



FEATURING

PARLOR

CRYSTAL  MANNING

MARCH 2025

moda

-- MARCH 2025 -----

Dear Loyal Customer,

We are excited to begin the celebration of our 50th year of business! Thank you so much for all of your years of support and for helping us be a leader in our industry. We hope to continue innovating and serving you for decades to come! United Notions, Inc. officially became an entity on March 18, 1975 when Mark Dunn moved to Dallas. Fifty years and many sales calls later, we have grown from a small distributor out of Dallas to a world-renowned fabric company aiming to provide the best service and quality goods to the quilting industry.



We are excited to see your quilts made with our 50 Years of Moda Collection. Those quilt entries are due by March 1, 2025. Our last Bella Challenge was extremely successful and those winning quilts are proudly displayed throughout the offices here in Dallas. The winners this year will be announced and displayed at Fall Market.

Our cover designer for the March release is Crystal Manning, with her beautiful, bright line, Parlor. This vibrant, bohemian-inspired group will bring joy to sewists of all ages. There is a jewel-toned kit featured in this line with the Swoon Sixteen pattern that is really bold and exciting. While Crystal was not originally a sewist, she has now picked up pattern design, and we have 3 great pattern options as well as a Project Sheet pillow all designed by Crystal. Crystal's line ships in September. We hope you love it!

We look forward to see many of you at H+H in Chicago! This is now our spring show, and we will be exhibiting with half of our sales team. The team at H+H is really great to work with, and you will be introduced to a lot of other crafts that you can potentially bring into your shop. We hope that you will make time for yourself and your shop to come and walk the show. Please book an appointment early, and we look forward to seeing you there in May.

Warm Regards,
The Moda Team



RUBY STAR SOCIETY

BEST DAY EVER

From Melody: "This collection began with a desire to revisit a couple of my all-time favorite motifs: my ice cream cones and my typewriters. I started with the big Best Day Ever print, trying to fit as many of my favorite motifs as possible into one print (including a race car!). That print has everything from some brand new flowers to my horse and typewriter drawings that are over 10 years old. The bird, ice cream cone, and telephone are a nod to my first Ruby Star Society collection, Social. See if you can identify other motifs from throughout the years!

24 Ruby Star Cottons, 4 Cotton/Linen Canvases, shipping September 2025

CATNAP

Tigers and birds and quilts, oh my! One of Alexia's favorite and best-selling prints of all time is back. Each of the four Tiger Stripes colorways is a throwback to one of the original four colors! These little cats inspired the whimsical and playful vibe of Alexia's new collection, Catnap.

27 Ruby Star Cottons, 3 Cotton/Linen Canvases, 3 premium 108" cotton widebacks, 2 100% rayons, shipping October 2025.

HELLO ALICE

In Hello Alice, you'll find all the makings of a tea party, stacks of pages and books, fields of chatty flowers, and hares running out of time. If you look closely, you'll see a few surprises too! Sarah aimed to highlight all of the whimsical nature of the story while giving it her own narrative twist. Hello Alice also features a more vibrant and modern color palette that fits right in with Ruby Star Society. We are so excited for y'all to see this fresh take on the classic story! This collection also features a spectacular panel accompanied by a free pattern and kit that shows off the playing cards and hearts iconography Alice is known for.

29 Ruby Star Cottons, shipping October 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

PARLOR

CRYSTAL MANNING



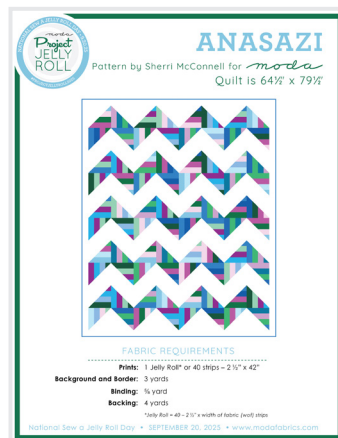
BOHO GEM PILLOW COVER

Turn your free Parlor mini charm (included in this mailing) into a boho-inspired accent pillow! Just add a little bit of a Bella Solid background and binding, and you'll have an easy and eye-catching sample to display in your store. Crystal used bright colors of quilting thread for big-stitch quilting on her pillow cover; we think this would make a great in-store class!



