



FEATURING

Sally's Stitches
Betsy Chutchian

JANUARY 2025

moda

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Dear Loyal Customer,

Thank you so much for your support this year! We enjoyed seeing so many of you at Fall Quilt Market for our Moda Wonderland! The energy of the show was fantastic, and we were glad to have so much activity in the booth. Thank you for making that all possible.



We are anxiously looking forward to our 50th anniversary, which happens next year! United Notions started in 1975, and we will be rolling out little videos about our past 5 decades throughout the year, along with some exclusive items that will make the year more special. We look forward to seeing all of your submissions for the Moda Challenge using our Celebrating 50 Years fabric collection, due in March.

The winners will be announced and displayed at Fall Market 2025. There is still time to create and submit a quilt; all the guidelines are in the Marketing Tools section under "Contests."

Our cover designer for this release is Betsy Chutchian, featuring her line Sally's Stitches. This line will feature a 12-month Block of the Month complete with optional video support. We are thrilled to be able to launch this new idea with Betsy, and we hope that you will enjoy her line, shipping in August.

We are excited to announce two new designers in this this release. Amy Schelle's three mini lines are all separate but can be used together. They are three boy groups with classic charm, each named after her three sons: Henry, Milo, and Oliver. They can all work together or act as a standalone group, each having their own precuts by group. Linn Warne's Autumn Forest group is a lovely Northwoods group. We hope that you will enjoy both of these new designers and welcome them to our Moda Family.

Also back by popular demand is Camille's Nantucket Summer, this time featuring a cheater panel of one of her favorite quilt patterns, Swoon. This was very much a passion project, and we are excited to bring it to life.

We hope you enjoy the Christmas totes included as a small token of our gratitude for your continued business and support! Have a safe and warm holiday season.

Warm Regards,
The Moda Team



RUBY STAR SOCIETY

GEOMETRY

Step into this luscious new world our designers have created with their latest collaborative collection! The inspiration for this collection ranged from upholstered wovens from the 60s and 70s, along with classic prints from double-knit polyester. This collection still carries the Ruby Star whimsy, but in a more understated way! The more you mix and match these prints, the more color and texture your project gets.

26 Ruby Star Cottons, 3 Cotton/Linen Canvases, shipping August 2025.

WASHI PLUS

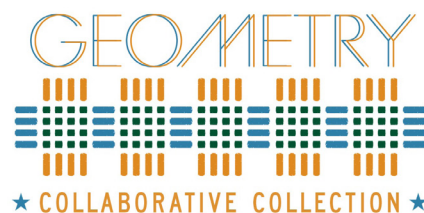
Washi Plus is here and Rashida has created a collection inspired by her iconic Washi Tape print. With playful patterns and the charm of washi tape, this collection is all about fun, color, and pure joy. With bold crisscrossing tape lines, cheerful confetti, and pops of geometric shapes, every print is designed to spark happy. Having a bad day? Just put some tape on it!

23 Ruby Star Cottons, 3 Cotton/Linen Canvases, 3 premium 108" cotton widebacks, shipping August 2025.

STARRY 2025

We are expanding the Starry color palette with 20 new colorways! This includes a new Vivid Rainbow, white on white, and a whole array of classic Ruby Star Society colors. We also have new Starry white on white background precuts to offer! These fabrics and precuts will ship in July 2025.

★ RUBY STAR ★
SOCIETY



Don't forget to check the Moda Mail section in Marketing Tools for all of the downloadable assets included in this mailing! Sign into your Moda account and go to: modafabrics.com/moda-mail

MODA MAIL CONTENTS

Sally's Stitches Betsy Chutchian



SALLY'S DISHES

You'll learn all about Sally's *Stitches* with Betsy Chutchian's latest collection, inspired by a vibrant and quirky antique quilt; but for this project sheet, we turned to the classic Broken Dishes block and designed Sally's *Dishes*, a quick little project that shows off the beautiful colors and prints in this nostalgic collection. It only takes a mini charm pack (included in this mail box) and a little bit of coordinating Bella Solids to make this petite project. Swap out the batting in your mini quilt for some Insul-Bright to make Sally's Dishes into a charming trivet!



SEW LUX TABLE RUNNER CLUB

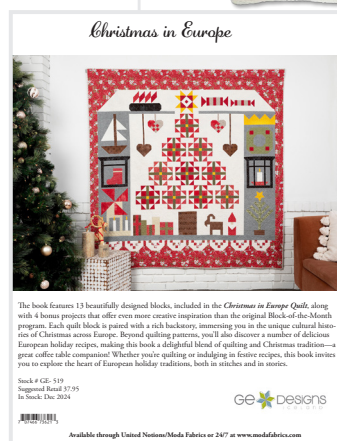
In this guide, you'll find the pattern line-up for January through June, as well as kit options to help you get your customers sewing with newly released collections.

