



FEATURING

AMERICAN GATHERINGS III

By: Primitive Gatherings

SPRING 2025

moda

----- MARCH 2025 -----

Dear Valued Moda Customer,

It is because of your continued support that we are able and thrilled to be celebrating 50 years in business with you this year! If you are attending H+H in Chicago this spring, we look forward to celebrating this milestone with you at this refreshing, energetic, and ever-growing show!



We are amazed and grateful for all the entries for our 50th Anniversary Challenge. We cannot wait to bring the finalists' quilts into Dallas for final judging. The winners of this contest will be displayed at Houston Quilt Market, where we plan to have our largest celebration in honor of our 50th anniversary. Please start making arrangements to attend in early October.

Lisa Bongean is our featured designer for this Piece release. A longtime favorite, Lisa has brought us another great American Gatherings collection as we approach the semiquincentennial – the 250th anniversary of the United States' Declaration of Independence. This group will ship in December, providing plenty of time for patriotic projects to be created for our country's celebration next year. We hope you enjoy the collection and learning more about Lisa and her wide range of skills and talents.

In this sampling, we also have a beautiful new Collection for a Cause line, Essence. The Dunns started Collections for a Cause as way to support the charities bringing relief to those who need it most. This new collection, Essence, benefits Direct Relief. Direct Relief is a humanitarian aid organization with a mission to improve the health and lives of people affected by poverty or emergencies – without a regard to politics, religion, or ability to pay. Direct Relief recently provided aid during the devastating fires in Los Angeles.

We hope you enjoy these newest collections included, and thank you for your continued support!

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 -----



PRIMITIVE GATHERINGS MINI CHARM PATTERN

Stitch up a bit of classic Americana with Primitive Gatherings, just in time for a festive summer display! The Wings of Freedom Patchwork pattern mixes traditional piecing with a bit of wool applique and embroidery for a quick project that will get your customers excited for American Gatherings III. Use the mini charm including in this mailing and add a bit of wool or coordinating cottons from your inventory. This would be a great project for a beginning applique class!



PRIMITIVE GATHERINGS WOOL & PRODUCT BOOKLET

Moda Fabrics is proud to carry an extensive selection of wool, patterns, and notions from Primitive Gatherings! Whether your customers are long-time appliquers or new to the technique or the Primitive Gatherings aesthetic, this special catalog will be a great reference to help you select and stock all the supplies they'll need to create Lisa's timeless, classic projects.



PROJECT JELLY ROLL - NEW PATTERNS

September will be here before we know it! Continue prepping for this year's National Sew a Jelly Roll Day with the advance patterns included in this mailing. We've partnered with quilting creatives to bring you these exciting new designs, and we can't wait to see the quilts you and your customers create with them! You'll find the rest of this year's free PJR patterns in your box, and downloadable versions are located in your Marketing Tools on the Moda website.

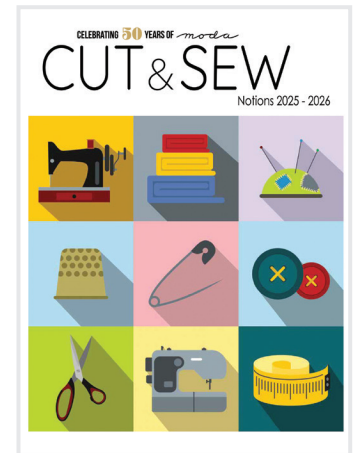


PROJECT JELLY ROLL WINDOW CLING

Let customers know that your shop is sewing along with Moda for National Sew a Jelly Roll Day with this free Project Jelly Roll window cling.

NEW NOTIONS CATALOG – CUT & SEW

With Joann's closing many locations, now's the time to reach new audiences. This is the perfect opportunity for your shop to step into the spotlight! Use our latest Cut & Sew catalog to help you stock up on essential notions and supplies that quilters and crafters used to get at big box stores.