CAT NAP MUG RUG

Stitch up an adorable mug rug with this mini-charm-friendly pattern from Alexia Marcelle Abegg! Designed for the free mini charm pack of Cat Nap that's included in this mailing, this sweet mug rug features simple patchwork and fun embroidery accents in a beginner-friendly design that quilters can make for themselves or for quick gifts.



PROJECT JELLY ROLL - ANASAZI PATTERN

We are excited to introduce to you our first free Project Jelly Roll 2025 pattern, Anasazi, designed by Sherri McConnell of A Quilting Life Designs. We've included a copy of Anasazi in this mailing so you can start working on a shop sample to promote National Sew a Jelly Roll Day in your store and online! You can also find a downloadable version of Anasazi in your Marketing Tools on the Moda website.

Keep an eye out for the rest of this year's Project Jelly Roll patterns, coming soon!



New Designer!

KILEY'S QUILT ROOM



My name is Kiley Ferons! I am a serial entrepreneur living in Charles Town, WV with my husband and four kids. I first started creating my own businesses when I was in high school doing private swim lessons and starting a dress boutique for formal wear. Over the years I have had many entrepreneurial endeavors come and go. When I got married in 2010, my Mother-In-Law got me into quilting. I quickly formed a deep love and connection to the quilting world.

This hobby quickly turned into a business when I started longarming in 2015. Then I started writing quilt patterns in 2020. In 2021 I founded and ran my own digital magazine for modern quilters. It was a dream! We had so much fun with that business. As it came to an end I submitted work to a publisher for a book and had my first book published in December 2023 called, "Modern Day Quilter". Making this book really burned me out from quilting but I still wanted to be part of and contribute to this amazing community. I began working on my digital art and my dream of designing fabric for the quilting world. In the spring of 2024 I was offered a contract with Moda to design fabric and I quickly jumped at this opportunity!

I have been thoroughly enjoying my time designing and creating fabrics for quilters like me! My career in the quilting industry has had many turns and iterations. But each stage has brought me so much joy and introduced me to new people that I love so much. I hope you will enjoy watching as I evolve as a fabric designer as well!

Potted

OCTOBER DELIVERY

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SAVE
THE
DATE

MAY 7-9

H&H Americas 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 20

National Sew A Jelly Roll Day

OCTOBER 4-6

International Quilt Market in Houston, TX

More details to come!

MY FAVORITE COLOR IS *moda* 2

Back and better than ever!

Join us for a fun QAL series beginning April 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-tos, making this a great skill-builder series for your customers.

MOD 138 81" x 81"


MARCH DELIVERY



moda

BLOCK HEADS 6

#modablockheads

A graphic consisting of several colorful triangles (red, pink, orange, yellow, blue, teal) arranged in a cluster to the right of the text.

Moda's Blockheads 6 (BH6) is the latest installment in the beloved online quilt block series, where designers and quilters come together to create a stunning collection of quilt blocks. Each week, beginning May 21, 2025, Moda will release a new block pattern designed by a variety of Moda designers, giving quilters of all skill levels the chance to participate in a collaborative and inspiring sew-along.

During Blockheads 5, we shared advance blocks on the Moda Insider Facebook group so shops could take part and possibly run a Blockheads group in store and sell fabrics. The Blockheads 6 series takes it one step further: We will be featuring the My Favorite Color Is Moda 2 blocks throughout the Blockheads series.

We have learned that many of the more than 75K members in our Blockheads Facebook group get impatient and want more, more, more! So for Blockheads 6, each of the weekly Blockheads and designers' posts and videos will have a call-to-action to buy the entire series: "Ask for pattern # MOD 138 at your favorite quilt retailer."



Mixed Basics Colorway

Believe it or not, many of them would rather buy a pattern than have to pay for ink for their printer. We will continue to support this pattern and drive any business we can to our shops. The pattern is available to order now and will include much more content than the weekly pattern posts.

The Blockheads 6 journey isn't just about sewing quilt blocks; it's about connecting quilters through shared creativity, personal interpretations, and community spirit. We hope you will join us!

