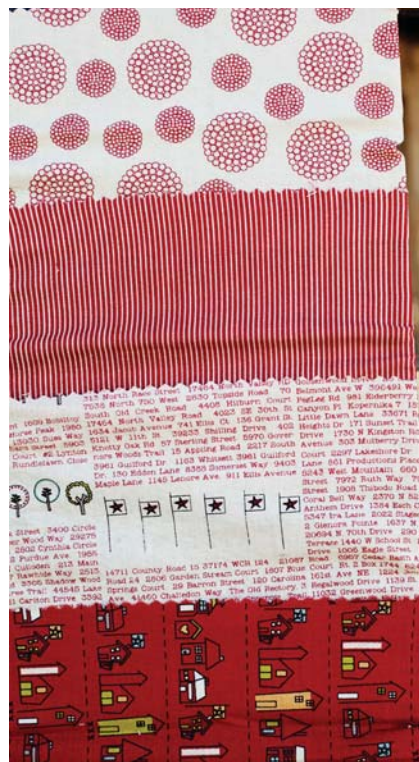




road 15

by Sweetwater



PHOTOS COURTESY OF SWEETWATER

01



01 SW P202
SW P202G
Main Street
Size: 64" x 64"

Your newest collection is named Road 15. Tell us what your inspiration for this line was.

This collection was inspired by our childhood home which my mom and dad just moved from after over 40 years. It was definitely bittersweet to leave the place we loved so much- on Road 15. The entire address is 14711 County Road 15, but we thought that was a little too long a title for a fabric collection. However, we invited our blog readers to participate by providing us with their addresses for one of the prints. We stopped at about 1300- and hopefully we didn't leave too many out!

What elements are important for the design, how does it come to life?

Our fabric collections always start with a theme. Once the theme is developed we go through the process of selecting a color scheme. Nailing down the theme and color sometimes is the longest part of the process for us. Now comes the fun part - actually designing the fabric. We are all about text so we know there will be at least 2 of the prints that contain typography. Coordinating prints are then created to finish out the collection.

Your color palettes are always such fresh soothing colors. Where do you find your color inspiration?

Color is sometimes one of the hardest things for us to decide. We always want to create something new and fresh but the 3 of us are all drawn to the same color palette and find it difficult to branch out and use colors that we are not fond of. Our source of inspiration for color comes from shopping. We love to go out and find new colors that are being used in the fashion or home décor world and try to incorporate them in our designs.

What is your favorite print in this collection? Why?

One of our favorite prints in this collection is the one with the houses, called Main Street and the versatility of the print called One Way. However, the most sentimental design is the one with the trees, City Park. Our old home had two cottonwood trees that have stood for more than 75 years- and I'm sure that this print will remind me of those two beloved trees for years to come. And of course another favorite is the houses paired up with the



list of addresses. These two prints sum up the entire meaning of the name of the collection Road 15. There are 3 of us so I guess it is okay to have more than one favorite in this line.

Is there a favorite Road trip you took as a family? If so, is there a back seat driver?

Growing up we didn't take too many family vacations. The only time I remember us going anywhere was when we headed to Pueblo, CO every summer for the Colorado State Fair. Times were different then - no seat belts, no electronics, and no air conditioning. But we did have licorice and cheese and crackers. I can still remember my mom making us cheese and crackers with the can of Easy Cheese and Ritz crackers.

What is your personal definition of creativity?

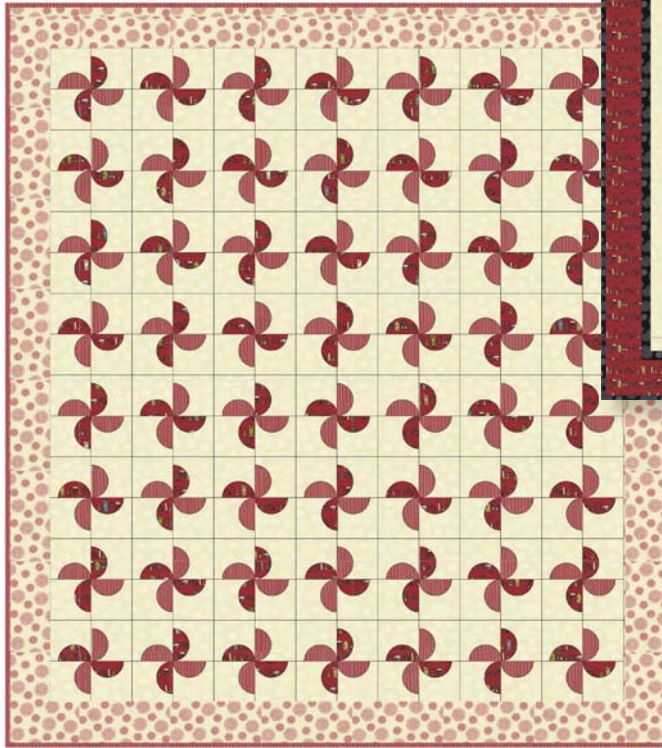
I looked up the real definition of creativity and it states: The use of the imagination or original ideas. I believe we are all creative in our own special way whether it be in the art studio, the kitchen, finances, or coping with everyday life. We all have to be creative at some time!



