



River City
Sewing Machine Centre



PFAFF®

creative icon™
WHERE PERFECTION MEETS FREEDOM





THE MOST ADVANCED SEWING MACHINE PFAFF® HAS EVER CREATED



THE PFAFF® CREATIVE ICON™ SEWING AND EMBROIDERY MACHINE NOW YOU HAVE THE FREEDOM TO ACHIEVE PERFECTION.

The personification of performance, our most advanced machine combines the PFAFF® legacy of maximum precision with every best-in-class feature you demand. The result is a feat of technological and engineering excellence destined to exceed the aspirations of today's sewing, quilting and embroidery artisans.

Seamless connectivity, unparalleled power, maximum workspace and complete control: everything you need to create all you envision exactly as you envision it.



BORN IN 1862 OF GERMAN DESIGN AND ENGINEERING, PFAFF® has earned an unrivaled reputation for creating sewing machines to delight those who demand maximum performance and precision in pursuit of perfection.

Today, the PFAFF® legacy is more relevant than ever before. You expect your creativity to be amplified by the most advanced technology, engineering and design. And you expect a sewing machine that is equal to your vision.



PERFECTION REIMAGINED FOR YOU.

EVERY FEATURE OF THE PFAFF® creative icon™ SEWING AND EMBROIDERY MACHINE is a promise fulfilled from PFAFF® to you, our exceptional customers. We want your experience mastering our most advanced machine to be as remarkable as the technology itself.



EXPLORE THESE CAPABILITIES, DESIGNED WITH YOU IN MIND:



BEST
IN
CLASS

Biggest Workspace

We've engineered the market's largest workspace: a 69% increase in area, 12.2in (310mm) width and 5.51in (140mm) height. We've also increased the height under the sewing head to 3in (76.2mm), allowing plenty of room for your hands.



BEST
IN
CLASS

Unprecedented Lighting Design

Our innovative lighting technology gives you the most even work light on the market for the brightest sewing experience. LED lighting is perfectly positioned at the most beneficial points to eliminate shadows.



BEST
IN
CLASS

Power, Stability and Precision

Our revamped base design reduces vibrations, giving you the power and stability you need for the most precise results. We've increased needle piercing force by more than 90% to 150 NWT for more strength.



ONLY
FROM
PFAFF

Innovative and Exclusive Stitches

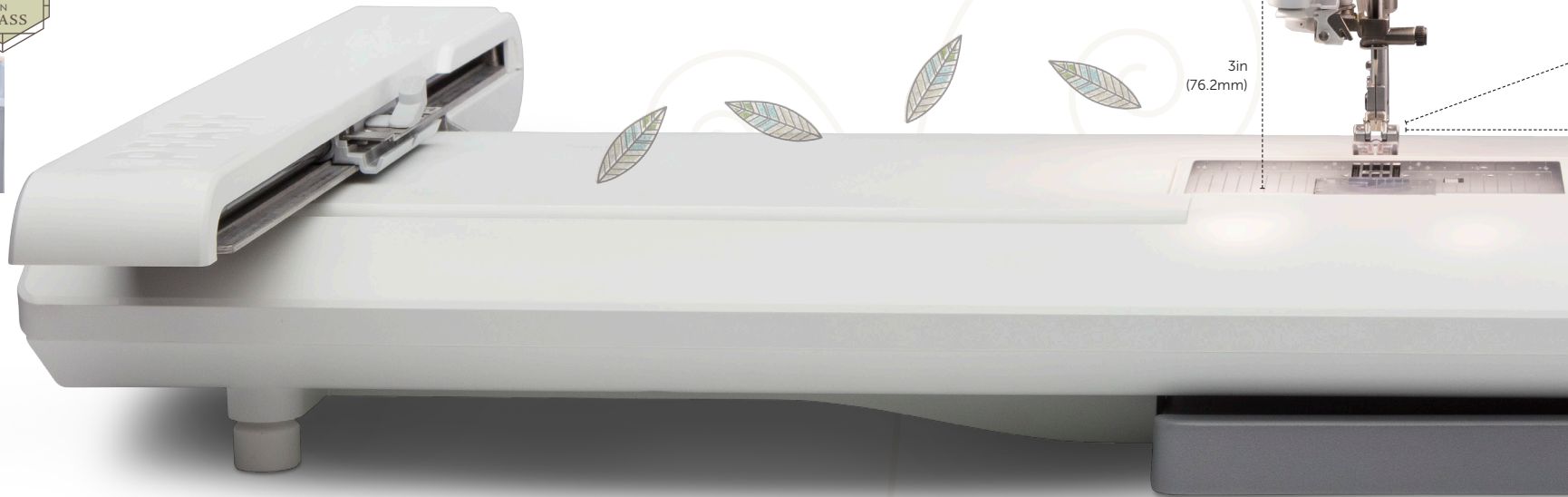
Experience unique, advanced sewing techniques: Floating Stitches, Radiant Stitches, Single, Double and Triple Ribbon Stitches, Lace Edge Stitches and Stacking Stitches for sophisticated design. Customize projects with 27 proprietary embroidery techniques, and 812 (47 machine-exclusive) built-in embroidery designs.



