

**PFAFF**  
Perfection starts here.™

your expression

expression™ 715

quilt expression™ 725



creative expression™ 750



# your expression starts here

The PFAFF® *expression*<sup>™</sup> series is more than just a line of sewing machines — it's your creative partner, precision-engineered to bring your unique expression to life. Whether your artistry lies in sewing, quilting, or embroidery, there's a PFAFF *expression* machine designed for you.

The PFAFF *expression* 715 sewing machine is where perfection begins — with smart features, cutting-edge engineering, and signature IDT<sup>™</sup> technology that delivers flawless, consistent results.

The PFAFF *quilt expression*<sup>™</sup> 725 sewing machine builds on that foundation, tailored for quilters who demand precision, ample workspace and control over their projects.

For those who want it all, the *creative expression*<sup>™</sup> 750 sewing and embroidery machine offers powerful embroidery capabilities, a large embroidery area, hoop scanning and ActivStitch<sup>™</sup> Technology.

The whole line has seamless connectivity and access to endless inspiration through CREATIVATE<sup>™\*</sup>. For over 160 years, PFAFF has stood for precision, craftsmanship and innovation. The *expression* line continues this legacy, empowering sewists with the tools to imagine more, design more and achieve more.

This is more than just sewing;  
this is your expression—express yourself!







## expression™ 715

### Top Features

Large Color Capacitive Touch Screen  
Automatic Needle Threader  
CREATIVATE™ Connectivity\*  
Exclusive PFAFF Stitch Techniques  
Built-in Help Center  
The Original IDT™ System  
Electronic Needle Piercing Power  
Bright Work Light  
Maxi Stitches  
Large Sewing Space

## quilt expression™ 725

+

Adjustable Laser Sewing Guidance  
Presser Foot Recognition (AI)  
STITCH CREATOR™  
Straight Stitch Needle Plate and Sensor  
Knee Lift  
Additional 130 Stitches

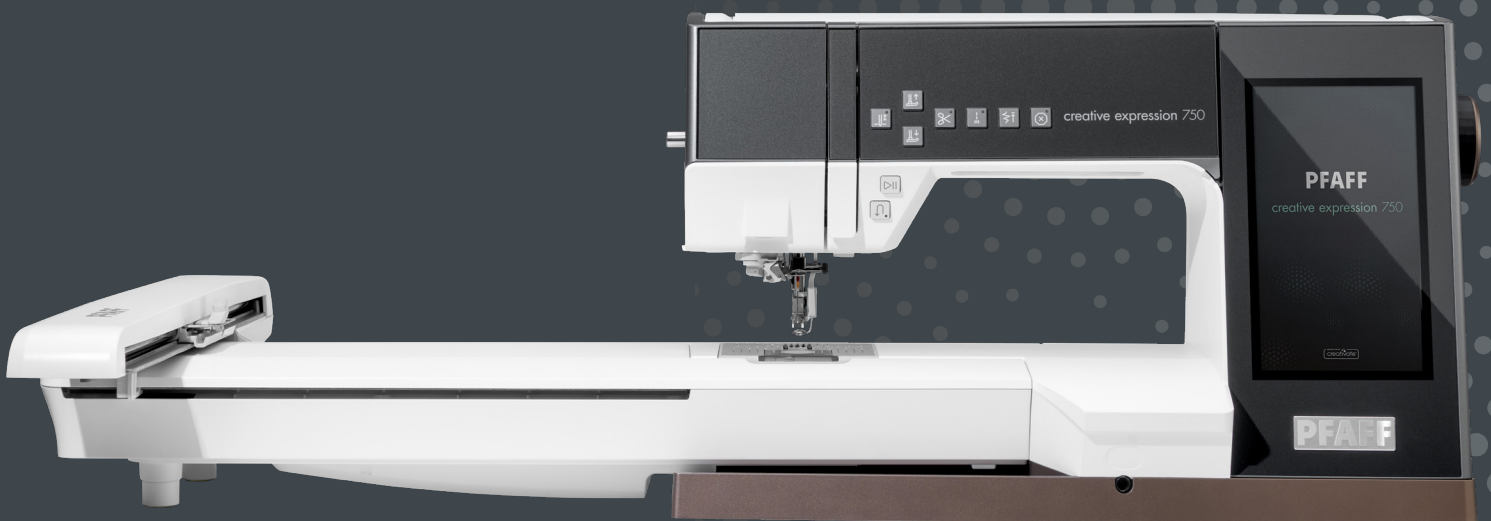
## creative expression™ 750

+

Hoop Scanning  
Patented ActivStitch™ Technology  
Large Embroidery Area  
Specialty Technique Embroidery Designs  
Exact Position

