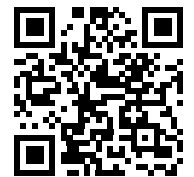
Learn more about our Westalee Design Starter Sample Ruler Work Class Series: <https://bit.ly/WTRulerWorkKitQAYG>

FREE Class Series: Learn the basics of ruler work! Join our Beginner Essentials 7 Course University Class Bundle, which is free: bit.ly/6CLBEB23

Or scan QR code:



Or scan QR code:



Octagon Circle Table Topper

Inspired by Nanne Panne

This take on Nanne Panne's project combines ruler work with embroidery and decorative stitches.

Check out Nanne Panne's Octagon Circles course on Sew Steady University: <https://bit.ly/3RrftKX>

Collection #1



Block C,
Circles on Quilts
Spinning Wheel #36
(COQSPW36)



Block A,
Spin-e-fex #4
(SFX4)



Block A,
Spin-e-fex #4
(SFX4)



Block A,
Circles on
Quilts Spinning
Wheel #36
(COQSPW36)



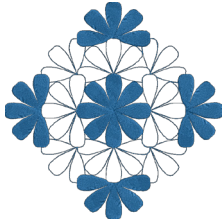
Block A,
Circles on
Quilts Spinning
Wheel #36
(COQSPW36)
& Spiral
(6SPIRAL)

+ **Bean Stitch**
(triple stitch run)

~ **True to Size**
(based on ruler work size)

◦ **Edge to Edge**
(great for repeating)

FILL DESIGNS



Block A, SFX4
Flowers Fill

7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



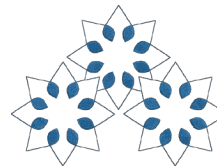
Block A, SFX4
Flower Fill~

3-1/2" x 3-1/2" design



Block A, SFX4
Pinwheel Fill~

3-1/2" x 3-1/2" design



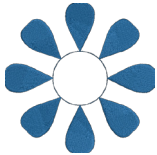
Block A, COQSPW36
Repeat Border Fill~

7-3/4" x 6-1/4" design
5-3/4" x 4-1/4" design
3-3/4" x 2-1/4"



Block C, COQSPW36
Corner Motif Fill~

3-1/4" x 3-1/4" design



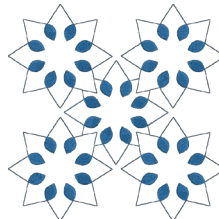
Block A, SFX4
Sunflower Fill~

5-1/2" x 5-1/2" design
3-3/4" x 3-3/4" design



Block A, COQSPW36
Star Fill

7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A, COQSPW36
Repeat Fill

7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



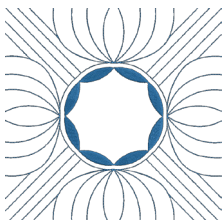
Block A, COQSPW36
Border Fill~

5-1/2" x 2-3/4" design
3-3/4" x 1-7/8" design



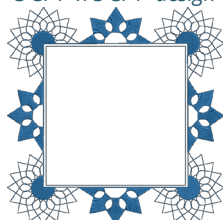
Block A, SFX4
Corner Motif Fill~

3-1/2" x 3-1/2" design



Block A, Arc Frame Fill

7-3/4" x 7-3/4"
5-3/4" x 5-3/4"
3-3/4" x 3-3/4"



Block C,
COQSPW36 Frame

7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A,
SFX4 Flowers Frame

7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A,
SFX4 Flowers Border Fill~

7-3/4" x 2-1/2" design
5-3/4" x 2" design
3-3/4" x 1-1/4" design



Block A, Spiral Corner
Motif Fill~

6-1/8" x 6-1/8" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design

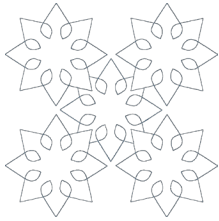
+ **Bean Stitch**
(triple stitch run)

~ **True to Size**
(based on ruler work size)

◦ **Edge to Edge**
(great for repeating)

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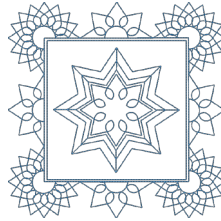
Quilting Designs: BLOCK DESIGNS



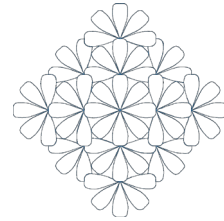
Block A, COQSPW36 Repeat+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



