

moda

LETTERS TO SANTA QAL

The Moda elves in Santa's workshop have been busy behind the scenes working up a new quilt along...

We're making our (vocabulary) list. Checking it twice (for spelling, there's no autocorrect on the sewing machine!)

Gonna find out who's naughty or nice (just kidding, we know ALL quilters are nice, right?)

LETTERS TO SANTA is coming to town!

PATTERN

Mini Alphabet Quilt by Primitive Gatherings (PRI 442) to be used for the letter piecing.

You can see the quilt to the right that Moda has put together using the Mini Alphabet letters plus some new festive filler blocks.



Finished size of this project is 75"x94". You'll also find several images of alternate project ideas in the Letters to Santa section of Marketing Tools.

FABRIC

The Moda Letters to Santa quilt is mocked up using a range of Bella Solids (9900 14, 16, 17, 77, 123, 133, 150, 228, 200-Background), and the image to the right shows the blocks we'll share for our main sewalong posts. These all use a scrappy mix of small- and medium-scale Christmas prints courtesy of Lissa Alexander.

This QAL is the perfect opportunity to put together starter bundles for your customers of prints in your shop, and to get people thinking about larger focal prints for their backings (6 yards for this large project!)

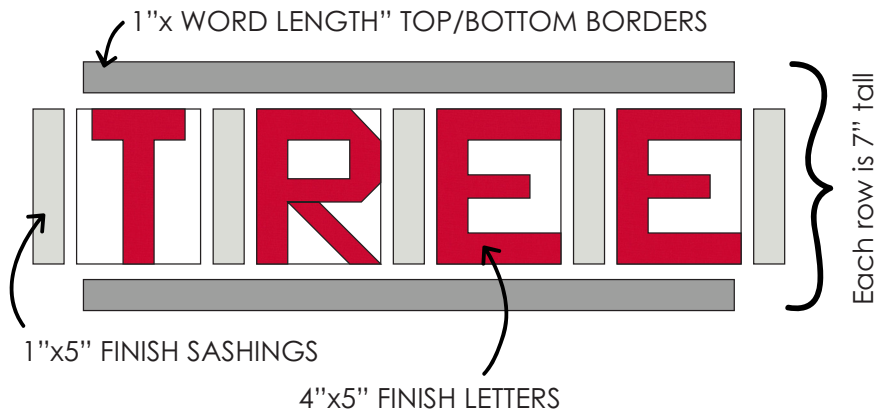


moda
FABRICS + SUPPLIES®

Follow @modafabrics on Instagram & Facebook for all the updates on quilt-alongs and fabric inspiration.

And make sure to use the quilt-along hashtags so we can see your progress: #LettersToSantaQAL #ShowMeTheModa

ANATOMY OF A BLOCK



Can my customers just pick up the Mini Alphabet Quilt pattern & make this without any extra content?

Partially. We've made some tweaks to the sashings/borders to work better for making words rather than individual letters, but someone with the Primitive Gatherings pattern would get approximately the same word sizes as Moda. However, the Christmas-theme filler blocks are NOT part of the alphabet pattern—shops can access these in Marketing Tools in advance, and we'll post the patterns publicly on the Moda blog as we release them.

MODA'S POSTING SCHEDULE

Moda will post a new batch of 5 words every month on the 25th of July through November, along with 2-3 filler block patterns & piecing information/tips. We will share exact measurements for borders & sashings for each word in these posts.

JULY 18

Main Moda blog post for consumers showing inspiration, pattern, layout

JULY 25

JOY
MERRY
CHRISTMAS
TWINKLE
RUDOLPH

Filler Blocks:

- Christmas Star
- Friendship Wreath
- Family Home

Alt project: Tammy V garland

*ADDTL ASSETS: PLANNING GRID,
ALT. WORD LIST, COLORING
SHEET & ADDTL IDEAS ARE
POSTED IN MARKETING TOOLS!*

AUGUST 25

SANTA
GINGERBREAD
PIE
MITTEN
WISHES

Filler Blocks:

- Surprise Gift
- The Perfect Tree
(FPP & pieced options)

Alt project: TBD; Likely 'PIE' placemats

SEPTEMBER 25

CHEER
TREE
NUTCRACKER
MAGIC
SNOWMAN

Filler Blocks:

- Poinsettia Star
- My Favorite Ornament

Alt project: TBD

OCTOBER 25

HOHOHO
CIDER
LOVE
ORNAMENTS
RIBBONS

Filler Blocks:

- Granny's Kisses
- Full Heart

Alt project: TBD

NOVEMBER 25

BOWS
STOCKINGS
FAMILY
NOEL
PRESENTS

Finishing info (no fillers)

Alt project: TBD