**Scan the QR code to join
the Moda Blockheads
Facebook group!**



Get ready for National Sew a Jelly Roll Day! This fun and festive annual event drives sales and engagement from quilters across the country both in person and online, so make sure your shop is ready by stocking up on

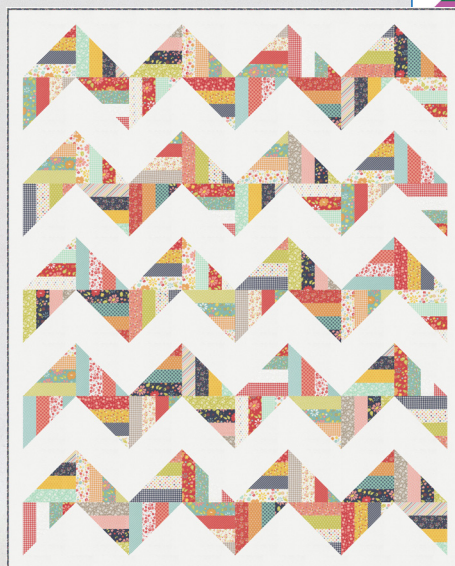
Jelly Rolls now to make sure they will arrive in time to line your shelves and prepare for your in-store events!

Snap the QR code to shop Moda Jelly Rolls online, or be sure to connect with your Moda sales professional to place your order!



Every year, Moda publishes a series of exclusive, free Jelly Roll patterns to use in your Project Jelly Roll classes and kits or to provide your customers with the purchase of a Jelly Roll. We are excited to introduce to you our first free Project Jelly Roll 2025 pattern, Anasazi, designed by Sherri McConnell of A Quilting Life Designs. We've included a copy of Anasazi in this mailing so you can start working on a shop sample to promote National Sew a Jelly Roll Day in your store and online! You can also find a downloadable version of Anasazi in your Marketing Tools on the Moda website.

Keep an eye out for the rest of this year's Project Jelly Roll patterns, coming soon!



Scan the QR Code to shop Jelly Rolls!



Bella Solids

Bella Solids are available in 332 colors and counting, on 100% cotton grown in the USA. Select colors are also available in Bella Silky, 108" widebacks, bias tape, and more.



COTTON USA™
THE COTTON THE WORLD TRUSTS

COTTON COUNCIL INTERNATIONAL CERTIFIES THAT BELLA SOLIDS ARE WOVEN FROM 100% COTTON GROWN IN THE USA.



How did Bella get its name?

Mark Dunn named it Bella because it means "beautiful" in Italian...and also because it's easy to spell!

How many Bella colors are available?

- 332 colors of 45"
- 5 colors of 108" + 2 colors of 60"
- 9 colors of silky finish

Why has Bella become so popular?

- You'll never find Bella Solids in any discount chain or big box store!
- From a fashion standpoint, solids have always been a part of quilting. The first Bella colors started with a mix of basic colors, and the fashion colors were focused on a 30s palette. As of late, solids are popular in modern quilting looks, which tend to be bolder, brighter, and more graphic in design. Solids help to break up the busyness of the bold prints.
- Solids are also used to create negative space in quilts – a great place to showcase quilting and thread designs.

What makes Bella a better product than other solids out there?

- Bella is made with 100% USA-grown cotton goods that are certified by the Cotton Council International. Bella is the top quality 60 x 60 solid in the marketplace!
- Bella has been dyed at the same mill using the same greige goods from the very beginning. We use the best greiges and the best dyes and roll it on boards better than any other company.
- Some of our competitors "chase price" – dying some colors in one country and other colors in another country depending on the pricing. Continuity is not possible when you continue to change mills.

My customers love precuts! Are Bellas available in precuts?

- The best-selling Bella colors are offered in single-color precuts, making them a quilter's staple and a must-have for every stash.
- Junior Jelly Rolls (JJR) and Junior Layer Cakes (JLC) are smaller packs of 20 pieces that make it easy to mix and match solid colors in precut-friendly projects.
- Fat quarter bundles, Charm Packs, Jelly Rolls, and Layer Cakes are available in select colors.
- Premade 2½" Bella Bias Tape is available in 12 popular colors for no-fuss quilt bindings.

What would you say to a customer that is considering another brand of solids?

