

Ms. CLEAVER

creations for a handmade life



WHOLESALE SPRING/SUMMER 2020

SHOPKEEPER NEWS

Hello!

Thank you for your interest in carrying Ms. Cleaver kits and/or patterns. I work diligently to craft elegant timeless designs supported by helpful online tutorials so they're achievable by crafters of all levels.

Please note that due to the COVID-19 Pandemic, normal supply chains have been heavily disrupted and so it may take longer than normal to fulfill orders that contain out of stock items.

Sincerely,
Leah B. Thibault
Ms. Cleaver

PS - Check out these new icons to identify special products!

NEW!

**BEST
SELLER!**

**Great
for Beginners**

**New for
Spring/Summer 2020**



My First Rodeo

MSRP \$22/WS \$11.00
7" hoop - one color

EMBROIDERY KITS

With a range of designs suitable for beginners to advanced stitchers, my complete embroidery kits make stitching a heirloom-quality piece of embroidery almost as simple as coloring! Each kit contains everything your customers need - just open the envelope and they could be stitching 60 seconds later!

New to embroidery? Each kit comes with a stitching guide and 2-page color guide to basic stitches. Need more help? Check out the tutorial library at [MsClever.com/Tutorials](https://www.MsClever.com/Tutorials) for tips and step-by-step instructions.

COMPLETE EMBROIDERY KIT

- High-quality linen/cotton fabric pre-printed with design
- 6" round wooden hoop (or appropriate size as otherwise noted)
- Lengths of DMC Embroidery Floss to complete design as shown
- Embroidery needle
- Stitching Guide
- Guide to basic embroidery stitches (additional tutorials available at MsClever.com)
- Packaged in a sturdy reusable kraft envelope suitable for gifting.



All That Is Beautiful

MSRP \$23/WS \$11.50



Summer Meet Up

MSRP \$23/WS \$11.50
Step by Step Tutorial Available Online!

EMBROIDERY KITS



Not a Weed

MSRP \$23/WS \$11.50



Seed Sower

MSRP \$23/WS \$11.50 - includes a range of skin tones and hair colors



Egg Gatherer

MSRP \$23/WS \$11.50 - Comes in three skirt color options and each kit includes a range of skin tones
Ms. Cleaver Spring/Summer 2020



Lupine Love

MSRP \$23/WS \$11.50
5x9" Oval Hoop

ms.cleaver@gmail.com

EMBROIDERY KITS



**BEST
SELLER!**

Beach Beauties

MSRP \$23/WS \$11.50



Lazy River - Green

MSRP \$23/WS \$11.50
includes a range of skin tones and hair colors



Lazy River - Blue

MSRP \$23/WS \$11.50

includes a range of skin tones and hair colors
Ms. Cleaver Spring/Summer 2020



Lazy River - Orange

MSRP \$23/WS \$11.50
includes a range of skin tones and hair colors
ms.cleaver@gmail.com

EMBROIDERY KITS



Great
for Beginners

Bowl of Cherries

MSRP \$23/WS \$11.50
See also Ms. Billingsley Apron Pattern



BEST
SELLER!

Great
for Beginners

Good Night, Sleep Tight

MSRP \$23/WS \$11.50



Great
for Beginners

Little Reader Boy

MSRP \$23/WS \$11.50 - Includes red, blue and black thread. See also Ms. Marian Pillow Pattern Ms. Cleaver Spring/Summer 2020



Great
for Beginners

Little Reader Girl

MSRP \$23/WS \$11.50 - Includes red, blue and black thread. See also Ms. Marian Pillow Pattern ms.cleaver@gmail.com

EMBROIDERY KITS



**BEST
SELLER!**

Chickadee-dee-dee

MSRP \$23/WS \$11.50



**BEST
SELLER!**

Cozy Cabin

MSRP \$23/WS \$11.50



**BEST
SELLER!**

Ice Skater

MSRP \$23/WS \$11.50



Mantinus Moose

MSRP \$23/WS \$11.50

EMBROIDERY KITS

COMPLETE ORNAMENT KIT

Makes a set of four coordinating ornaments!

