

# Collections for a Cause Returns with Etchings by Howard Marcus

by Linzee McCray @seamswrite

Beauty, inspiration, and support for a charitable cause—that's a trio that's hard to beat. And all three are embodied in Etchings by Howard Marcus, fabrics that evoke the past, while doing good in the present.

Etchings is the latest Collection for a Cause, a series of fabrics based on antique textiles from the quilts and mill book collections of Moda's president, Mark Dunn. The very first Collection for a Cause honored the memory of Pam Wieland, a Moda sales rep who succumbed to ovarian cancer, and benefitted Gilda's House, a social and emotional support community for people with cancer. Since then a portion of the Collections' proceeds have benefitted groups as varied as Habitat for Humanity, 4-H Clubs of America, and Alzheimer's research. More recently, the Collections have supported quilt-related organizations including the Quilt Alliance, International Quilt Museum, National Quilt Museum, and others.

This year's Collection benefits the Parkinson's Foundation ([www.parkinson.org](http://www.parkinson.org)), which works to study and treat a disease that affects many, including folks affiliated with Moda. "We're a pretty tight-knit family here," says Josh Dunn, Moda's VP of Development. "Many employees have been here the majority of their working years and are ingrained



Josh, Mark, Megan & Brian Dunn

in the fabric of our lives. When something affects one person it affects us all and we want to make the biggest impact we can to support these people."

## By Choice and By Chance

The 2023 Etchings collection is the result of serendipity, according to Moda's design director Jamie Chupik. Quilters were clamoring for another Collection at the same time they were requesting



The Moda Team at the 2022 Parkinson's Walk in Dallas, Texas.



a repeat of 2011's Etchings, designed by Moda's in-house team 3 Sisters. "The opulent tones of the collection are a nod to the original fabrics," says Jamie. "The rich reds and pretty warm aquas, the grays and stones are exactly the same in this collection as in the first Etchings."

A collage-style fabric that mixes imagery from antique architecture books and text—a signature look for 3 Sisters—was reintroduced but updated to reflect the collection's focus on Parkinson's disease. Motivational words including compassion, optimism, and calm are affixed to labels from vintage bottles, and text includes the signature of the scientist who discovered Parkinson's disease and a quote from Shakespeare on friendship. There are also words from one of the best-known Americans diagnosed with Parkinson's, Michael J. Fox:

"One's dignity may be assaulted, vandalized, and cruelly mocked but cannot be taken away unless it's surrendered."

Combined with the text is imagery including a tulip, recognized by Parkinson's organizations as a symbol of optimism and hope, and a tree representing growth and strength. "It's got a spiritual quality, adds variety and dimension, and sets the tone for the entire group," says Jamie of the elaborate collage.



PS44330 Tulips Pillow or Table Runner  
16" x 36" MC Friendly

## Something Old and Something New

Some pieces in the line include reprints of Etchings originals in different colorways. A text print from *Wuthering Heights*, a 3 Sisters favorite from 2005, features excerpts from the novel. There are other lush prints and the line includes a 108" wide back and a floral on Mochi linen, perfect for bags, home décor, and pillows.

Collections for a Cause is a project near to Mark Dunn's heart, and over the years he's enjoyed recreating fabrics and quilts from his collection.

"My intention is not to restore the past, but to carry it forward through the artwork and style of the period," he says. That goal, combined with the elegant and fresh 3 Sisters designs and a focus on improving opportunities for advocacy, research, and care for those with Parkinson's makes for a combination that's hard to resist.

To learn more about Collection for a Cause visit the Moda website's About Us page - [my.modafabrics.com/giving-back](http://my.modafabrics.com/giving-back). To see the past collections visit [my.modafabrics.com/designers/howard-marcus](http://my.modafabrics.com/designers/howard-marcus)



Collection for a Cause Etchings Precuts, 108" Quilt Back Prints & Collage Print next to Moda's antique fabric books.