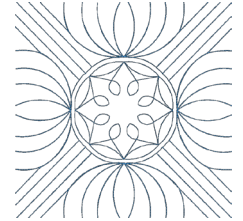
Block A, COQSPW36 Star+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block C, COQSPW36+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



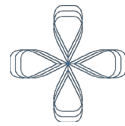
Block A, SFX4 Flowers+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A, COQSPW36 Arc+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



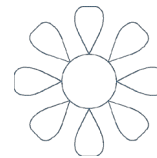
Block A, SFX4+~
3-1/2" x 3-1/2" design



Block A, SFX4 Echo+~
4-1/4" x 4-1/4" design



Block A, SFX4 Pinwheel+~°
3-1/2" x 3-1/2" design

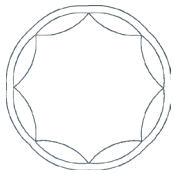


Block A, SFX4 Sunflower+~
5-1/2" x 5-1/2" design
3-3/4" x 3-3/4" design

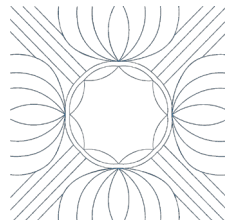


Block A, SFX4 Flower+~
3" x 3" design

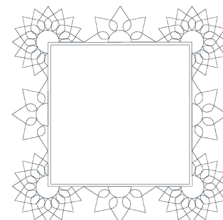
Quilting Designs: BORDER DESIGNS



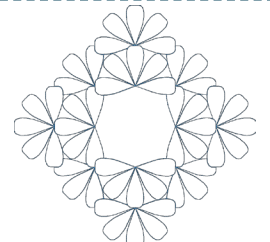
Block A, 12 Arc Border+~
6" x 6" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A, Arc Frame+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block C, COQSPW36 Frame+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A, SFX4 Frame+
7-3/4" x 7-3/4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block A, SFX4 Echo Border+~°
7-3/4" x 1" design
5-3/4" x 3/4" design
3-3/4" x 1/2" design



Block A, COQSPW36 Border+~
5-1/2" x 2-3/4" design
3-3/4" x 1-7/8" design



Block A, Spiral Border+~°
6-3/4" x 3-1/8" design
5-3/4" x 2-5/8" design
3-3/4" x 1-3/4" design



Block A, SFX4 Flowers Border+~
7-3/4" x 2-1/2" design
5-3/4" x 2" design
3-3/4" x 1-1/4" design

Quilting Designs: Corner Motif DESIGNS



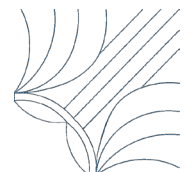
Block C, COQSPW36 Corner Motif+~
3-1/4" x 3-1/4" design



Block A, SFX4 Corner Motif Echo+~
2-5/8" x 2-5/8" design



Block A, SFX4 Corner Motif+~
3-1/2" x 3-1/2" design



Block A, Spiral Corner Motif+~
6-1/8" x 6-1/8" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



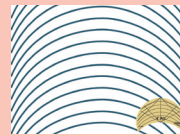
Home Pillow

by Deb Donovan

This embroidery design was inspired by a block in the original QAYG quilt. The embroidered circles are perfect for surrounding the letters of a sentiment or a quilt label. Personalize the project by choosing your own meaningful word and a layout that speaks to you! Imagine this as a table runner with all the blocks in a row, or use a single design for a quilt label.

Designs Used

- Collection #1
 - ◊ Block A, Part 1



Westalee Design 4" Arc
Both of the curves (inside and outside) will stitch Arcs.
Item# WT-ARC4
\$12.00 MSRP



Buy It Now!
4" Arc Template
Scan QR code:

Sampler Quilt

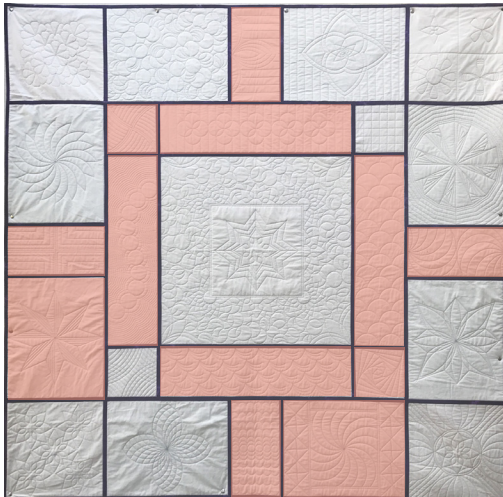
by Mendy Tippets

This quilt as you go style quilt is comprised of 12" blocks, each with an embroidered design.