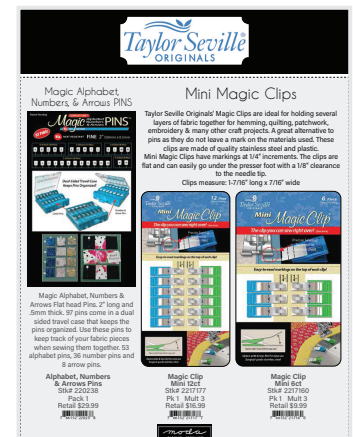
NEW BOOKS & PATTERNS

Keep your inventory on-trend with these new cross-stitch, embroidery, knitting, and quilting patterns from some of the industry's most popular designers!



TAYLOR SEVILLE ORIGINALS

Sewists and quilters trust Taylor Seville notions, and we are pleased to carry an extensive selection of these products. Check your box for selected free samples from Taylor Seville!



--- RUBY STAR SOCIETY -----



CALATHEA

This collaborative collection is inspired by our designers' love of houseplants. Like so many other people out there, each of our designers' collections of houseplants has grown exponentially over the last 5 years. They found themselves with a strong need for cozy, warm, inviting spaces. And for anyone with homebody inclinations and even the lightest of green thumbs, it meant acquiring more plants! The textures, colors, and natural patterns in plants very organically became the inspiration for this collection. Alexia Marcelle Abegg headlined this collection's vision, with a desire to push these prints towards a softer color palette. Together, they developed a soothing collection with pops of cayenne, a few lush greens, and punchy strawberry.

22 Ruby Star Cottons, 3 108" Widebacks, shipping November 2025.



EGG AND FRIENDS

In 2017, Kim introduced her Fried Egg print as part of a chicken-themed collection called Welsummer. It took on a life of its own, being featured in Ruby Star Society's Darlings collection. It has become a favorite amongst Kim's food-themed prints, and for this season's collection she thought it needed the spotlight. So, following in the footsteps of Strawberry & Friends, Kim brought together some breakfast all-stars, including cereal, honey bears, and fruit. For the cereal box print, Part of This Complete Breakfast, Kim channeled 70s Wacky Packages stickers and Saturday morning cartoon energy into silly, cute imaginary brands. And remember the popular gummy bears from Kim's Sugar Cone collection? Meet their sweet ursine cousins, the Honey Bears. And, of course, the Fried Eggs print is back in three new colorways. The collection is rounded out by a versatile tablecloth-inspired gingham, smiley faces, and a blender called Sugar Rush, invoking the crackle and pop of cereal packaging.

26 Ruby Star Cottons, shipping December 2025.

PAPER CUTS 2

Paper Cuts 2 is a callback to a previous collection of the same name. For both collections, Rashida's inspiration comes from the Japanese festival Tanabata, also known as the Star Festival. She was also heavily inspired by Kirigami, a type of origami that involves the cutting of paper to create beautiful and intricate shapes. So many prints in this collection have a gentle nod to that paper cut style. Rashida also brought back her scissors print, Snip Snip! And her beloved Hana print on cotton double gauze (a first for Ruby Star Society), and in a larger scale on canvas! The colors in this collection are soft and gentle with some fun neon punches thrown in that create such a beautiful visual texture in quilts.



25 Ruby Star Cottons, 3 Cotton/Linen Canvases, 2 Cotton Double Gauze, shipping January 2026.

REIMAGINED LANDSCAPES

Reimagined Landscapes is an update to Jen Hewett's first fabric collection, Imagined Landscapes. Jen designed that collection in 2017, when she still lived in San Francisco. Many of the prints are based on personal landmarks and scenes from her regular walks and bike rides around the city. She moved to the Hudson Valley in 2021, after 25 years in San Francisco. She's updated the palette of this collection to reflect the very distinct seasons of her new home on the east coast.



23 Ruby Star Cottons, 3 Cotton/Linen Canvases, shipping November 2025.

SPECKLED CANVAS

Our most popular basic is here in canvas form! These Speckleds are a larger scale than their cotton sisters, and come in a bunch of our favorite Speckled colors.