road 15

By *Sweetwater*

01



02



01 SW P203
SW P203G

Circle Drive
Size: 73" x 82"

02 CHD 1301
CHD 1301G

The Road Home
Size: 63" x 77"

03 SW P204
SW P204G

Sunnybrook Lane
Size: 72" x 72"

Working together as a mother and 2 daughter team must lead to interesting stories.

Do each of you have your areas of specialty? If so, what?

It is interesting indeed! The people you work with are the same people you have to sit across the table at Thanksgiving Dinner so you can't stay mad at each other for too long. We do have a good time and feel very fortunate to be in the situation we are in. Since there are 3 of us when we have to decide something it is usually 2 against 1 and not always the same 2 against the same 1. We do work well together and contribute equally with thoughts and ideas!

How do you keep up to date with current trends?

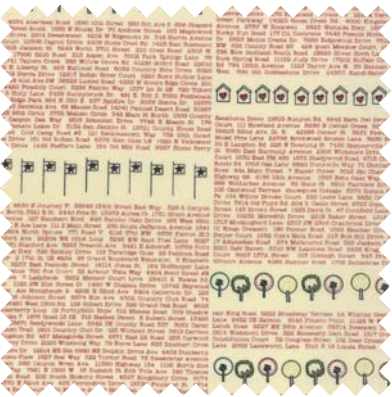
Off to the shopping mall we go! Whenever we are in a rut we hop in the car to our favorite stores and hope that we come home inspired with new ideas.



03

In addition to family, fabrics, patterns and scrapbook papers, you keep very busy with your Label Crew program. Tell me a little bit about your labels?

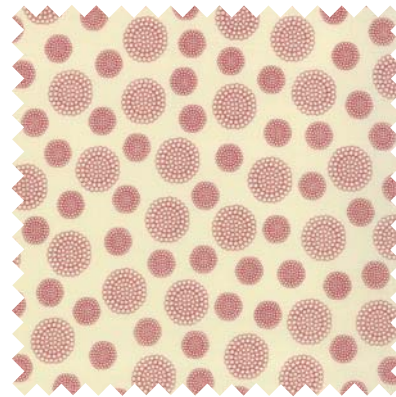
Our label crew club is for all of those who love our labels and patterns! Sign up for a subscription to the label crew and we will send you a new label, pattern and personalized label every month! Each month we feature a different project and label. To sign up, visit www.sweetwaterstreet.com/home.html



№ 5520 21
Apple Red



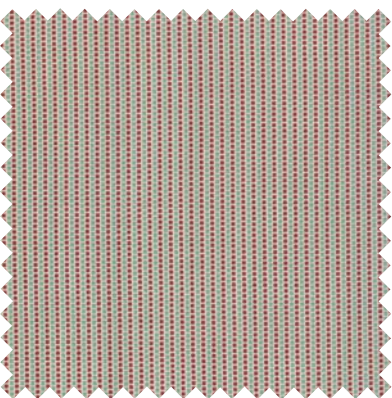
№ 5522 15
Apple Red



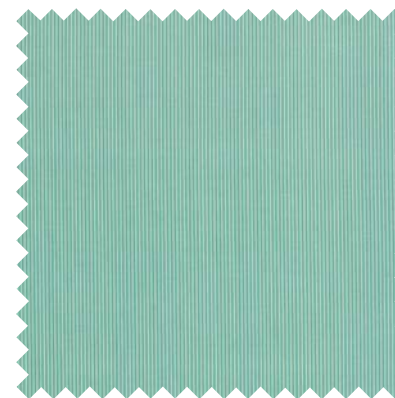
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Apple Red