- 100% Wool Felt in Ecrú and Contrasting Color
- 2 Skeins DMC Embroidery Floss
- Embroidery needle
- Pattern Template* and Color Guide to basic embroidery stitches
- Polyfil Stuffing

*Tips for transferring patterns and additional tutorials available at MsClever.com

**BEST
SELLER!**

Available in Four Color Combinations



SEWING PATTERNS

For those looking for more than a piece of wall art, my Stitch and Sew Patterns are designed to answer the question "What do I do with my embroidery after I've stitched it?"

Each professionally tech-edited pattern includes an embroidery template along with a step-by-step illustrated sewing pattern that results in a beautiful showcase of any of my 6" embroidery designs. Not into embroidery? Use the pattern to display a quilt block or panel of a favorite fabric.

Pattern booklets are 5.5"wx8.5"h and come packaged in a recloseable plastic bag with hang hole. Combine with your own fabric and/or a complete embroidery kit to make special in-store kits!

Ms. Billingsley Apron

MSRP \$9/WS \$4.50

This one-size-fits-most apron, named after Barbara Billingsley (June Cleaver herself), is an easy way to turn your hoop art into wearable art and is simple enough for the beginning sewist. Pattern includes template for Bowl of Cherries embroidery.

Material Requirements

For 44" - 45" Wide Fabric

- Main Fabric: 1/2 yard
- Contrast #1 (Ties & Hem): 1/2 yard
- Contrast #2 (Pocket Panel): Fat Quarter (18"x 21")
- Decorative Panel: At least 8"x 8" - Bowl of Cherries template included
- Trim: 2 yards medium rick rack (optional)

Notions

- Matching Thread
- Embroidery Hoop, Floss and Needle for design (optional)

Fabrics used in sample

- Robert Kaufman Carolina Gingham in Red
- Robert Kaufman Essex Linen Blend in Jade and White



Great
for Beginners

SEWING PATTERNS



Ms. Marian Reading Pillow

MSRP \$9/WS \$4.50

Named for The Music Man's Marian The Librarian, the Ms. Marian pillowcase turns your hoop art into cozy and beautiful home decor. Mitered corners and a checkerboard band increase the elegance of the design, which is suitable for intermediate sewists.

Instructions are included for a standard envelope pillowcase and a totable reading pillow with book pocket. Pattern includes template for both Boy and Girl Little Reader embroideries.



Material Requirements

For 44" - 45" Wide Fabric

- Main Fabric: 1/2 yard
- Contrast Fabric: 1/2 yard
- Decorative Panel: cut to 7"x7" - Embroidery templates included

Notions

- Matching Thread
- 22"x22" Pillow Form
- Embroidery Hoop, Floss and Needle for design (optional)

Fabrics used in sample

- Windham Fabrics Jot line in "Cards on Loan" and "Overdue Yesterday"
- Robert Kaufman Essex Yarn-Dyed Linen Blend in Red or Denim Blue

SEWING PATTERNS

NEW!

Ms. Samantha Tote Pattern

MSRP \$9/WS \$4.50

Named for Bewitched's Samantha Stephens, this enchanting tote bag features a retro-inspired embroidered motif and a tidy lined interior. Simple instructions make this project perfect for the beginning embroiderer or sewist! Swap out the embroidery design and the tote can be a year-round favorite.

Pattern includes template for pumpkin embroidery and is a perfect companion to any of my 6" hoop designs. Not into embroidery? Simply use the pattern and your favorite fabrics to make an excellently-finished basic tote!

**Great
for Beginners**

Finished Size

15" w x 13.5" h x 4" d

Material Requirements

For 44" - 45" Wide Fabric

- Main Fabric (Solid): 1/2 yard
- Contrast Fabric: 1/2 yard
- Webbing (up to 1.5" wide): 1 1/3 yds or two 24" straps
- Embroidery templates included

Notions

- Matching Thread
- Chalk Paper or Transfer Pen
- Embroidery Hoop, Floss and Needle for design (optional)

LEARN TO KNIT BOOKLET

Knitting 101: Itty Bitty Knitty Kitty

MSRP \$12/WS \$6

Learn how to knit and make a beginner-friendly kitty! This 24-page all-color booklet is designed to make your introduction to knitting a joy. The detailed booklet with over 50 photos that walk you step-by-step through the following knitting techniques: casting on, the knit stitch (continental style), the make one increase, ssk and k2tog decreases, binding off and the purl stitch. The booklet includes the Itty Bitty Knitty Kitty Pattern, a beginner-friendly pattern designed to help new knitters practice their skills.