\*Some CREATIVATE features require a paid subscription.







sewing

quilting

your exp



embroidery



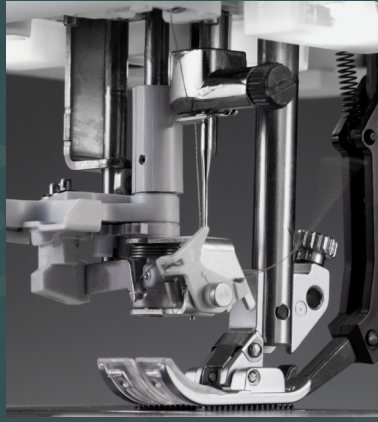
pression





### Large Color Capacitive Touch Screen

See all your information clearly and make all your edits on screen with confidence on the large 8" (174x96 mm) color capacitive touch screen.



### Automatic Needle Threader

Thread the needle quickly and easily with the push of a lever to get stitching sooner and without frustration.



### Exclusive PFAFF® Stitch Techniques

Give your project creative elements that are effortless; from ribbon stitches to floating stitches and more, there's a technique for any project.



### Built-in Help Center

Learn how to sew, set up your machine and more right on your machine. There is no need to search for the perfect tutorial online or even leave your seat.



### The Original IDT™ System

Precisely feeds all types of fabric from the top and bottom for perfect stitching every time without the need for any additional accessories.



### Electronic Needle Piercing Power

Stitch through heavy fabrics or several layers without hesitation, which allows you to sew a wider variety of projects.



### Bright Work Light

LED lighting allows you to see your project in true color so you get a clear view of your project without needing additional lighting.



### Maxi Stitches

Make an impact with large Maxi Stitches, that don't just sew back and forth, but have sideways sewing motions that allow stitch widths up to 52 mm wide for a gorgeous statement.



### Large Sewing Space

The machine is the perfect choice for any type of sewing. The sewing area to the right of the needle is nearly 10" (250 mm).





Experience creativity, elevated.

CREATIVATE™ is a digital toolkit that streamlines every step of your creative process, from your first spark of inspiration through your final finishing touch. It's all inside.

[CREATIVATE.COM](http://CREATIVATE.COM)

## expression™ 715

The PFAFF® *expression*™ 715 sewing machine is where perfection begins — with smart features, cutting-edge engineering, and signature IDT™ technology that delivers flawless, consistent results.







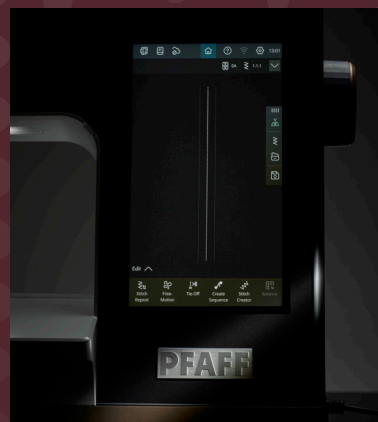
### Large Color Capacitive Touch Screen

See all your information clearly and make all your edits on screen with confidence on the large 8" (174x96 mm) color capacitive touch screen.



### Adjustable Laser Sewing Guidance

Project a laser guidance line directly on your fabric to easily line up your stitches. Align lines of decorative stitches, consistently space lines of quilting, and more.



### Presser Foot Recognition (AI)

Attach any presser foot and the machine will inform you if the foot is compatible with your stitch selection.



### Automatic Needle Threader

Thread the needle quickly and easily with the push of a lever to get stitching sooner and without frustration.



### Exclusive PFAFF® Stitch Techniques

Give your project creative elements that are effortless; from ribbon stitches to floating stitches and more, there's a technique for any project.