Join us on the Moda blog on the 3rd Thursday of each month for tips & inspiration for the featured project.



HOME & GIFT BOOKLET

A curated collection of Valentine's Home + Gift that includes pillows, ceramics, tea towels, ornaments, coasters, and more.



CHRISTMAS IN EUROPE QUILT

Introducing GE Designs' Christmas in Europe Quilt. The book features 13 beautifully designed blocks, along with 4 bonus projects that offer even more creative inspiration. Perfect for a Block of the Month program and very easy to make kits.

METTLER THREAD

The wonderful world of Mettler Thread began in Switzerland back in 1883 when the Mettler brand was founded. Many years later in Germany, the sewing thread manufacturer established itself as a staple in the haberdashery world. Today, the Company supplies more than 30 countries with high quality sewing threads. Please enjoy this sample provided by Mettler.



CLOVER

Introducing Ergonomic tools from Clover in pastels, featuring the Grip Fit Triple Tracing Wheel, the Grip Fit Seam Ripper, the Point 2 Point Turner, and the Hold It Precision Stiletto. Make these NEW tools a part of your sewing staples.



C&T PUBLISHING

Boost your color confidence with best-selling C&T Publishing Color Tools.



NEW BOOKS & PATTERNS

What's NEW in Books and Patterns and Viral Sensations.



Sally's Stitches Betsy Chutchian

What's the recipe for a great quilt story? Start with an antique quilt dealer, an estate sale in New York City, and a mid-19th century quilt; season with historical prints in bright colors like cheddar and buttery yellows, turkey reds, Prussian blue, and poison greens; mix in some quirky applique blocks; and garnish with a bit of...Cher?! True story!

Now take the fabric collection inspired by the quilt in our great quilt story, stitch it all together with some help from quilt historian, author, and expert teacher Betsy Chutchian, and you've got an heirloom!

The Turn Back Time Sampler is a masterpiece project for quilters yearning to make something truly special. Betsy has faithfully replicated the charming aesthetic from the antique quilt that her Sally's Stitches fabric collection is based on, while updating and standardizing the construction for today's quilter. A shop guide will be available to help you kit and run an unforgettable block-of-the-month program with your customers.

Moda is excited to partner with Betsy to create a series of exclusive video tutorials to accompany the Turn Back Time Sampler pattern. In this video series, Betsy will share her favorite



piecing techniques and her tips for working with the Turn Back Time Sampler pattern. In addition, she will teach you the different applique and specialty piecing techniques featured in the sampler.

This video library is available as a one-time add-on purchase for shops only. Learn the techniques from Betsy's videos to lead in-store classes as part of the Turn Back Time Sampler block-of-the-month program, or show the videos directly in your classes as part of the instruction time.

Watch for more details about the block-of-the-month program and video series coming soon!

Moda Collector Series Tins

*Collect
Them All!*

We are thrilled to announce our new Moda Collector Series program featuring our fabric designers.

Each tin will include:

- Custom artwork
- An exclusive precut and pattern
- A mini Piece catalog highlighting the designer
- A mini charm pack of the fabric collection
- A few other exclusive goodies such as zipper pulls, notebooks, needle minders, notepads, stickers, patches, and more!

Betsy Chutchian
Sally's Stitches

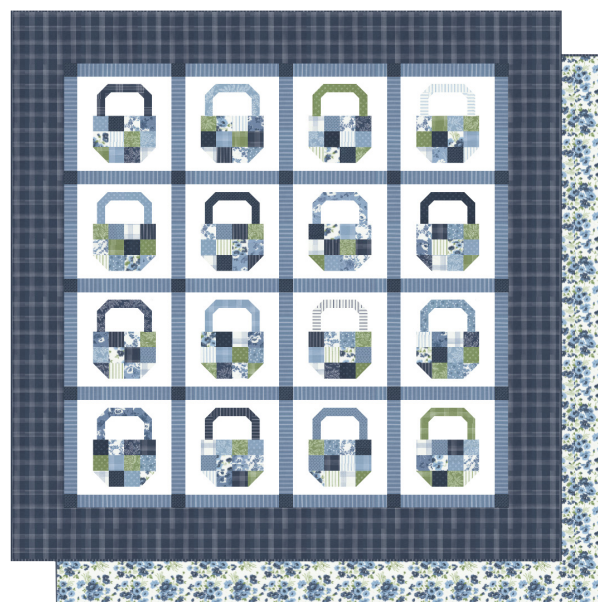


MTIN31710

Betsy Chutchian's Sally's Stitches Tin

Mini Medallion 2 22" x 22"

camille roskelley
NANTUCKET
SUMMER



MTIN55260

Camille Roskelley's Nantucket Summer Tin

Nantucket Baskets 52" x 52"

— UPCOMING —

Quilt-Alongs

moda



Here's a peek at a few quilt-alongs happening in 2024 that are sure to get your customers excited!

