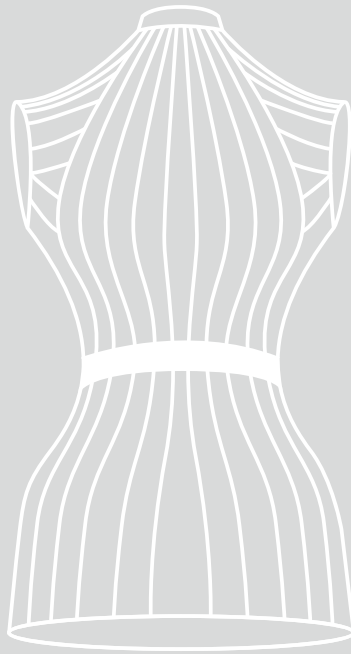


**BERNINA<sup>+</sup>**



# My Label<sup>TM</sup>



3D FASHION PATTERN SOFTWARE

# My Label – My Reflection

A reflection of your style and creativity!



## On-screen Advice for Choosing a Style, Taking your Measurements, and Sewing your Creation

Use the Style Consultant to help you choose a style. Use the on-screen information to tell you exactly how and where to measure.



## On-Screen Sewing Instructions

Each style has step-by-step, easy-to-follow instructions and graphics for sewing and overlocking construction. An additional on-screen Sewing Techniques Manual provides instructions for general techniques associated with My Label styles. On-screen videos give you tips on how to use machine and overlocker presser feet.



// Finally, an attractive wardrobe customized by you that reflects your style and your taste! //

**Create your style with BERNINA and My Label – the exciting pattern-fit software! Visualize the style on your own 3D model.**

An assortment of built-in styles become YOUR Label when you enter your measurements into the software and watch the 3D model morph to your measurements. Dress your model in one of the built-in styles... select the perfect color from a virtual drawerful of fabrics. Virtually embellish your garment with stitches, embroidery and buttons. Dress and undress your model as many times as you'd like until you achieve the reflection you desire. Zoom to see every little detail before you begin sewing. Save your model and your style, and email to friends to show them what you've created. Print your creation using your home computer or a copy center. Sew your style using a multitude of on-screen help tools – your My Label Help Text, on-screen garment instructions, graphics and style suggestions. Then wear your style with pride – confident of a good fit and a good reflection!

**My Label** offers 20 classic patterns than can be customized in a variety of ways using My Label software. Enter your measurements and watch the 3D model change to reflect how the style will look on you. See your reflection before you even begin sewing!

**Size ranges that will give the best results!**

While the model and garment ranges go beyond those listed below, we can guarantee the best results with the following ranges.

**Size Ranges**

<b>Height</b>	min	5'	or	152.5 cm
	max	6' 6"	or	198 cm
<b>Bust</b>	min	30"	or	76 cm
	max	50"	or	128 cm
<b>Hip</b>	min	33"	or	84 cm
	max	51"	or	130 cm



**Tension Indicator**

Engage the tension indicator after you've simulated your garment to see where the fit is loose or closer to the body. You can change the fit to your preferred fit by using the style properties of the software.



**Embellishments**

Select the color and fabric you want – or scan your fabric and import into the software, then choose a variety of decorative stitches, embroidery motifs and buttons to create your own My Label style.



**A Drawer Full of Buttons:** Small and colorful, big and bold – buttons can define the look of a garment. Plastic, wood, metal or bone – the choice is yours with My Label. For the Military Jacket, use metal – even on the sleeves. For the  $\frac{3}{4}$  Coat, use tone-on-tone for classic elegance. Your choice, your visualization, your reflection.



**Embroidery and Stitches:** As you design your garment, add a touch of virtual embroidery to a bodice or sleeve. Use decorative stitches from both your sewing machine and overlocker to connect a seam or visualize a trim. With My Label, virtual stitches and embroidery ideas are part of the process of seeing before sewing. If you like how it looks, then you can access stitches from your machine and embroidery from your embroidery collections, and make your design come to life.





## Design your own label **stitch by stitch**



**Select a Fabric Type or Import your Own:** Fabric choices determine the look of your garment. Choose denim for a sporty look, or go for sequins for a night on the town. My Label provides you with plenty of fabric choices in designing your style, as well as letting you scan and import your own fabric to reflect your individual style.





**Tailored Shirt:** With shirt collar and cuffs. Ring the changes with this classic pattern by sewing darts in the front.