### The Original IDT™ System

Precisely feeds all types of fabric from the top and bottom for perfect stitching every time without the need for any additional accessories.



### STITCH CREATOR™

Create your own 9 mm stitches or edit built-in stitches for unlimited creativity.



### Electronic Needle Piercing Power

Stitch through heavy fabrics or several layers without hesitation, which allows you to sew a wider variety of projects.



### Large Sewing Space

The machine is the perfect choice for any type of sewing. The sewing area to the right of the needle is nearly 10" (250 mm).





Experience creativity, elevated.

CREATIVATE™ is a digital toolkit that streamlines every step of your creative process, from your first spark of inspiration through your final finishing touch. It's all inside.

[CREATIVATE.COM](http://CREATIVATE.COM)

## quilt expression™ 725

The PFAFF® *quilt expression*™ 725 sewing machine, tailored for quilters who demand exactness, space, and control.







### Large Color Capacitive Touch Screen

See all your information clearly and make all your edits on screen with confidence on the large 8" (174x96 mm) color capacitive touch screen.



### Hoop Scanning

Display the hooped project as on-screen background for a more accurate placement placement of your embroidery before stitching.



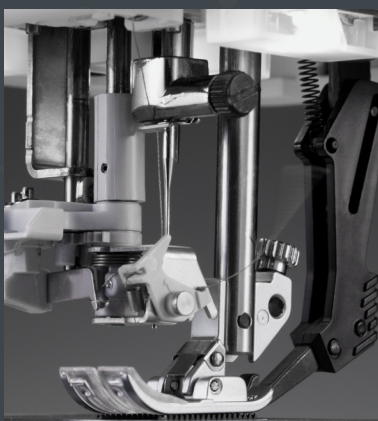
### Adjustable Laser Sewing Guidance

Project a laser guidance line directly on your fabric to easily line up your stitches. Align lines of decorative stitches, consistently space lines of quilting and more.



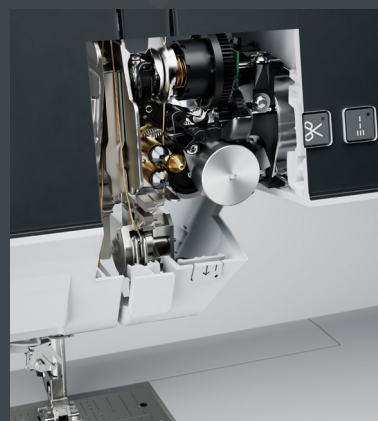
### Presser Foot Recognition (AI)

Attach any presser foot and the machine will inform you if the foot is compatible with your stitch selection.



### Automatic Needle Threader

Thread the needle quickly and easily with the push of a lever to get stitching sooner and without frustration.



### Patented ActivStitch™ Technology

Measures what's under the foot and what settings you have set to precisely regulate the thread for beautiful stitch results.



### Large Embroidery Area

Embroidering large, unique, personal creations in one hooping save you time and supplies. Up to 360 x 350 mm with optional Grand Dream Hoop.



### Exclusive PFAFF® Stitch Techniques

Give your project creative elements that are effortless; from ribbon stitches to floating stitches and more, there's a technique for any project.



### The Original IDT™ System

Precisely feeds all types of fabric from the top and bottom for perfect stitching every time without the need for any additional accessories.





Experience creativity, elevated.

CREATIVATE™ is a digital toolkit that streamlines every step of your creative process, from your first spark of inspiration through your final finishing touch. It's all inside.

[CREATIVATE.COM](http://CREATIVATE.COM)

## creative expression™ 750

For those who want it all, the PFAFF® *creative expression*™ 750 sewing and embroidery machine adds powerful embroidery capabilities, large embroidery area, hoop scanning and ActivStitch™ Technology.