BEST
IN
CLASS

Comprehensive Connectivity with WiFi and mySewnet™

Get connected with WiFi. We provide automatic updates through WiFi connectivity, mySewnet™ cloud storage, PFAFF® SewNotice™ Embroidery Notification app, and PFAFF® ImageStitch app. Receive alerts on your smartphone, stay connected with machine updates, real-time project status and digitize photos when you're on the go.



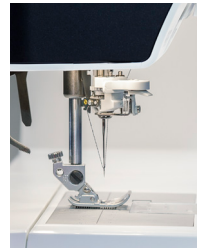
3in
(76.2mm)

ONLY
FROM
PFAFF



Enhanced Original IDT™

Perfect your creativity with the PFAFF® Original IDT™ technology, which precisely feeds all types of fabric for perfect stitching every time. A built-in sensor will also let you know when to activate it! Together with 8 feeding segments, the most in the market, it delivers exceptional feeding for professional results.



Automatic Needle Threader

Our fully automatic needle threader is available on the most advanced PFAFF® machine for the utmost efficiency and convenience. The thread paths with telescopic thread guides allow you to use all of your favorite threads, even if they are on larger spools.

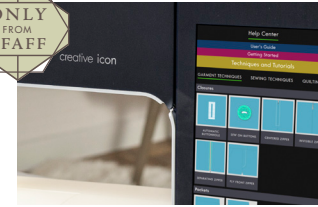
BEST
IN
CLASS



Multi-Touch, Tablet-Like Screen

Our supersized, interactive tablet display, with customizable interface and the largest screen in the market, allows even more creativity. The screen is ≈ 68% bigger than before and works like a smart phone or tablet. Swipe, zoom, pinch and personalize on the brand's largest, most customizable and intuitive 10.1in (257mm) full-color display.

ONLY
FROM
PFAFF



Smart, Computerized Interface

The fully-reworked Graphical User Interface, PFAFF® Help Center, User's Guide and Getting Started are built to advise and inspire sewists.



Shared Sewing Knowledge

Our Help Center features more than 100 animated or illustrated interactive on-screen, step-by-step guides for reference and efficiency in support of countless projects.

BEST
IN
CLASS

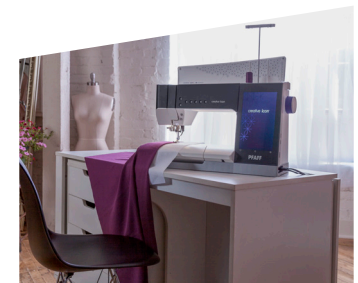


Largest Embroidery Area

Largest included, optional embroidery area at 14.11in x 10.2in (360mm x 260mm). Embroider up to 14.11in x 13.78in (360mm x 350mm) using the optional Grand Dream Hoop.

Designed for the Artisan

Enjoy sophisticated, contemporary yet timeless design, which dazzles from every angle. This is an ergonomically enhanced, Top-of-the-Line machine that comes complete with a redesigned handle, rubberized hand-wheel and curved workspace.



creative icon

creative icon™

PFAFF

5.51in
(140mm)

69% INCREASE IN
WORK AREA

12.2in (310mm)

TOTAL LENGTH 38.5in (978mm)



YOU LEAD. WE'LL FOLLOW.

YOU ARE THE ARTISAN. PFAFF® CREATIVE ICON™ IS YOUR MUSE. PFAFF® artisans are meticulous, with a preference for luxurious fabrics and unexpected details. They appreciate rare embellishments and have an eye for the perfect ones. Our artisan displays expertise as a sewist, quilter and embroiderer — often gifted in all. Our artisan is you. The PFAFF® creative icon™ sewing and embroidery machine will take you any place you and your creativity want to go.



Sew with the Most Advanced Technology.

PFAFF® creative icon™ brings the best of global innovations in technology to those who sew, thereby creating a new definition for the ultimate sewing experience:

- The largest, highest resolution, most intuitive and customizable full-color tablet-like display is standard.
- Enhanced IDT™ improves feeding on virtually any fabric. It now also comes with a built-in sensor that let's you know when to activate it!
- 8 feeding segments, the most in the market, delivers exceptional feeding for professional results.
- Our exclusive Stitch Creator™ gives you the freedom to develop your own original stitches, or modify any built in stitch, up to 9mm.



Embroider with the Most Advanced Design System.

PFAFF® creative icon™ allows you to imagine unlimited embroidery designs and incorporate them flawlessly into your projects:

- More than 800 embroidery options are built-in, 47 of them exclusive.
- Our patented ActivStitch™ technology gives you perfect embroidery results with any thread.
- The largest embroidery area on the market, using an optional 14.7in x 13.8in (360mm x 350mm) turnable Grand Dream Hoop.
- Comprehensive connectivity incorporates real-time project alerts and updates on your smartphone. Includes mySewnet™ cloud storage, PFAFF® SewNotice notifications app and the PFAFF® ImageStitch app.