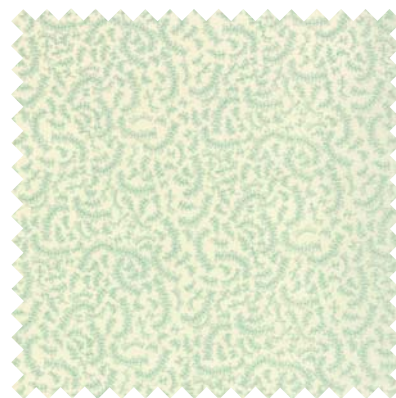
№ 5528 15*
Apple Red



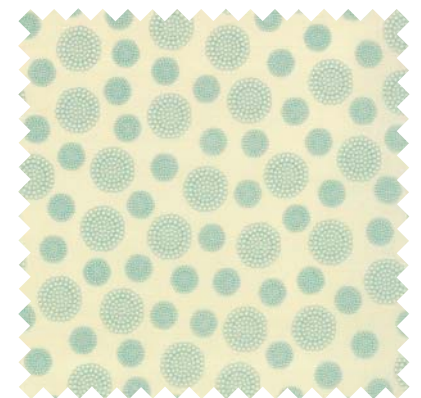
№ 5527 21
Red Rain



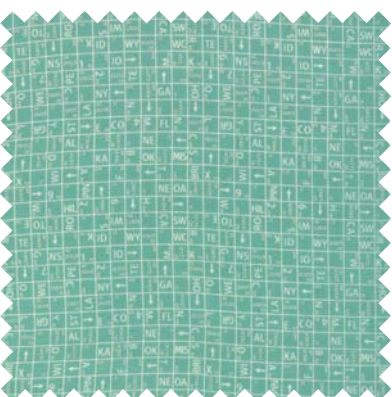
№ 5528 14*
Rain



№ 5525 24
Rain



№ 5526 14
Rain



№ 5524 14
Rain



№ 5523 14*
Rain



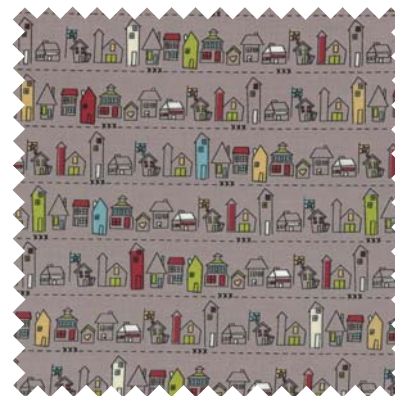
№ 5522 14*
Rain



№ 5527 11*
Pickle



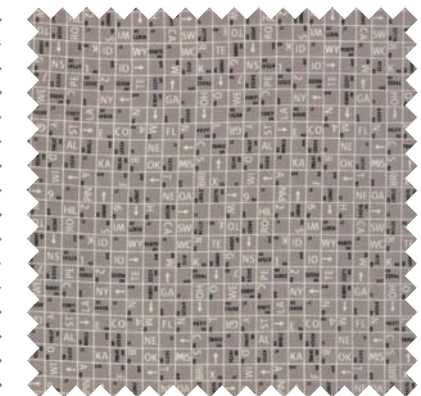
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Mist



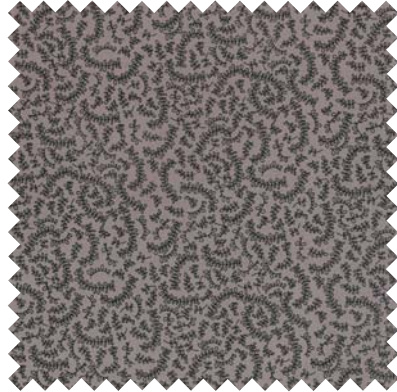
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Mist



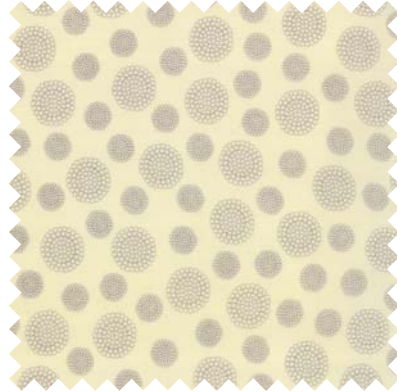
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Mist