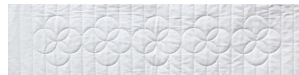
Designs Used

- Collection #1
 - ◊ All designs





+ **Bean Stitch** ~ **True to Size** ◦ **Edge to Edge**
(triple stitch run) (based on ruler work size) (great for repeating)



Block B, 2" Simple Circle (SC2)



Block B, Clamshell (CC2H)



Block F, 12" Arc (12ARCWFKIT)



Block F, 12" Arc (12ARCWFKIT)



Block E, 12" Arc (12ARCWFKIT)

Collection #2



Block D,
6" Spiral (6SPIRAL),
4" Arc (ARC4),
12" Arc (12ARCWFKIT)



Block D,
12" Arc
(12ARCWFKIT)



Block B,
2" Simple Circle (SC2)



Block B,
Clamshell (CC2H)



Block E,
6" Spiral (6SPIRAL),
12" Arc (12ARCWFKIT)

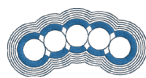


Block E,
Clamshell (CC2H)

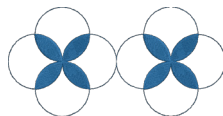
FILL DESIGNS



Block F, Spinning Arc Fill
7-1/2" x 7-1/2" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block B, Circle
Border Fill^o
5-1/8" x 2-1/2" design
5-3/4" x 2-7/8" design
3-3/4" x 1-7/8" design



Block B, Ven Circle
Border Fill^o
7-3/4" x 3-7/8" design
5-3/4" x 2-7/8" design
3-3/4" x 1-7/8" design



Block F,
Arced Corner Motif
3-3/4" x 3-3/4" design



Block B,
Linear Corner
Motif Fill~
4-1/2" x 1-1/2" design
5-3/4" x 2" design
3-3/4" x 1-1/4" design



Block F,
Spinning Arc Corner
Motif Fill
7-3/4" x 7-3/8" design
5-3/4" x 5-1/2" design
3-3/4" x 3-5/8" design



Block D, Arc Star Fill~
4" x 4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



Block B, Reverse
Ven Circle Fill~
6-1/4" x 4" design
5-3/4" x 3-3/4" design
3-3/4" x 2-3/8" design



Block D, Framed Spiral Fill
7-3/4" x 6-1/4" design
5-3/4" x 4-5/8" design
3-3/4" x 3" design

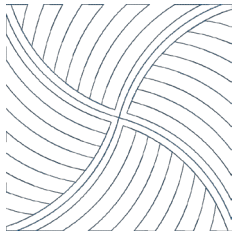


Block E, Linear Fill
7-3/4" x 2-1/2" design
5-3/4" x 2" design
3-3/4" x 1-1/4" design



Block E, Double
Spiral Fill~
7-3/4" x 4-3/8" design
5-3/4" x 3-1/4" design
3-3/4" x 2-1/8" design

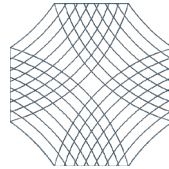
Quilting Designs: BLOCK DESIGNS



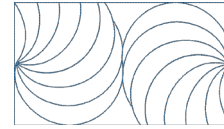
Block F, Spinning Arc+
7-1/2" x 7-1/2" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



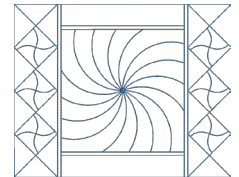
Block B, Feathered Clamshell+~°
7-3/4" x 3-7/8" design
7-3/4" x 3-7/8" design
5-3/4" x 2-7/8" design
3-3/4" x 1-7/8" design



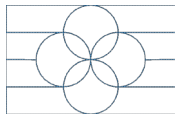
Block F, Arced Diamond+°
6" x 6" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design



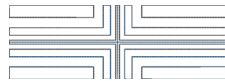
Block E, Double Spiral+
7-3/4" x 4-3/8" design
5-3/4" x 3-1/4" design
3-3/4" x 2-1/8" design



Block D, Framed Spiral+
7-3/4" x 6-1/4" design
5-3/4" x 4-5/8" design
3-3/4" x 3" design