**Tunic:** With flared sleeves and hem, drawstring neckline, wide shape, finished in no time flat. For every occasion! Casual with embroidery or elegant in silk, doubled at the front, and belted.



**Classic Vest:** Slightly tailored and lined – Ring the changes with this classic pattern by teaming it with peppy accessories. Here's the sporty version, with included sleeves and elastic.

### One basic pattern – many possibilities

My Label opens up endless possibilities for you to create your own individual style – your personal label. Depending on whether you want to sew a jacket, blouse or trousers, you simply choose a basic pattern which you can adapt to your individual preference.

Design your personal spring, summer, autumn or winter wardrobe – choose a theme for your styles – business, casual or elegant – depending on your mood or the season.



**Pencil Skirt:** Narrow, figure-hugging cut with flared pleats at the hem. Or show a bit of leg by varying the length and working in two rounded side slits.





**Halter Top:** Shoulderless, with straps for fastening behind the neck. Make more of it by extending the top into a chic dress!



**Camisole:** Airy, easy cut, with deep V-neckline. Shirring the fabric lends an attractive effect to the top.



**Classic Jacket:** Elegant cut, tailored, with welt pockets and flaps and back vents. This classic garment can be personalized with a hood, decorative seams, or special buttons.



**3/4 Coat:** Elegant, figure-enhancing cut – with buttons and a belt or a zip fastening, this coat is your faithful friend in any weather.



**Barn Jacket:** The raglan sleeves offer room to move, with patch pockets. Short or long, with buttons or zip – this coat is guaranteed to draw admiring looks.



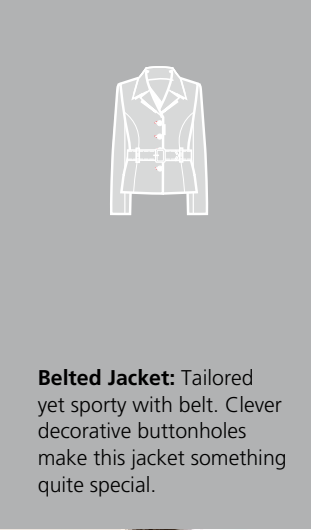
**Gored Skirt:** Wide A-line skirt with multiple panels and a pretty drape. Narrow or wide. Create a special effect with a different-colored hem, or a decorative buckle.



**Classic Skirt:** With back vent, lined – as a mini or knee-length, with embroidery, rounded side slits or classic walking slit. This skirt always cuts a fine figure.



**T-Shirt:** Quick and easy to sew, with a choice of long or short sleeves. Sew your new favorite shirt with or without sleeves, with a round or V-neck.



**Belted Jacket:** Tailored yet sporty with belt. Clever decorative buttonholes make this jacket something quite special.



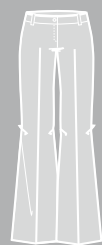
**Military Jacket:** Short single- or double-breasted jacket with mock collar and lapel.



**Slip Dress:** Sleeveless with pretty gathered neckline, fully lined, flared hem. Drapes particularly attractively in silk.



**Princess Line Dress:** Knee-length, elegant shape with princess seams and rounded neckline. May also be sewn lined and worn belted.



**Flared Pant:** Figure-enhancing shape with flared leg. Casual as three-quarter-length trousers, with slits for a change.



**Pleated Trousers:** Tailored trousers with front pleats and a classic, straight cut. Ring the stylistic changes by appliqueing trendy ribbons as an eye-catcher.



**Boxy Jacket:** The boxy jacket offers ease of movement and is easy to sew. Decide for yourself: sporty, with a drawstring waist and mock collar, or casual and comfy without buttons.



# My Label Software. A reflection of your style, your personality, your figure, your creativity.

My Label lets you create a varied wardrobe that reflects you – your taste, your interests, and your body. And you'll be able to visualize the results even before cutting into your fabric! Check out our website for information on the wide range of styles and variations that My Label opens up to you. There you'll find tips and tricks galore on all things sewing. Let yourself be inspired – watch our film on the My Label Fashion Show and pick up the latest scoop on our styles at [www.berninamylabel.com](http://www.berninamylabel.com)



**Pull – On Pants:** Easy to sew, elastic waist fits all. Warm, cosy winter trousers, or light and airy summer trousers, depending on the fabric you make them in.