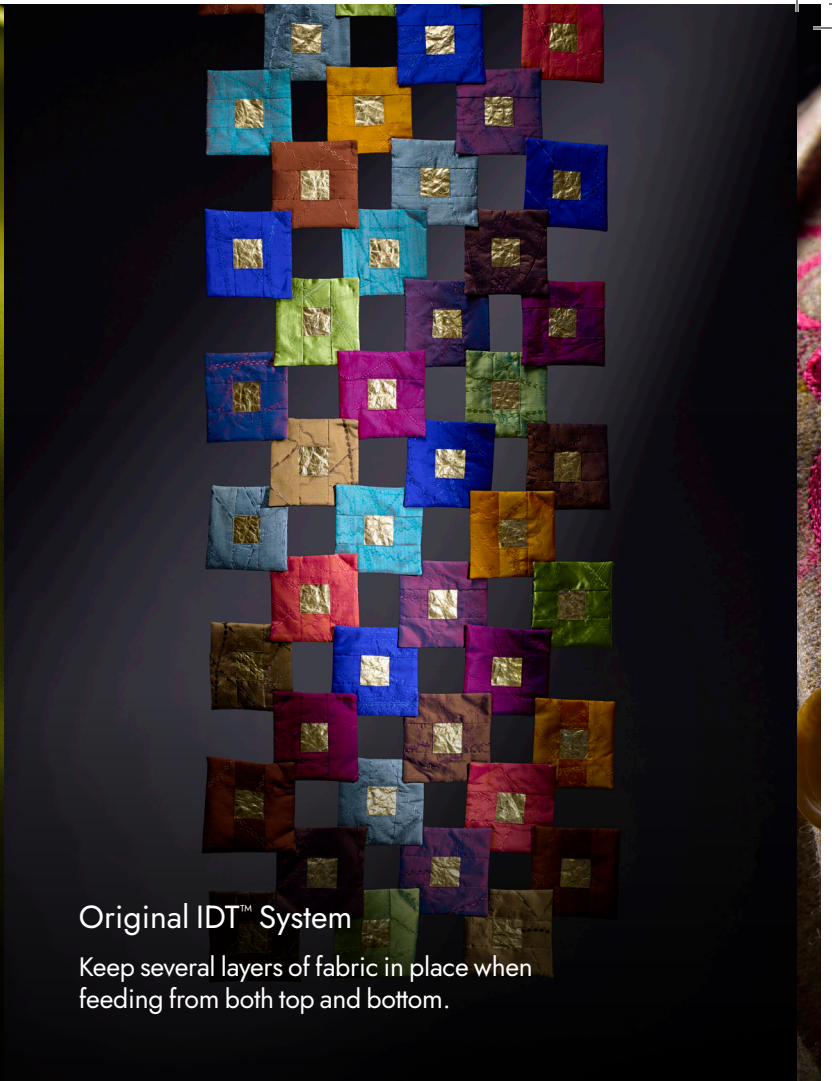






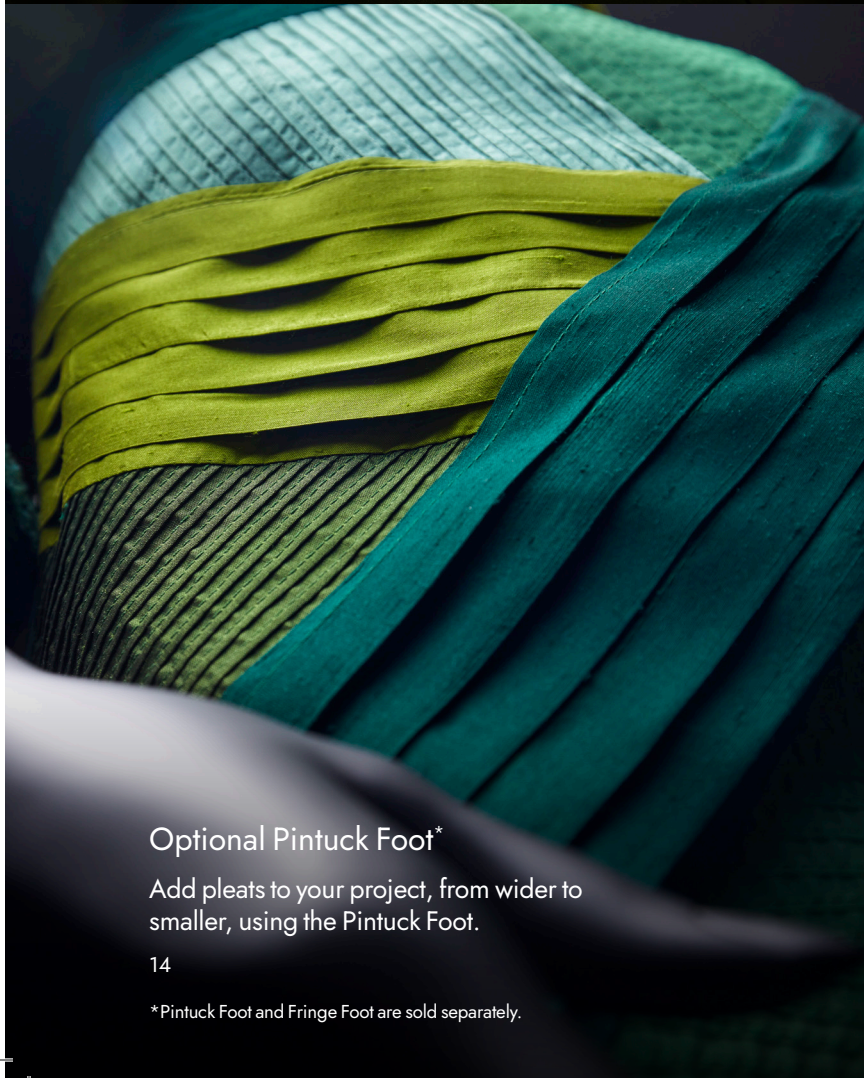
### Floating Stitches

Exclusive PFAFF® Stitch Techniques to decorate your project.



### Original IDT™ System

Keep several layers of fabric in place when feeding from both top and bottom.



### Optional Pintuck Foot\*

Add pleats to your project, from wider to smaller, using the Pintuck Foot.

14

\*Pintuck Foot and Fringe Foot are sold separately.



### Optional Fringe Foot

Add fringe to your project with the NEW optional Fringe Foot and the fringe stitch included in the *expression*™ line.