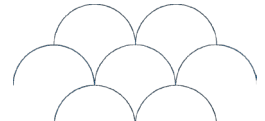
Block B, Reverse Ven Circle++
6-1/4" x 4" design
5-3/4" x 3-3/4" design
3-3/4" x 2-3/8" design



Block B, Linear+
7-3/4" x 2-1/2" design
5-3/4" x 2" design
3-3/4" x 1-1/4" design

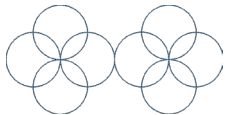


Block D, Arc Star++
4" x 4" design
5-3/4" x 5-3/4" design
3-3/4" x 3-3/4" design

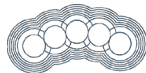


Block B, Clamshell!°
7-3/4" x 3-7/8" design
5-3/4" x 2-7/8" design
3-3/4" x 1-7/8" design

Quilting Designs: BORDER DESIGNS



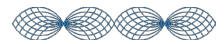
Block B, Ven Circle Border+°
7-3/4" x 3-7/8" design
5-3/4" x 2-7/8" design
3-3/4" x 1-7/8" design



Block B, Circle Border+°
5-1/8" x 2-1/2" design
5-3/4" x 2-7/8" design
3-3/4" x 1-7/8" design

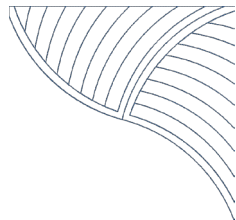


Block E, Arced Fleur+~°
3-3/8" x 2" design

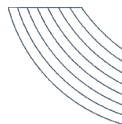


Block D, Spiral Border+~
7-1/2" x 1-1/8" design
5-3/4" x 7/8" design
3-3/4" x 5/8" design

Quilting Designs: Corner Motif DESIGNS



Block F, Spinning Arc Corner Motif+
7-3/4" x 7-3/8" design
5-3/4" x 5-1/2" design
3-3/4" x 3-5/8" design



Block F, Arced Corner Motif+
3-3/4" x 3-3/4" design



Block B, Linear Corner Motif+~
4-1/2" x 1-1/2" design
5-3/4" x 2" design
3-3/4" x 1-1/4" design



Personalized Tote Bag

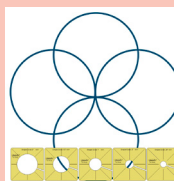
by Deb Donovan

Set your favorite tote apart from the rest with this fun project. This embroidery design adds your own style and a bold touch of symmetry to any tote. Ours was premade and plain, now it makes a statement!

The filled designs in Collections 1 and 2 will give the look of TempLee without picking up scissors!

Designs Used

- Collection #2
◊ Block B, Part 1

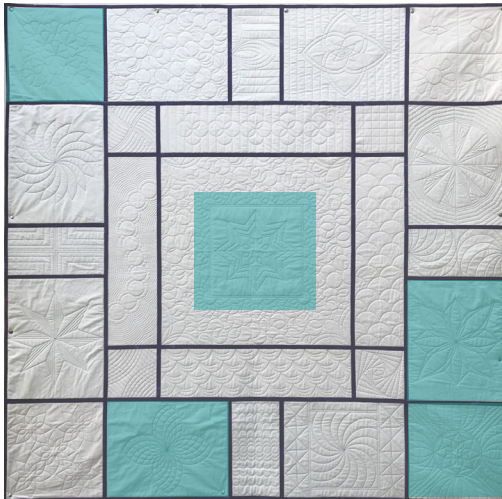


Westalee Design 2" Simple Circle
From Sampler Template Set 1, the
2" Simple Circle allows you to
create beautiful circle stitch
patterns.
Item# WT-SC2
\$16.00 MSRP

Buy It Now!
2" Simple Circle Template
Scan QR code:



Collection #3



Block C,
Circles on Quilts
Spinning Wheel #36
(COQSPW36)



Block A,
Spin-e-fex #4
(SFX4)



Block D,
12" Arc
(12ARCWFKIT)



Block D,
12" Arc
(12ARCWFKIT)



Block A,
Circles on
Quilts Spinning
Wheel #36
(COQSPW36)
& Spiral
(6SPIRAL)

+ **Bean Stitch**
(triple stitch run)

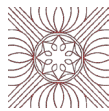
~ **True to Size**
(based on ruler work size)

◦ **Edge to Edge**
(great for repeating)