# My Label Built-In Styles – a Canvas for your Creativity!



// Input your measurements, dress your model, embellish as you desire, print your pattern, sew your creation, wear with confidence – sew again and again! //

My Label pattern-fit software has an easy-to-learn, intuitive user interface. My Label comes with so much on-screen support that you'll feel confident navigating the software, measuring, adjusting your styles, and sewing your garment.

The software allows you to save multiple styles and models. Once you have your style as you want it, email it to friends and family to share your creation. Print your pattern on your home computer or send to a copy shop.

My Label – so many choices, so many variations, so much opportunity to show your style, your reflection.

#### **Easy-to-Use, Intuitive Software with 3D visualization**

My Label pattern-making software is so easy to navigate. The 3D model studio window acts as your own private dressing room – try on your style before sewing, and see your reflection on your model.

No other pattern-making software for the home sewer allows you to do this!

#### **Multiple styles with a Variety of options**

Choose your styles, adapt them as you wish, access the excellent on-screen instructions for sewing and overlocking your garments.

#### **Measuring and Fitting Consultant**

Careful measuring ensures a good fit. My Label shows you how and where to measure, step by step with on-screen graphics.

#### **Embellishments**

Choose your fabric type and color, or import your own. Embellish with embroidery, stitches and buttons – seeing is believing. Design as you wish, until you get the look you want.

#### **A variety of Consultants to help you design**

Access the Style Consultant to determine which style looks best on your figure type, and research fabric, sewing and embroidery with the Fabric, Sewing and Embroidery Consultants. My Label helps you with the design and sewing process. The amount of software help available ensures confidence every step of the way.

#### **Visualize your body, your style, your creativity –**

with My Label pattern-making software. See and sew – enjoy the outcome, so you can see and sew again and again. Fall in love with sewing, with My Label by BERNINA!



# My Label – My Reflection

## Innovation, Technology, Creativity










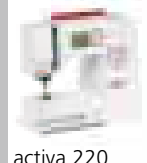
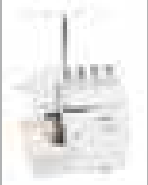
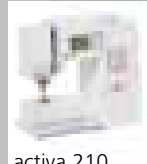
### Hardware/software requirements for My Label

- Windows XP operating system SP2
- Minimum processor speed – Intel Pentium IV – 2.4 GHz or equivalent
- Minimum RAM – 512 MB (for Windows XP)  
Recommended RAM – 1 GB
- Graphics Card (with 3D accelerator)  
SVGA Card 128 MB (minimum 64 MB)  
Recommended display resolution – 1064 x 768 (minimum 800 x 600)
- Free USB Port to accommodate My Label Security Key (minimum-one)
- Windows compatible printer
- HDD free space – 1 GB (minimum)
- Mouse or trackball
- E-mail program as well as a standard Internet browser (such as Internet Explorer) for e-mail and online features

### The diversity of the BERNINA world of sewing

Want to know what other creative possibilities BERNINA can offer you? BERNINA sewing and embroidery systems are characterized by quality without compromise, ground-breaking innovations and optimum user-friendliness – whether you wish to sew fashion, accessories, or home and garden furnishings. The artista is the high-end range of the BERNINA models, with the unique BSR (BERNINA Stitch Regulator) system that monitors stitch-movement speed and regulates stitch length. The aurora family consists of a superb sewer – the aurora 430 – and a perfect quilter – the aurora 440 QE. Four user-friendly sewing machines with creative variety and robust technology belong to the activa family. BERNINA overlockers also make ideal additions to your sewing and embroidery system. Find out about our extensive product range, and convince yourself of BERNINA versatility. You'll find a whole world of sewing at

[www.bernina.com](http://www.bernina.com)  
[www.berninausa.com](http://www.berninausa.com)

<b>artista</b> * <b>BERNINA</b>	<b>aurora</b> * <b>BERNINA</b>	<b>activa</b> * <b>BERNINA</b>	BERNINA M-model overlockers *
 artista 730 with embroidery module	 aurora 440 QE	 activa 240	 1300MDC
 artista 640 with embroidery module	 aurora 430	 activa 230	 1200MDA
 artista 630 with embroidery module		 activa 220	 1150MDA
		 activa 210	

\* Not all models are sold in all countries

[www.berninamylabel.com](http://www.berninamylabel.com)  
[www.bernina.com](http://www.bernina.com)  
[www.berninausa.com](http://www.berninausa.com)

My Label™