12 Cotton/Linen Canvases, shipping January 2026.

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!



Look for a printed copy of the rest of this year's exclusive Project Jelly Roll patterns in your box, and find downloadable versions in your Marketing Tools on the Moda website. We've partnered with quilting "sewlebrities" and pattern designers to bring you these unique and versatile designs. Each pattern includes a coloring page and mockups in current and upcoming Moda collections to get you and your customers inspired! Not sure how to incorporate National Sew a Jelly Roll Day into your shop plans? Keep reading on the next page for some ideas on how to use this annual event to build community and boost sales for your business.



Luster in Sunbonnet by My Sew Quilty Life



Shift in Linear by Rashida Coleman-Hale

Find fabric mockups on the back page of each pattern to inspire you!

Moda's Jelly Rolls (2½" x 44" strips) are a game-changer for quilters and a smart sales tool for shops. They eliminate cutting time, coordinate beautifully, and help makers jump straight into sewing. And with Project Jelly Roll Day taking place every year on the 3rd Saturday of September, shops have a golden opportunity to turn one little roll of fabric into a big day of buzz, community, and sales.

Here are some creative ways to bring customers into stores for Project Jelly Roll Day or celebrate the entire week.

HOST A JELLY ROLL RACE PARTY

Create a fun, friendly competition where customers bring their machines and race to complete a Jelly Roll Race quilt top. Offer prizes for fastest finisher, most creative color combo, and best teamwork if doing team races.

FREE PATTERN WITH PURCHASE

Offer an exclusive free pattern (like Moda's Project Jelly Roll patterns) with the purchase of any Jelly Roll. Find these and other free patterns from Moda's Marketing tools section. Bonus: Make a store sample and display it at the register! "Free pattern with every Jelly Roll purchase – today only!"

JELLY ROLLS & JAVA MORNING SOCIAL

Invite quilters in for a casual coffee-and-donuts morning, where they can browse new Jelly Roll bundles, chat with staff, and get a sneak peek at upcoming holiday fabrics. "Come hang with us for a cozy morning of sewing and sipping. We'll have warm drinks, cool projects, and the cutest 2½" strips around."

JELLY ROLL PHOTO BOOTH: POSE, POST, WIN!

Set up a colorful photo station with a quilt backdrop and Jelly Roll props. Encourage customers to share their photos on social with your shop's hashtag for a chance to win a giveaway. "Snap a pic in our Jelly Roll Photo Booth and tag us to enter our giveaway. You could roll home with something extra special!"

MINI MAKE-AND-TAKE WORKSHOPS

Host short, no-pressure workshops where customers can make small Jelly Roll projects like coasters, mug rugs, or bookmarks in under an hour.

JELLY ROLL BOGO

Run a limited-time sale like "Buy One Jelly Roll, Get 25% Off a Second" or a tiered discount on multiple purchases to encourage stash-building.

Scan the QR Code to shop Jelly Rolls!



Moda Collector Series

Collect
Them All!

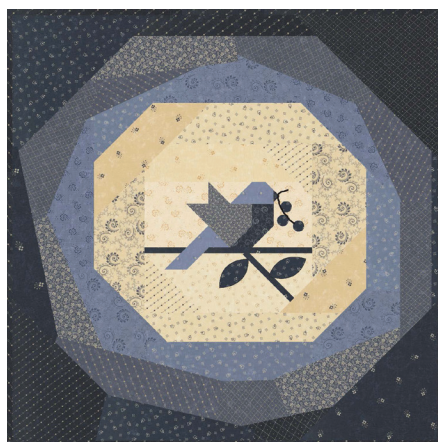
We are thrilled to announce our new Moda Collector Series program featuring our fabric designers.