Scan the QR code to visit our Quilt-Along page and keep up to date with the latest events!



Table Runner Club Sew Along with Sew Lux

The Pouch Club series has been a hit on the Moda blog in 2023 & 2024 and we're looking forward to continuing in 2025 with table runners!

January: Bowen BNB 2410

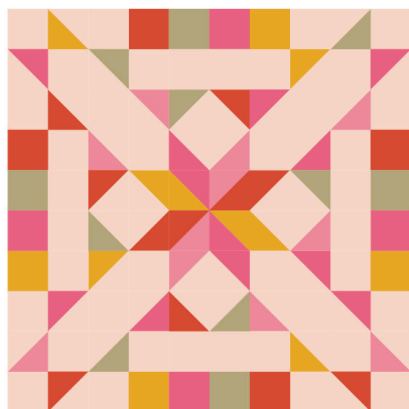
February: Bloomberg BNB 2303

March: Starstruck Stripes BNB 2314

April: Sweet Sentiments BNB 2301

May: Pumpkin Harvest BNB 2322

June: Legacy BNB 2420



Charmed I'm Sure Sewalong with Moda

Collect your favorite charm pack and join us for a weekend of fun in June! More details to come.

UPCOMING *Quilt-Alongs*

Flower Shop Block of the Month

This 6-month BOM features the Dainty Meadow fabric collection by Heather Briggs for Moda Fabrics. Imagine showcasing your fabric in a beautiful storefront display of flowers with the Flower Shop quilt. This 75" x 75" quilt is traditionally pieced and includes a bit of simple hand embroidery and optional applique for that extra charm. Ask your sales professional for more information!



Pick A Petal Template of the Month

Featuring Jen Kingwell's newest collections, Mixed Bag of Bon Bons and Mixed Bag of Lollies, Pick a Petal is a 6-month Template of the Month program that kicks off in April 2025. Ask your sales professional for more information!



Sweet Christmas Block of the Month

Bunny Hill's upcoming Block of the Month program featuring her newest collection, A Very Sweet Christmas, will be available as a kit and as a digital quilt top for making a quick sample to display in your shop. Ask your sales professional for more information!



Buon Natale Block of the Month

Stay tuned for more details on Fig Tree & Co.'s upcoming Block of the Month program featuring Buon Natale, Joanna's latest collection of classic Fig Tree Christmas colors!



New Designer!

