



# Janome Celebrates 50 Years of Sewing in Australia

FOR IMMEDIATE RELEASE

**JANOME AUSTRALIA WEDNESDAY JANUARY 2, 2019:** Janome, a market innovator and global leader in sewing machines is celebrating a major milestone this year as the company marks its 50<sup>th</sup> Anniversary in Australia.

Founded in 1969, the Australian Head Office was established in Moorabbin, Melbourne, with an unknown Japanese machine and an enthusiastic sewing community, Janome has grown into a leading brand and is now recognised as the number one sewing machine company in Australia, with 5 state offices all around the country.

Over the past 50 years, Janome has brought out many popular sewing machine models that keep them at the pinnacle of technological advances. Janome was the first sewing machine company in the world to create and manufacture the domestic home-use embroidery sewing machine, the Memory Craft 8000. Followed by additional industry first's, an embroidery only machine (Memory Craft 300E) and the longer arm sewing machine (Memory Craft 6500). Recent innovations helping them to stay current and relevant include Wi-Fi and air-threading technology.

This year, for its 50<sup>th</sup> Jubilee, Janome will be announcing the release of limited edition sewing machine models to commemorate the occasion. There will also be a year-long celebration with stories, interviews, giveaways and projects.



Looking ahead, Janome plans to continue refreshing its current sewing machine range to meet the evolving needs of an ever-changing marketplace.

“We are delighted to share this wonderful milestone with our dealers, partners and customers who are so integral to our business. We will continue to expand and refine our product range to meet the needs of the sewing community.” said JoJo Yamada, Managing Director of Janome Australia.

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## About Janome

Originating from Japan with a world-renowned reputation for excellence, Janome has been designing and manufacturing sewing machines for more than 95 years.

The name “Janome” was adopted in 1935 and means “Snake Eyes” in Japanese: the bobbin that was used back then was an unprecedented round metal bobbin system resembling a snake’s eyes. Since those early days, Janome has established itself as a leader in the sewing machine industry, with a focus on continuous product improvement and exciting innovation. Today, Janome employs over 3,500 people, and has operations in over 100 countries worldwide.