# Collection for a Cause: ETCHINGS

*Howard Marcus & 3 Sisters*

*benefiting the Parkinson's Foundation*

Howard Marcus and the 3 Sisters are honored to invite you to join them to stitch beautiful new projects sure to be cherished heirlooms with a special new Collections for a Cause – Etchings. In homage to the original Etchings collection we have worked together to curate this line of opulent florals and jacobean designs from our antique mill books and textile archives. Rich, warm shades of crimson, aqua, and stone are set against parchment background fabrics to create a fresh and inviting collection with timeless appeal.

Together we created a signature collage print of vintage ephemera lavishly layered with affirmational text, etched architectural renderings, damasks, and botanical elements which share our message of hope and strength. While we hope this beautiful piece will lift the spirits of all, it was created to help raise awareness for Parkinson's Disease and contains special imagery relating to this cause such as tulips and uplifting quotes, one from a famous Parkinson's survivor.

In classic Collections for a Cause fashion we will be donating a portion of the sales from this collection to the Parkinson's Foundation. Learn more at [parkinson.org](http://parkinson.org).

*moda*  
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**NOVEMBER 2023 DELIVERY**

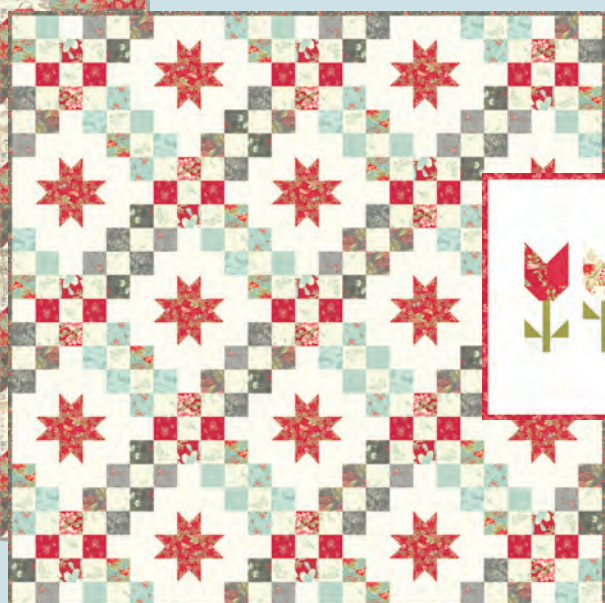




**KIT  
44330**

MOD 1000 Howard's Tulip Garden 100" x 100"

DLL 203 Love Wins 60" x 72"



ISE 149 Castle Courtyard 76" x 76"



PS44330 Tulips Pillow or Runner  
16" x 36" MC Friendly



# Collection for a Cause: ETCHINGS

*Howard Marcus & 3 Sisters*



44330 11\*



44331 11\*



44332 11\*



44333 22\*



44336 11\*



44333 11



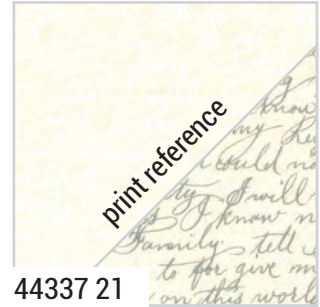
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44335 11