Pattern booklets are 5.5"wx8.5"h and come packaged in a recloseable plastic bag with hang hole. Make your own in-store kit by combining with a skein of worsted weight yarn and Size 5 US needles.

Yarn used in sample

- Lamb's Pride Nature Spun Worsted in Grey Heather



Binding-Off

Binding-off secures the end of your knitting so it won't unravel. Just as there are many cast-ons, there are many bind-offs, some more stretchy than others. Here, I'll show you a basic bind-off that provides a firm edge.

1. Bind Off the First Stitch



Fig. 1a



Fig. 1b



Fig. 1c

At the start of a row, (a) knit two stitches as normal. On the RH needle, (b) pull the rightmost stitch up and over the other stitch, (c) dropping it off the needle. You should now have one stitch on the RH needle.

KNITTING KITS

Ms. Cleaver knitting kits combine unique patterns with all the materials (needles excluded) needed to complete a cuddly friend (or two!). Knit kits are packaged in a giftable brown kraft box, in fact, I've already tied it with a bow!



Domenic Duck



MSRP \$38/WS \$19

Contains almost* everything to make one cuddly duck, so you can get right to knitting. Knit in the round, the finished duck measures approximately 12 inches, the perfect size for hugging. *Step by Step Tutorial available online!*

Kit Includes

- Printed Pattern Booklet
- 1 skein Lamb's Pride Worsted Wool in Yellow
- 25 yds Lamb's Pride Superwash Wool in Alabaster
- 5 yds Lamb's Pride Superwash Wool in Onyx
- Tapestry Needle
- 4 oz. Polyfill Stuffing

* Pattern suggests size US 4 DPNs or circular needle

KNITTING KITS

Fleet Fox



MSRP \$38/WS \$19 - MAKES TWO!!

Contains almost* everything to make TWO cuddly, washable foxes, so you can get right to stitching. Knit in the pieces, the finished fox measures approximately 17 inches from nose to tail, the perfect size for hugging.

Kit Includes

- Printed Pattern Booklet
- Lamb's Pride Superwash Wool (100% USA wool) to complete TWO foxes as shown.
- Tapestry Needle
- 4 oz. Polyfill Stuffing

* Pattern suggests size US 4 DPNs or circular needle

Bradac Bear



MSRP \$38/WS \$19

Contains almost* everything to make one cuddly, polar bear, so you can get right to knitting. Knit in the round, the finished bear measures approximately 12 inches from nose to tail, the perfect size for hugging.

Kit Includes

- Printed Pattern Booklet
- 1 skein Lamb's Pride Worsted Wool in Alabaster
- 25 yds Lamb's Pride Superwash Wool in Holly Green
- 5 yds Lamb's Pride Superwash Wool in Onyx
- Tapestry Needle
- 4 oz. Polyfill Stuffing

* Pattern suggests size US 4 DPNs or circular needle

WHOLESALE TERMS

WHOLESALE PRICING

All prices are listed in US dollars. All authorized retailers will receive 50% off the MSRP, plus the cost of shipping.

ORDER MINIMUMS

Minimum opening order of \$75. No minimum reorder amount. Orders placed via email to ms.cleaver@gmail.com using provided order form.

CHANGES TO ORDERS

Any changes or cancellation to orders must be emailed to ms.cleaver@gmail.com within 48 hours.

METHOD OF PAYMENT

All payments payable via Paypal. An invoice with actual shipping costs will be sent upon shipping.

DELIVERY & SHIPPING

In-stock items ship within 3 business days. 2-3 weeks for out of stock items (note may be extended due to COVID-19 supply chain disruption). Buyer pays actual shipping costs once order has shipped. Domestic orders will ship via USPS, international deliveries will ship via UPS.

RETURNS / EXCHANGES

Wholesale merchandise may not be returned or exchanged. We only accept returns in the case of defective merchandise. Please inspect all shipments upon receipt and contact ms.cleaver@gmail.com of any defects within 5 business days of receipt. Returned merchandise will be replaced with new merchandise. Returned merchandise will not be accepted if it is held for more than 15 days after receipt.

FEEDBACK

I love getting feedback! If you have any suggestions about additional products, alternative colorways, etc. please send it along!

Thank you!

Leah

Questions? Contact ms.cleaver@gmail.com