Quilt with the Most Advanced Engineering.

PFAFF® creative icon™ is a feat of engineering prowess, designed so you can accomplish the most artistic and complex projects with ease:

- Powerful performance with the largest and brightest workspace available.
- The machine frame is created with simulation-based engineering to minimize vibrations.
- Market-leading needle piercing force achieves perfection with any fabric type or thickness.
- The largest workspace area — 12.2in (310mm) from needle to arm and 5.5in (140mm) in height — suitable for any size project and any quilting technique.

OWN THE VERY BEST FROM PFAFF®.

The PFAFF® creative icon™. Destined to satisfy sewists, quilters and embroiderers who envision perfection – and are determined to achieve it.

Over 35 Market Leading Features** vs. Other Top-of-the-Line Models Including:

- Largest working area at 12.2in width and 5.1in height (310mm and 140mm)
- Largest maximum embroidery area, with optional Grand Dream Hoop 14.11in x 13.78in (360mm x 350mm)
- Largest embroidery area with included hoops 14.11in x 10.2in (360mm x 260mm)
- Increased height under sewing head at 3in (76.2mm)
- Innovative lighting designed for brightest work space and the most even light disbursement
- Lighter weight Top-of-the-Line machine at 34.2lb (15.5kg)
- Most intense needle force
- Exclusive embroidery techniques (27)
- Most advanced Shape Creator
- Larger stitch plate with markings on both sides up to 2-1/2in (63.5mm)
- Multi-touch tablet-screen with swipe, pinch and zoom functions

Over 25 Features Exclusive to the PFAFF® creative icon™ Model Including**:

- Custom Graphical User Interface specific to the model
- PFAFF® creative icon™ Help Center with tutorials, techniques, Quick Start guide, and User's Manual
- Largest dynamic, on-screen embroidery edit area
- Unique apps for connectivity: PFAFF® SewNotice™ app, PFAFF® ImageStitch™ app and PFAFF® CreatorCue™ app
- Exclusive ActivStitch™ System for ideal thread portioning
- Enhanced Original IDT™ System for perfect sewing
- Enhanced Shape Creator™ for more precise results
- Signature collection of exclusive designs (47)
- Exclusive fonts: Adina and Ellipse
- Change placement and size of on screen tools
- Unique stitch technique – Triple Ribbon Stitches (10)
- Unique stitch technique – Floating Stitches (23)
- Unique stitch technique – Radiant Stitches (13)
- Unique stitch technique – Lace Edge (6)
- Unique stitch technique – Stacking Stitches (30)
- Rubberized storage compartment

- 360-degree machine redesign with ergonomic styling
- Full-length handle for balance and easy to carry

Over 120 Improved Features* Including:

- Tablet-like screen with the ability to use multi-touch gestures
- Smart tool boxes
- 10.1in (257mm) display screen area, a 68% increase
- Larger single position embroidery area at 14.11in x 10.24in (360mm x 260mm)
- Larger working space area, a 69% increase in length x width
- More space for your hands under the sewing head, 3in (76.2mm)
- Grid function with ability to set grid size
- Enhanced viewing angles below sewing head
- Automatic needle threader
- 30% larger bobbin
- Improved work lighting with 9 points of light for brightest, most evenly dispersed display with no shadows
- New telescopic thread guide and thread paths
- Ability to use large thread cones without the need for extra attachment
- Less vibration with a new base plate design for stability and strength
- WiFi for automatic software updates
- mySewnet™ cloud storage to send embroideries to/from your machine automatically over WiFi
- PFAFF® SewNotice™ app to monitor the process of your embroidering
- PFAFF® ImageStitch™ app to digitize photos from your mobile device into monochromatic designs
- Increased needle force by 90%
- Redesigned mechanics for increased sewing performance
- Additional Double Ribbon Stitch techniques (14)
- Improved stitch quality of handlook stitch with increased tension
- Includes Supreme Hoop 14.17in x 10.24in (360mm x 260mm)
- Includes Elite Hoop 10.24in x 7.87in (260mm x 200mm)
- Includes Square Hoop 4.27in x 4.27in (120mm x 120mm)
- Includes 26 custom accessories
- Bobbin winding through needle

- Significantly increased storage space in accessory tray
- Rubberized storage insert tray
- Redesigned Knee Lift for ease of use
- Specific storage for straight stitch plate
- Extended lines on the stitch plate – up to 2-1/2in (65mm)
- Rubberized handwheel designed for better grip
- Rubberized handle for more comfortable grip when carrying machine
- New handle design and location for easy transport and balance

See more at PFAFF.com

* "Improved Features" when compared with PFAFF® creative sensation pro II™ and other PFAFF® machines.

** "Market Leading" and "Exclusive" features when compared with other top-of-the-line models: Brother Innovis XV-8500D, Babylock Destiny II, Janome Horizon MC 15000, Bernina 880 Plus and Husqvarna Viking® Designer Epic™.



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rivercitysewing.com.au

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WHERE PERFECTION MEETS FREEDOM

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at your nearest PFAFF® dealer:



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