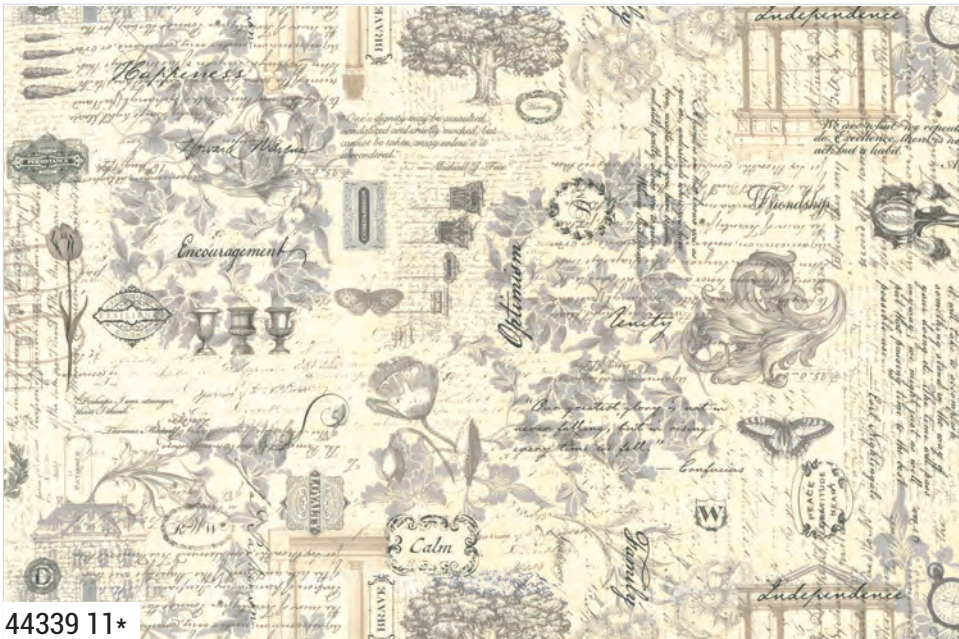
44338 11



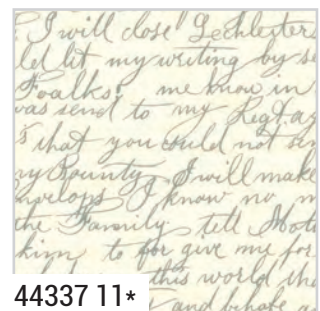
44337 21



44338 21



44339 11\*



44337 11\*



44333 23

44339 11\* reduced to show full 24" x 44" repeat

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NOVEMBER 2023 DELIVERY

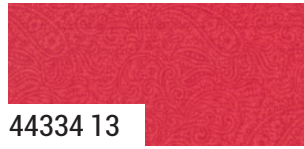


# Collection for a Cause: ETCHINGS

*Howard Marcus & 3 Sisters*



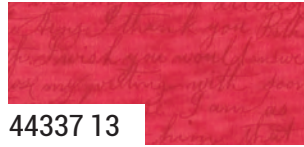
44330 13\*



44334 13



44335 13\*



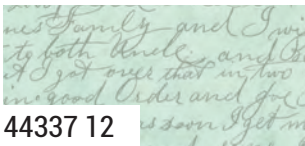
44337 13



44336 13\*



44332 13\*



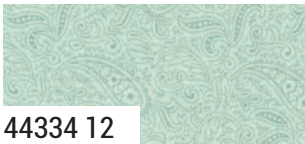
44337 12



44336 12\*



44330 12\*



44334 12



44332 12\*



44331 12\*



44335 15\*



44334 14



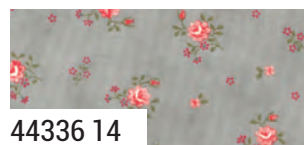
44335 12\*



44338 14