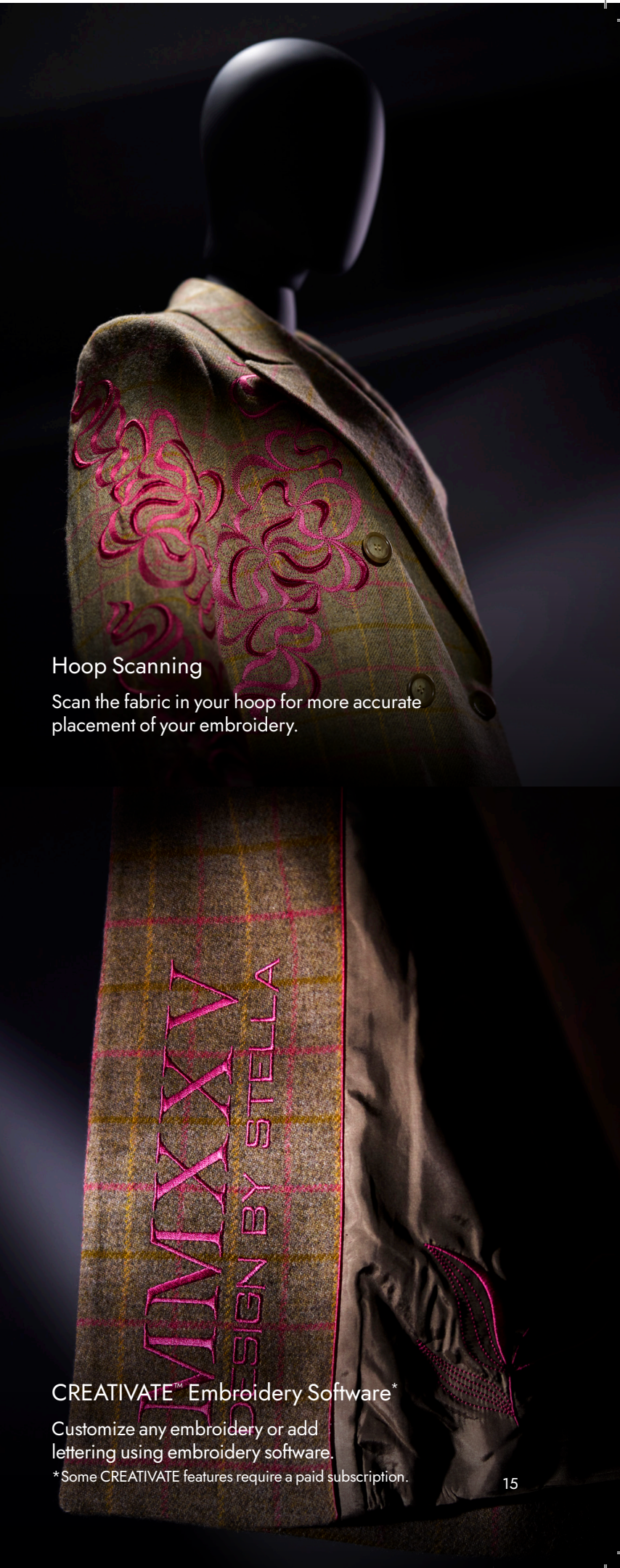
### Thread Velvet™ Embroidery Technique

The embroidery technique adds a 3-dimensional effect and a velvet touch to your project.



### Decorative Stitches

Choose from hundreds of decorative stitches to enhance your project.



### Hoop Scanning

Scan the fabric in your hoop for more accurate placement of your embroidery.

### CREATIVATE™ Embroidery Software\*

Customize any embroidery or add lettering using embroidery software.

\*Some CREATIVATE features require a paid subscription.



your expression

PFAFF®



creative expression™ 750



quilt expression™ 725



expression™ 715

TOP FEATURE

CREATIVATE™ Connectivity*	•	•	•
8" Large Color Capacitive Touch Screen	•	•	•
Automatic Needle Threader	•	•	•
Exclusive PFAFF® Stitch Techniques	•	•	•
Maxi Stitches	•	•	•
Bright Work Light	•	•	•
The Original IDT™ System	•	•	•
Electronic Needle Piercing Power	•	•	•
Built-in Help Center	•	•	•
Large Sewing Space	•	•	•
Presser Foot Recognition with AI	•	•	
Adjustable Laser Sewing Guidance	•	•	
STITCH CREATOR™	•	•	
Large Embroidery Area	•		
Hoop Scanning	•		
Patented ActivStitch™ Technology	•		

SEWING

Stitches	730	730	600
Sewing Fonts	6	6	4
37 Needle Positions	•	•	•
Stitch Positioning	•	•	•
Stitch Restart	•	•	•
Stitch Programming with memories	•	•	•
Free-Motion Options	4	4	4
Needle Up/Down Button	•	•	•
Perfectly Balanced Buttonholes	17	17	14
Stitch Repeat	•	•	•
Stitch-Width Safety	•	•	•
Automatic Tie-off	•	•	•
Tapering on Decorative Stitches	•	•	•
Built-In Thread Cutter	•	•	•
Twin Needle Program	•	•	•

EMBROIDERY

Embroidery Designs	638		
Embroidery Fonts	8		
Exact Position	•		
Customize designs on screen	•		
Create shape and appliqué	•		
Resize	•		

MACHINE

Auto Power Off	•	•	•
Automatic Self-Adjusting Thread Tension	•	•	•
Speed Slider	•	•	•
Electronic Knee-Lift	•	•	
Straight Stitch Plate and Sensor	•	•	
Smart Save	•	•	•
Seperate Bobbin Winding Motor	•	•	•
Quick Help	•	•	•
Languages	•	•	•
Updatable	•	•	•
Eco Mode	•	•	•
Personalized On-Screen Experience & Machine Set-Up Wizard	•	•	•

PFAFF.COM

\*Some CREATIVATE features require a paid subscription.

PFAFF, PFAFF PERFECTION STARTS HERE, CREATIVATE, EXPRESSION, QUILT EXPRESSION, CREATIVE EXPRESSION, IDT, ACTIVSTITCH, THREAD VELVET and STITCH CREATOR are the Exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2025 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.