PFAFF
Perfection starts here.™



DISCOVER A NEW DIMENSION OF CONNECTION

creative icon™ 2

SEWING AND EMBROIDERY MACHINE

I IMAGINE. IT DELIVERS.

The PFAFF® *creative icon*™ 2 sewing and embroidery machine ushers in a new era of sewing. It is the first sewing machine in the world to be engineered with artificial intelligence, voice control*, and *creative*™ Embellishment Attachment capabilities. Just like sewists, the PFAFF® *creative icon*™ 2 sewing and embroidery machine is set up to continually reach perfection, getting smarter in bold, new ways.

*Alexa™ or other smart-home devices are required to use voice control but are not included.



"Alexa, ask creative icon™ 2 to show me all ribbon stitches."

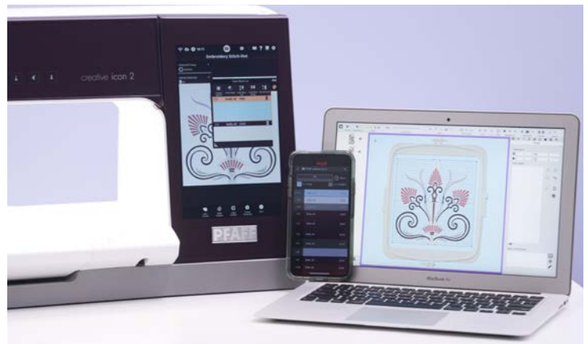
WORLD'S FIRST & ONLY

VOICE CONTROL*

The world's first and only sewing machine with voice control. Hands-free commands offer sewists more flexibility to explore their most creative endeavors.

Works with Alexa™.

works with alexa



mySewnet™ CONNECTIVITY

Get creative with seamless navigation between your machine screen, laptop and mobile. A 90-day free trial of mySewnet™ PLATINUM Subscription is included.

mySewnet™ LIBRARY^

mySewnet™ Library has thousands of beautiful ready-made embroidery designs, from flowers and fonts to nature and more.

mySewnet™ BLOG

Get inspired and learn how to do more with new articles, projects and news every month.

mySewnet™ APP

Download the free app that connects your phone to your machine. Digitize photos on the go, get live machine updates, and more.

mySewnet™ CLOUD

Access the cloud folder with free 100MB storage for all files saved in one place directly from the machine screen.

*Alexa™, or other smart-home devices are required to use voice control but are not included.
** Optional Accessory
^ Subscription is required after 90 days.



WORLD'S FIRST & ONLY

creative™ EMBELLISHMENT ATTACHMENT**

Embroider ribbon, beads or yarn directly and precisely on fabric as the *creative*™ Embellishment Attachment guides the material into place. It's the first attachment in the industry capable of automatically stitching a variety of materials.



WORLD'S FIRST & ONLY

ARTIFICIAL INTELLIGENCE TECHNOLOGY

The PFAFF® *creative icon*™ 2 uses cutting-edge technology to enhance your sewing experience.

TODAY'S A.I.

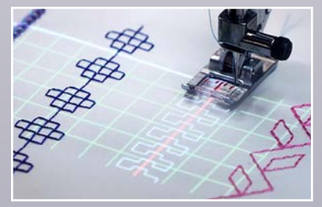
Attach any included presser foot and the machine will alert you if it isn't the recommended foot for your stitch selection.

TOMORROW'S A.I.

Get tomorrow's A.I. with free automatic software updates that will ensure you always have the most advanced sewing features and functionality. The possibilities are infinite of what can come next!

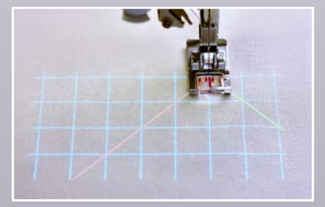
MY CRAFT.

IT'S EFFORTLESS.



PROJECTOR: STITCH PREVIEW

Enables you to easily preview whatever you plan to stitch on the fabric. Achieve perfectly placed stitching while saving precious time.



PROJECTOR: GRID AND GUIDELINES

Overlay helpful lines with adjustable angles and grids of adjustable sizes in sewing mode.