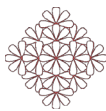
Quilting Designs: MINI BLOCK DESIGNS



Block D, 12 Arc Star
3-5/8" x 4" design



Block A, COQSPW36
3-3/4" x 3-3/4" design



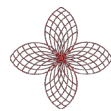
Block A, SFX4
3-3/4" x 3-3/4" design



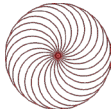
Block F, Wonky Square
3-5/8" x 3-3/4" design



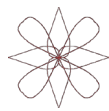
Block C, COQSPW36
3-3/4" x 3-3/4" design



Block D, 12 Arc Flower
3-3/4" x 3-3/4" design



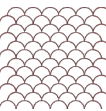
Spiral
3-3/4" x 3-3/4" design



SFX4
3-3/4" x 3-3/4" design



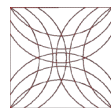
COQSPW36
3-3/4" x 3-3/4" design



Clamshell
3-3/4" x 3-3/4" design



Circles
3-3/4" x 3-3/4" design



Arc
3-3/4" x 3-3/4" design



FROM THE COVER

Bright Table Runner

by Melissa Tippets

This colorful table runner combines EmbroideLee with ruler work and TempLee quilting for beautiful pops of color.

Designs Used

- Collection #3
 - ◊ Block A
 - ◊ Block D
 - ◊ Block F

+ **Bean Stitch**
(triple stitch run)

~ **True to Size**
(based on ruler work size)

◦ **Edge to Edge**
(great for repeating)

#800-837-3261 | info@sewsteady.com



Purse

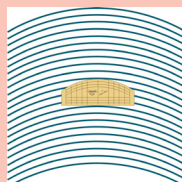
by Deb Donovan

Show off your personal style in this fashionable project. This hobo style bag combines all of the embroidery designs in Collection 3 to create an elegant bag that will go with anything.

This bag with its on-point squares is great for showcasing each of the designs in the collection, or combining EmbroideLee squares with print squares, or where ever your imagination takes you. We did ours with 24 4" squares for a bag that is perfect for carrying accessories for your sewing machine, or everything you need for a day out fabric shopping.

Designs Used

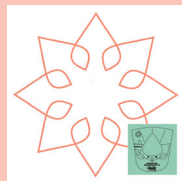
- Collection #3
 - ◊ Block A
 - ◊ Block C
 - ◊ Block D
 - ◊ Block F



Westalee Design 12" Arc
This essential Template is closer to 6" long, as the Arc name references an arc cut from a 12" circle.
Item# WT-12ARCWFKIT
\$20.00 MSRP



Buy It Now!
12" Arc Template
Scan QR code:



Westalee Design COQ Spinning Wheel #36
This Template #36 allows you to create a 5 1/2" circular design.
Item# WT-COQSPW36
\$20.00 MSRP



Buy It Now!
COQ Spinning Wheel #36
Scan QR code:



Custom Window Valence

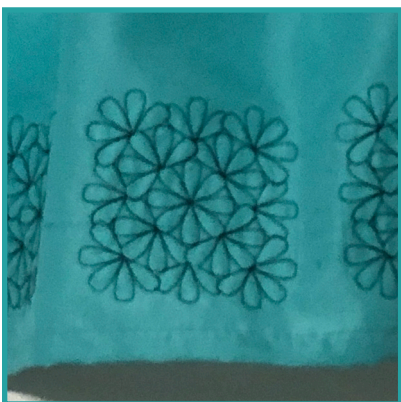
by Deb Donovan

Zazz up your window treatment with this valence project. This mini floral embroidery design from Collection 3 is repeated across the bottom edge of a window valence adding an understated flair.

The small blocks in this collection are wonderful for making an entire collection of coordinated kitchen linens. Make towels, placemats, cloth napkins, and even potholders along with a coordinating wall hanging would make your kitchen sing.

Designs Used

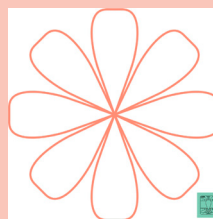
- Collection #3
◊ Block A



Westalee Design Spin-e-fex #4

Spin-e-Fex create their unique shapes by stitching around the perimeter of a simple template shape, advancing the template location, then stitch and repeat. Available in 3-1/2", 5-1/2", 7-1/2", 9-1/2" & 11-1/2" sizes.