I would have them do the touch test and ask themselves, "Which fabric feels better? Which wrinkles the least?" These attributes are reflective of the quality of dyes and finishes that go into making a fabric. The quality of dyes and finishes will also impact how a fabric stands up to the test of time, through repeated washings and wear. After all, if you are investing time and money into making something, don't you want the best?

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

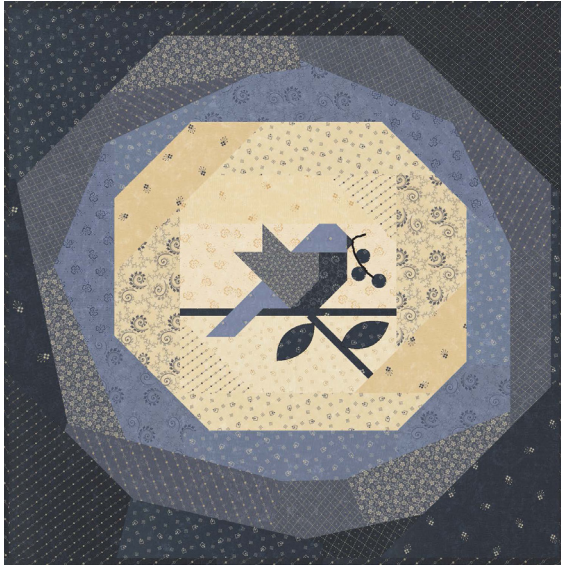


MTIN55260

Camille Roskelley's Nantucket Summer Tin
Nantucket Baskets 52" x 52"

Order Now!

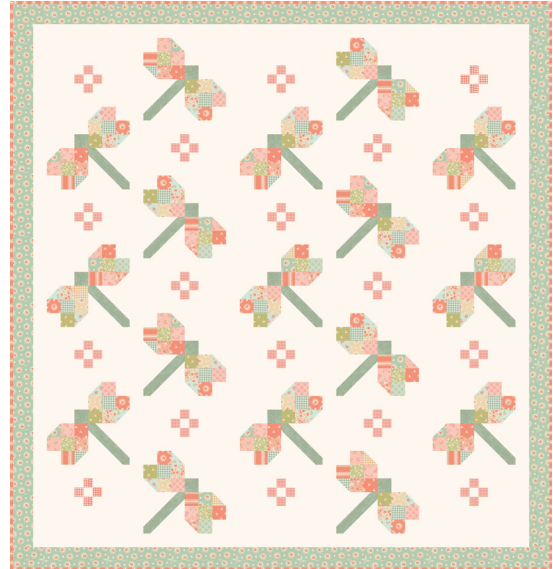
Kansas Troubles Quilters
Bluebird's Nest



MTIN9800

Kansas Troubles Quilters Bluebird's Nest Tin
Nest 20" x 20"

Heather Briggs of *My Sew Quilty Life*
 **Sunbonnet**



MTIN31760

My Sew Quilty Life's Sunbonnet Tin
Dragonfly Patches 59" x 62"

Sherri & Chelsi
 *Delightfully Yours* 



MTIN37700

Sherri and Chelsi's Delightfully Yours Tin
Cozy 34" x 34"

— 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

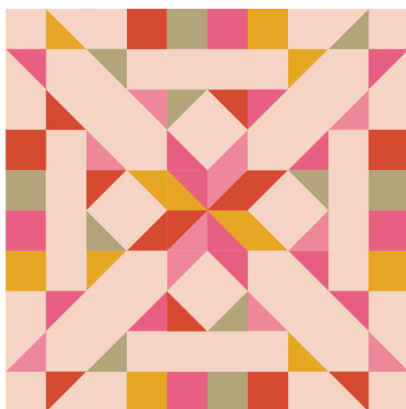
February: Bloomberg BNB 2303

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

Looking for a quick and satisfying summer project? Charmed, I'm Sure is designed to make the most of a single charm pack and 1 1/4 yards of background fabric. Its finished size is 40"x 40". This beginner-friendly design is a fast and fun finish, perfect for a weekend sewalong. Join the Moda team June 27-29 as we make our own versions of Charmed, I'm Sure! Watch for the pattern and more details coming soon.

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!



THANK YOU SO MUCH
for choosing Moda Fabrics

We are excited to see what you create!
#showmethemoda



modafabrics.com