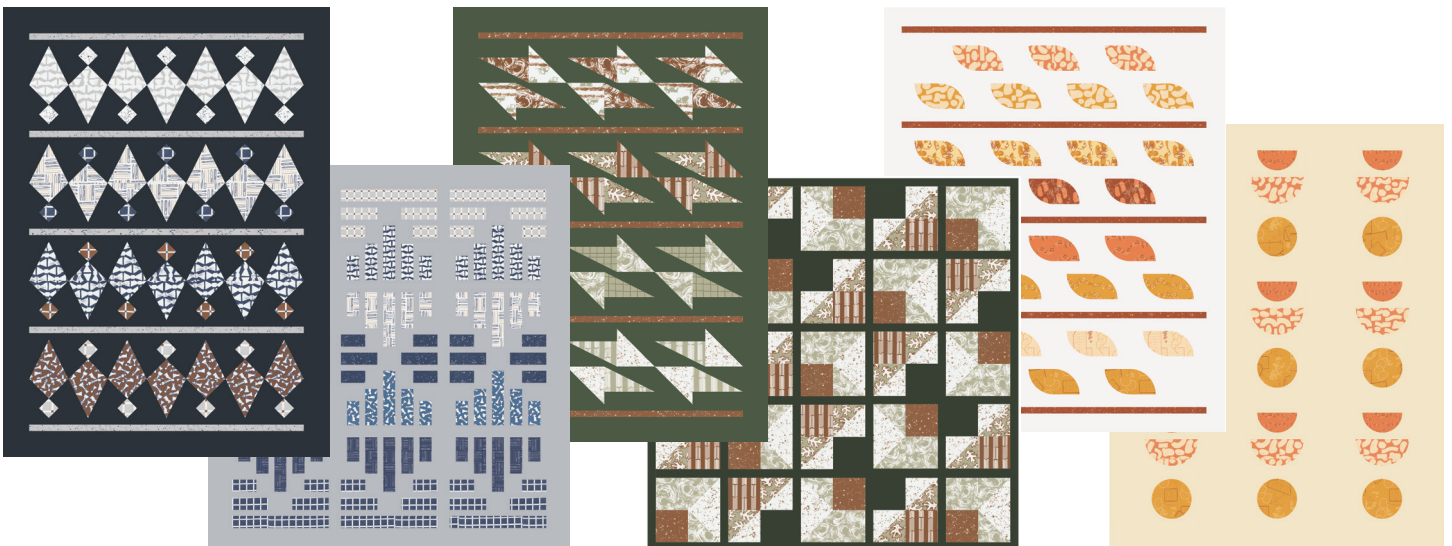
SEWN BY AMY SCHELLE



I'm Amy Schelle! Texas based surface pattern designer and modern quilt pattern designer who returned to my love of all things handmade when a career in interior design left me in total burnout.

I knew I wanted to do something creative as a career ever since I was little. I followed my instincts and studied Interior Design at Baylor University, then worked in high end residential design for several years. Burnout led me to step back and evaluate if this was the right creative career for me. The shift into motherhood encouraged me to transform my business into one that would allow for more flexibility. Selling original, modern quilt patterns to quilters allowed me the time to learn everything I could about surface pattern design while also staying home with our babies. I'm a mama to three boys who keep me busy, but also inspire me to keep evolving through creativity.

My design style is mostly about natural, neutral colors and textures. I love the character that hand carved block-prints add to a print and all the imperfections of a hand painted motif. Using block printing makes me feel connected to artists of the past. When I'm not quilting or painting, you'll find me out on a run or sipping an iced coffee on the back porch with a good book.





FOR MY BOYS

SEWN BY AMY SCHELLE



THIS FIRST SERIES OF FABRICS HAS MY WHOLE HEART. These mini collections are designed for my three boys - Henry, Oliver and Milo. Henry and Oliver are twins, but they are full of their own personality, and baby Milo is just trying to keep up. Each mini collection is designed with the boys' uniqueness in mind. Henry - our organized little puzzler with his blue sparkly eyes. Oliver - our outdoorsman with his love for all things dirty! Milo - our little sunshine who is full of wiggles and dance moves. Each print throughout these collections is a modern take on the playful motifs in their childhood. -Amy

moda AUGUST DELIVERY

New Designer!



Linnwarne

Linn Warne is a Swedish surface pattern designer and illustrator who always knew her career path would be a creative one.

She studied for a BA in Textile Art and an MA in Textile Design at university. Linn started her career as a pattern designer for some of Sweden's largest fashion labels.

Today, Linn runs her own company, balancing life as a mother of two while continuing to pursue her passion for creating vibrant and unique pattern designs and illustrations.

Her work is full of life, often drawing inspiration from nature, color, and textiles—elements she explores in every design she creates.



Autumn Forest

Linnwarme

Autumn Forest is inspired by the changing seasons, how nature dramatically changes as summer gives way to fall. In Sweden, nature is all around, deer and hedgehogs are often seen in the garden, and the kids gather pinecones for crafts. The leaves are changing colors, and on forest walks, you can pick wild mushrooms and blueberries.

Linn Warme's collection captures the essence of this magical time of year. The designs showcase the beauty of the autumn season, where the rustling sound of leaves underfoot reminds us of the brisk winds calling for a new beginning.





MY FAVORITE COLOR IS *moda* 2

Back and better than ever!

Join us for a fun QAL series beginning May 2025. Choose your favorite color option, including 3 different Bella Solids – Joyful, Warm & Cozy Dark or Light – a Ruby Star Society option, and a mixture of basics. We will have video how-to's, making this a great skill-builder series for your customers.

MOD 138 81" x 81"

APRIL DELIVERY

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FABRICS + SUPPLIES®

SAVE THE DATE

MAY 7-9

H&H Americans in Chicago, IL

JUNE 9-13

ModaVation event at Moda HQ in Dallas, TX

ModaVation is currently SOLD OUT but you can join the waitlist here:

<https://my.modafabrics.com/modavation-waitlist>

SEPTEMBER

Project Jelly Roll

OCTOBER 4-6

International Quilt Market in Houston, TX

More details to come!

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FABRICS + SUPPLIES®

THANK YOU SO MUCH
for choosing Moda Fabrics

We are excited to see what you create!
#showmethemoda



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