Items that will be included:

- 8" x 8" precut containing 20 skus
- Exclusive pattern
- Mini Piece catalog featuring the designer
- A mini charm pack of the fabric collection
- Charm bracelet + 2 charms
- 3-4 other goodies such as zipper pulls, notebooks, needle minders, notepads, stickers, patches, and more!

Kansas Troubles Quilters

Bluebird's Nest



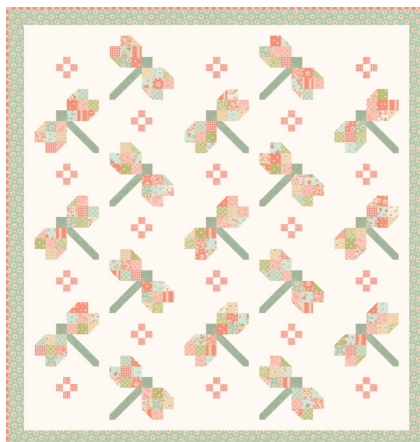
MBIN9800

Kansas Troubles Quilters
Bluebird's Nest Bin

Nest 20" x 20"

Heather Briggs of My Sew Quilty Life

Sunbonnet



MBIN31760

My Sew Quilty Life's
Sunbonnet Bin

Dragonfly Patches
59" x 62"

Sherri & Chelsi

Delightfully Yours



MBIN37700

Sherri and Chelsi's
Delightfully Yours Bin

Cozy 34" x 34"

Order Now!

By: Primitive Gatherings
AMERICAN GATHERINGS III



MBIN49320

Primitive Gatherings' American Gatherings III Bin
Peace, Love and Patchwork 24" x 30"

FIG TREE & CO
Rosie



MBIN35420

Fig Tree and Co's Rosie Bin
Rosie Baskets 55" x 66"

Corey Yoder of Coriander Quilts
In the Garden



MBIN29230

Corey Yoder's In the Garden Bin
Plentiful Stars 48" x 56"

FUNNY valentine
by Lizzy House



MBIN37140

Lizzy House's Funny Valentine Bin
Funny Valentine Advent Quilt 24" x 36"

— UPCOMING —

Quilt-Alongs

moda



Here's a peek at a few quilt-alongs happening in 2025 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

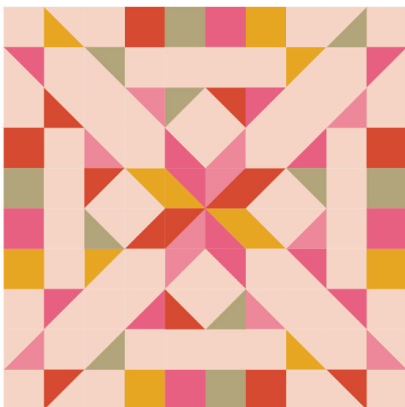
February: Bloomberg BNB 2303

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!

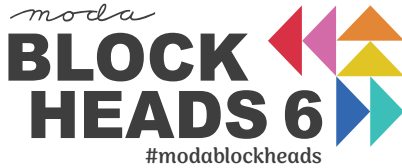


Buon Natale Block of the Month

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!



UPCOMING *Quilt-Alongs*



Moda Blockheads 6

Moda Blockheads is a free quilt-along series from Moda Fabrics that brings together some of your favorite designers to share brand-new quilt block patterns each week. It's a chance to explore different styles and techniques, stretch your creativity, and sew at your own pace—all while connecting with a vibrant community of quilters.

BH6 officially kicks off May 21. Blocks will be released every Wednesday from May 24 through November 12. We'll have a big finale on November 19!

BH6 pulls from our stellar solids sampler, My Favorite Color Is Moda 2 (MOD 138). If you have customers who like having everything in advance, stock up on the pattern and use the fabric requirements to pull together kit options for the blocks. BH6 will be featuring different setting options, however.

**SAVE
THE
DATE**

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!

THANK YOU SO MUCH
for choosing Moda Fabrics

We are excited to see what you create!
#showmethemoda



modafabrics.com