EMBROIDERY PLACEMENT

Project the image of an embroidery on your hooped fabric for easy placement. Use the precise positioning feature to fine-tune the perfect placement. Easily match multiple hoopings to create embroideries at the ideal size.



LARGEST MACHINE EMBROIDERY HOOP ON THE MARKET

Included with the machine, the *creative*™ GRAND DREAM HOOP is the largest machine embroidery hoop on the market to accommodate larger embroideries in one hooping (360 x 350 mm).



POWER, STABILITY AND PRECISION

The *creative icon*™ 2 has a high needle-piercing power (150NWT) making it easier to sew heavyweight materials. The base plate is engineered to reduce vibrations and increase stability.



ENHANCED ORIGINAL IDT™

Integrated Dual Feed Technology (IDT™) from PFAFF® delivers remarkably even feeding of fabrics from the top and ensures perfect seams.

- Has its own power source for greater control
- Built-in sensor notifies you when to activate or deactivate this feature.



POWERFUL MARKET-LEADIING LIGHTING

Bright, even lighting designed by optronic experts to show the true color of fabric and limit shadows on projects.



BUILT-IN HELP CENTER

Get help right from your machine's large screen. Quickly and easily find the answers you're looking for with more than 150 animated or illustrated interactive on-screen, step-by-step guides for reference and efficiency in support of countless projects.



EXCLUSIVE STITCH TECHNIQUES

Create unique finished projects with hundreds of sophisticated stitches including exclusive and patented stitch techniques such as; floating stitches, radiant stitches, single-ribbon stitches, double-ribbon stitches, triple-ribbon stitches, lace-edge stitches and stacking stitches.



PATENTED ActivStitch™ TECHNOLOGY

Sensors measure the fabric thickness and various stitch settings to regulate the amount of thread needed to achieve perfect balance between the needle and bobbin threads. Results are perfect on both sides of the fabric.



MY SPECIALTY. ITS INNOVATION.

UNPARALLELED SEWING

OVER 800 STITCHES

Offers 806 built-in stitches for more decorative stitching options.

STITCH CREATOR™

You are not limited to built-in stitches on the machine. Customize them or create your own.

STITCH REPEAT

Sew precisely the number of stitches you desire so they fit perfectly on your project. The days of counting as you stitch or guessing are gone.

TAPERING ON DECORATIVE STITCHES

Taper at the beginning and/or at the end of any stitch to perfectly match patterns around corners. Change the angle of taper for unlimited creative opportunities. You can even embroider unique tapers in the hoop.

BUILT-IN HELP CENTER

Built-in techniques and tutorials for zippers, hems, collars, ruffles, cuffs, quilting and much more.

EXTRA-LARGE-CAPACITY BOBBINS

Stitch your projects for longer periods of time, with fewer interruptions when you use the extra-large-capacity bobbin.

EXCEPTIONAL EMBROIDERY

873 BUILT-IN EMBROIDERY DESIGNS

mySewnet™ LIBRARY*

Get access to even more inspiring designs and editing software for your computer with your 90 day free trial of mySewnet™ PLATINUM.*

LARGEST EMBROIDERY AREA ON THE MARKET

Embroider with the largest area on the market with the included *creative*™ Grand Dream Hoop (360 x 350 mm).

PRECISE POSITIONING

Place every embroidery design precisely as you wish. Easily match multiple hoopings to create embroideries at the ideal size.

SHAPE CREATOR™

With extreme precision, the Shape Creator™ instantly combines decorative stitches and design elements to create unique borders and designs.

APPLIQUÉ CREATOR

Create appliqué embroideries on screen with Appliqué Creator. Choose from more than 20 different shapes and 20 appliqué-specific stitch options, or use any stitch preinstalled on the machine.

REMARKABLE QUILTING

FOUR FREE-MOTION MODES

Four modes at your fingertips. Whether free-motion quilting, using rulers, thread painting, or darning, the end result is impressive.