Item# WT-SFX4
\$16.00 - \$26.00 MSRP



Buy It Now!
Spin-e-fex #4
Scan QR code:





Patchwork QAYG Pillow

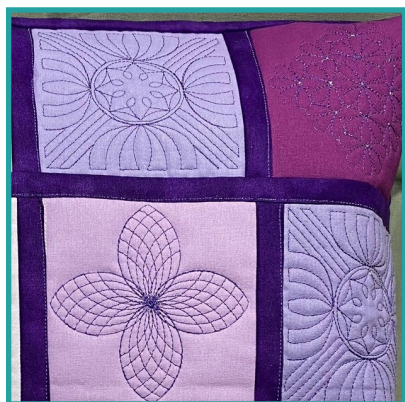
by Jenny Totterdell

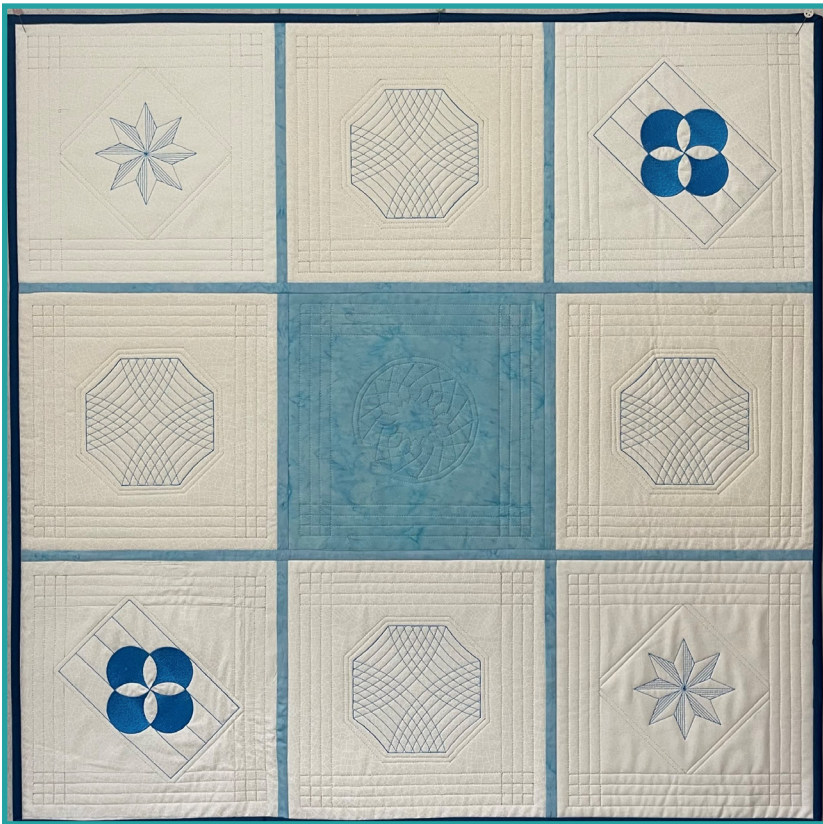
The miniature designs in this collection work beautifully together when combined in this pillow project.

Westalee's QAYG process can be used for designs of all sizes! Embroidery designs from Collection 3 have been stitched out and joined to make this stunning pillow to put in a place of honor.

Designs Used

- Collection #3
 - ◇ Block A, Part 1
 - ◇ Block A, Part 3
 - ◇ Block C
 - ◇ Block D, Part 2





Ruler Work & Embroidery Quilt

by Mendy Tippets & Donna McCauley

This project features EmbroideLee quilting in the center of each 12" block and ruler work in the borders. Combine both to elevate your project!

Designs Used

- Collection #2
 - ◇ Block B
 - ◇ Block D, Part 3
 - ◇ Block F, Part 4



Sew Steady Hoop and Ruler Organizer

Features 4 Tiers :6-1/2"W, 6-1/2"H, 3-1/2"D. Comes with screws to attach to wall. Other options: hang with double sided tape to attach to a cabinet.

Item# SO-HOOP

\$20.00 MSRP

Buy It Now!
Hoop and Ruler Organizer
Scan QR code:





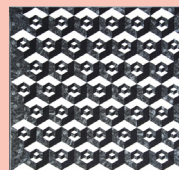
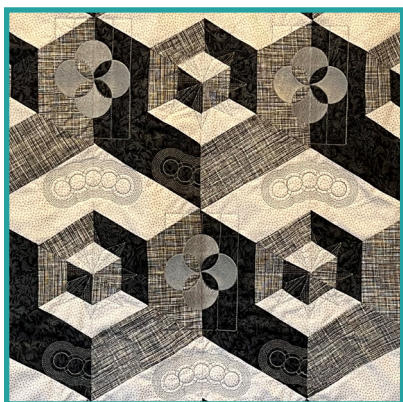
Illusion Table Runner

by *Mendy Tippets*

Beautiful patchwork creates a 3D effect, while a monochromatic color pallet pairs with an array of embroidered designs.