№ 5524 16
Mist



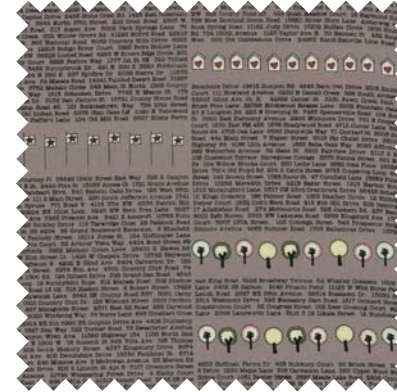
No 5525 16*
Mist



No 5526 16
Mist



No 5528 16
Mist



No 5520 16*
Mist



PHOTOS COURTESY OF SWEETWATER



No 5522 13
Pickle



No 5524 13*
Pickle



No 5528 13
Pickle

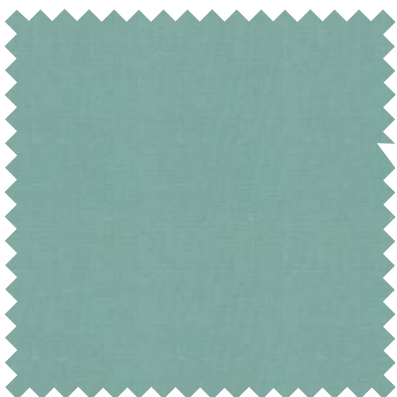


No 5523 13*
Pickle

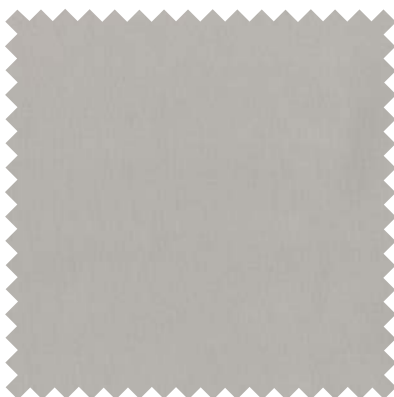
 **Bella Solids™**



No 9900 150
Kansas Red



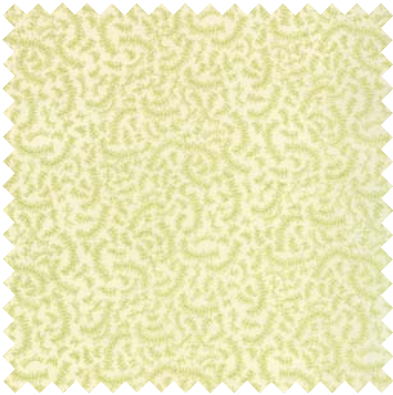
No 9900 87
Teal



No 9900 83
Grey



No 9900 233
Pesto



No 5525 23
Pickle



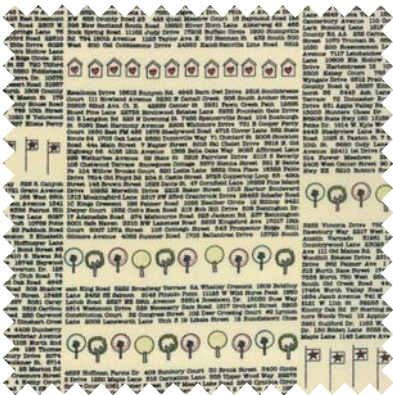
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Vanilla



No 5522 11*
Vanilla



No 5523 11
Vanilla



No 5520 11*
Vanilla



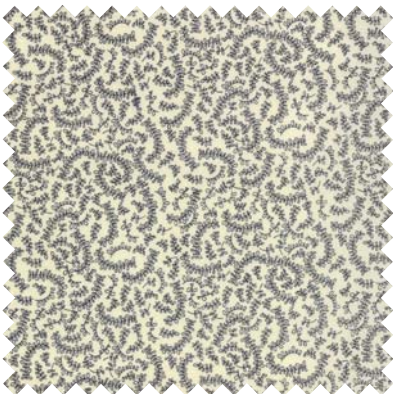
No 5521 11*
Vanilla



No 5524 11*
Vanilla



No 5526 11*
Vanilla



No 5525 11
Vanilla



No 5520 12
Black



No 5521 12*
Black



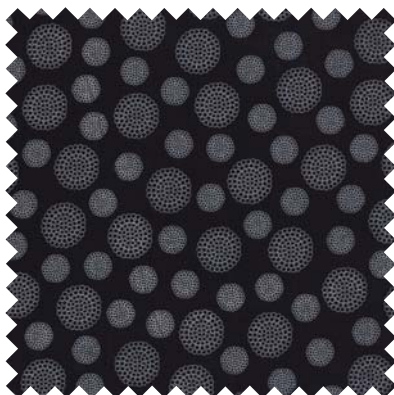
No 5522 12
Black



No 5523 12
Black



No 5524 12*
Black



No 5526 22*
Black



No 5527 12
Black

5520

Asst. 15

Asst. 10

Low Cal 20

AB

F8

JR

LC

MC

PP

•40 Prints •100% Premium Cotton

Delivery: August, 2013