44330 15\*



44336 14



44331 15\*



44332 14\*



Collection for a Cause: ETCHINGS

Howard Marcus & 3 Sisters

108" QUILT BACKS

100% Cotton



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NOVEMBER 2023 DELIVERY



# Collection for a Cause: ETCHINGS

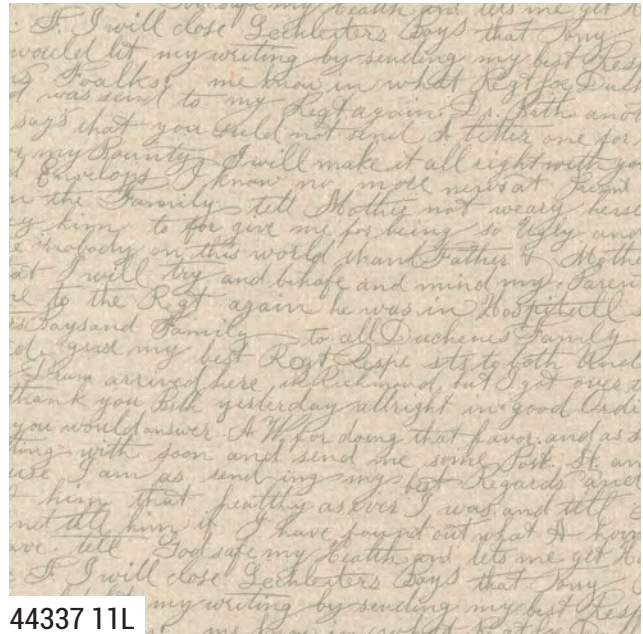
*Howard Marcus & 3 Sisters*

## MOCHI LINEN CANVAS

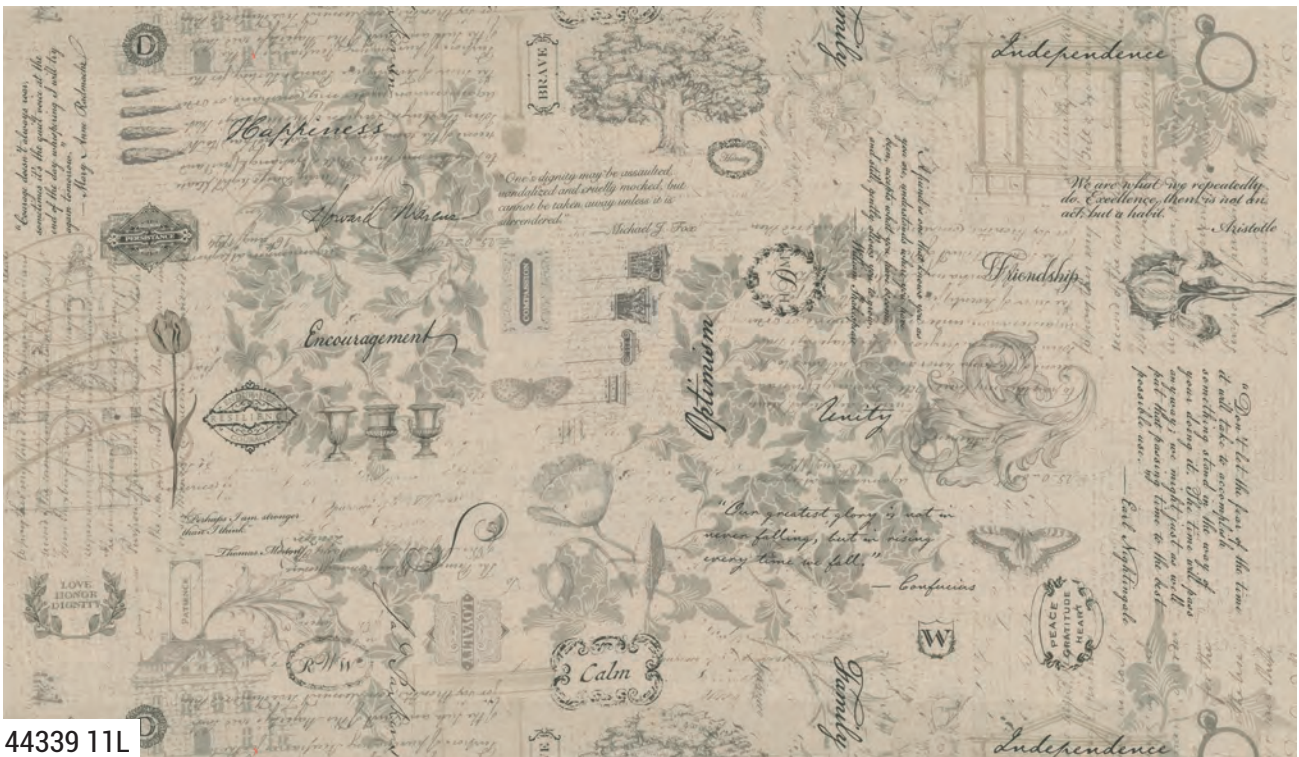
30% Linen / 70% Cotton



44330 11L



44337 11L



44339 11L

44339 11L reduced to show full 24" x 44" repeat

44330

Asst. 15

Asst. 10

Low Cal 10

AB

F8

JR

LC

MC

PP

PS

KIT

NOVEMBER DELIVERY

•34 Prints •4 108" Quilt Backs •100% Premium Cotton •3 Mochi Linen •30% Linen/70% Cotton  
 JRs, LCs, MCs & PPs include 34 skus plus two each of 44330, 44332-11 & 13.