Designs Used

- Collection #2
 - ◇ Block B, Part 1
 - ◇ Block B, Part 4
 - ◇ Block D, Part 3



Westalee Design
A Little Touch of Magic
Half Hexagon Illusions Pattern
This 72" x 76" patchwork pattern can easily be adapted for smaller stunning projects.
Item# WA-HALFHXPATTERN
\$10.00 MSRP

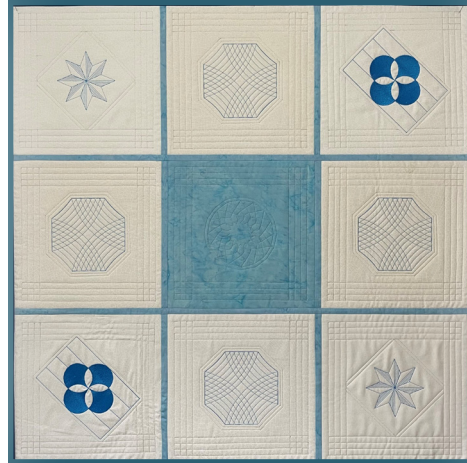
Buy It Now!
Half Hexagon Illusions Pattern
Scan QR code:



Westalee Design
Adjustable Half Hexagon Ruler
Easily and accurately cut the 5 components needed to make Half Hexagon blocks and quilts. The Adjustable Half Hexagon Ruler guide is used at both ends of the ruler. The ruler is clear with etched lines and markings for accuracy.
Item# WR-ADJHALFHXP
\$30.00 MSRP

Buy It Now!
Adjustable Half Hexagon Ruler
Scan QR code:

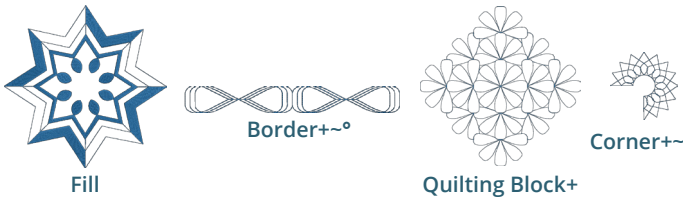




Starter Sampler Complete Embroidery Series: 263 Designs

All of the embroidery designs found in our Starter Sampler collection were inspired by the Westalee Design Starter Sampler Class Series, designed by Leonie West. This series uses 7 quilting templates that create 25 unique block designs in a beautiful 60" x 72" quilt following "Quilt As You Go" techniques. Ruler work and embroidery work in tandem to create beautiful projects in a variety of sizes, which is why these embroidery designs are sized to fit into 4", 6" and 8" hoops. Fill, edge to edge, bean stitch and true to size designs are included in this series.

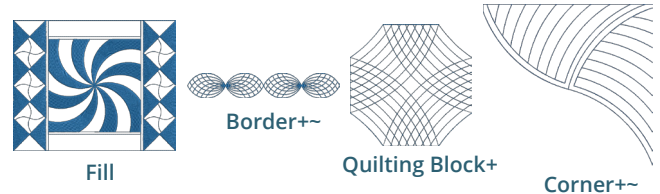
Collection #1 Highlights



85 Total Designs:

- 35 Fill Designs
- 21 Quilting Block Designs
- 23 Quilting Border Designs
- 6 Quilting Corner Motif Designs
- 50 Bean Stitch Designs

Collection #2 Highlights

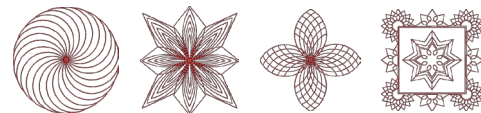


71 Total Designs:

- 27 Fill Designs
- 27 Quilting Block Designs
- 10 Quilting Border Designs
- 7 Quilting Corner Motif Designs
- 44 Bean Stitch Designs

Miniature Collection #3 Highlights

12 Total Miniature Motif Designs



Part# WE-SSSERIES

\$149.00 USA / \$350.00 VALUE



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