LARGE SEWING SPACE

Extra large sewing space to accommodate large projects and quilts.
12.2in (310mm) x 5.51in (140mm)

PROJECTOR

Featuring an adjustable grid and guidelines, you can easily align your stitching with any part of your project, perfect for topstitching and tapering. You can also modify the sizes and colors of both the grid and its guides for better visibility. Project your selected stitch, or embroidery design for perfect placement.

QUILTING ACCESSORIES INCLUDED

- Straight-stitch needle plate (plus sensor)
- ¼" foot, the edge/quilting guide
- Large spool holder for big quilting thread spoools
- Special bobbin case for perfect straight-stitch

*Subscription is required after 90 days.

MY WORLD.

ITS REVOLUTIONARY ENGINEERING.



A.I. PRESSER FOOT RECOGNITION for stitch compatability

PROJECTOR & CAMERA for precise stitching and placement

creative*™ EMBELLISHMENT ATTACHMENT CAPABILITY for fully guided embellishment

**creative*™ Embellishment Attachment not included.*

creative icon™ 2

SEWING AND EMBROIDERY MACHINE

PFAFF
Perfection starts here.™

WORLD'S-FIRST FEATURES

Artificial Intelligence Technology
Voice Control*
creative™ Embellishment Attachment Capability**

NEW FEATURES^

Hoop Scanning
Projector in Sewing and Embroidery Mode
New Stitch Category Maxi Hand-Embroidery
Additional Help Center Tutorial Videos
Needle Guide in Help Center
Added Languages (Finnish and Chinese)
Metal Ruler on Accessory Tray
Real-Time Clock
Alarm Clock
Stop Watch
Usage Time (Sewing and Embroidery)
Design Alignment Lines
Machine Set-Up Wizard
creative™ Grand Dream Hoop Included

TOP FEATURES

mySewnet™ Connectivity
Market Leading Work Light
33.7 pounds (150 NWT) Needle Piercing Power
Uniquely Engineered Baseplate
Enhanced Original IDT™ System and Sensor
Exclusive and Patented Stitch Techniques
Patented *ActivStitch*™ Technology
Optional Multi-Function Foot-Control Capability

MACHINE

10.1-Inch Capacitive Touch Screen
Fully Automatic Needle Threader
Extra-Large Bobbin
Straight-Stitch Needle Plate with Sensor
Enhanced Fabric Feed
Top and Bobbin Thread Sensors
Separate Bobbin-Winding Motor
Thread Snips
Updatable Firmware
Jam-Proof Rotary Hook

EMBROIDERY

Large Embroidery Area (360x350mm)
Precise Positioning Feature
873 Embroidery Designs
Shape Creator™
Appliqué Creator
creative signature™ Embroidery Programs
Embroidery Stitch Out Overview
Undo/Redo in Embroidery Edit
4 Embroidery Hoops Included
- *creative*™ Grand Dream Hoop (360 x 350mm)
- *creative*™ Supreme Hoop (360 x 260mm)
- *creative*™ Elite Hoop (260 x 200mm)
- *creative*™ 120 Square Hoop (120 x 120mm)

12 Optional Embroidery Hoops Available
Hoop Positions
90 Day Free Trial of mySewnet™ PLATINUM Embroidery Software and Design Library

SEWING

806 Stitches
7 Exclusive Stitch Techniques
Enhanced *Stitch Creator*™
Stitch Repeat
Tapering on all Decorative Stitches
Four Free-Motion Modes
Sew with Embroidery Unit On
Automatic Presser-Foot Lift
Electronic Knee-Lift
Sensormatic One-Step Buttonhole
Mirror Image of Stitches
Stitch Positioning
Stitch Density

AND MORE!



*Alexa™ or other smart-home devices are required to use voice control but are not included.
**Optional Accessory
^Compared to original *creative icon*™

PFAFF, PFAFF PERFECTION STARTS HERE, CREATIVE ICON, CREATIVE, MYSEWNET, IDT, ACTIVSTITCH, SHAPE CREATOR, STITCH CREATOR, and CREATIVE SIGNATURE are trademarks of KSIN Luxembourg II, S.a.r.l. ©2022 KSIN Luxembourg II, S.a.r.l. All rights reserved.
Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.