

• INTRODUCING •

echo



• BY •

EMILY VAN HOFF



This collection features a large-scale, abstract, playful design in 13 vibrant colorways, bringing dynamic energy to every project.



Echo has everybody covered:

the solids devotee ready to mix things up -and-
the print enthusiast in search of some monochromatic movement!



Keep it whole and let the woven ombre braids be the star of the show,

or cut it up to transform it into a striking abstract tonal element.



Quilt coat, anyone?!

Like solids, but better!



RESOURCES FOR YOU!

- **2 free quilt patterns** designed specifically for Echo on the Moda free pattern page.
 - Once the patterns are available online, I'll provide a printable flier with links to the patterns. It will be added to the folder mentioned below.
- **Online folder of project photos** for use on social media or websites.
 - People appreciate seeing examples made up with the fabrics, so I'll make my project photos available for shop use in whatever way would be helpful. I will continue adding more photos as I have them!
 - Folder is located here: tinyurl.com/mtz35jw4
- I will be sharing the fabric and projects with **my Instagram audience** to generate interest and excitement.
 - @emilyvanhoff
 - 244,000+ followers
 - 92% female, 24% are ages 25-34, 40% are ages 35-44
 - A mix of quilters, sewists, artists, crafty folk, color lovers, and art appreciators. Some already sew, and many have been inspired to start because of my fabrics!
- My first collection, Groove, has been doing extremely well in shops! Many places sold out of some favorite designs quickly and customers are eagerly anticipating this next collection.

Free patterns!



① COURTHOUSE CHECKS

I THINK YOU'RE SWELL



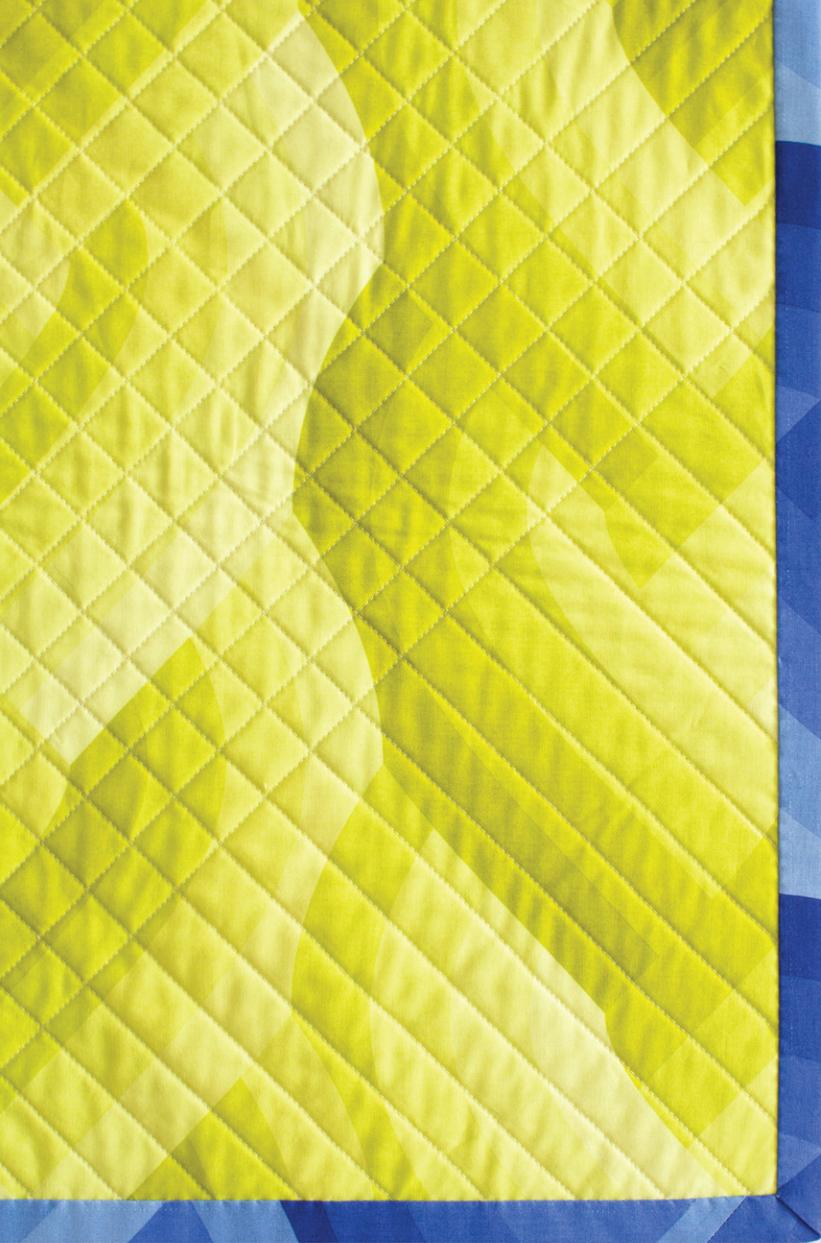


Use just a few of the colors in a bold modern design!

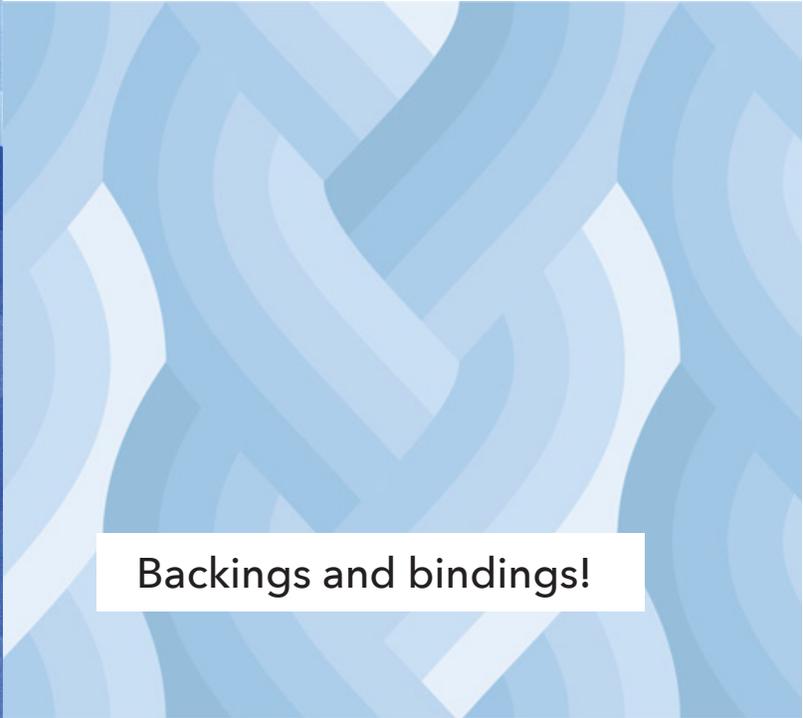
Use all of the colors in your favorite traditional block!

Combine them with solids!





Backings and bindings!

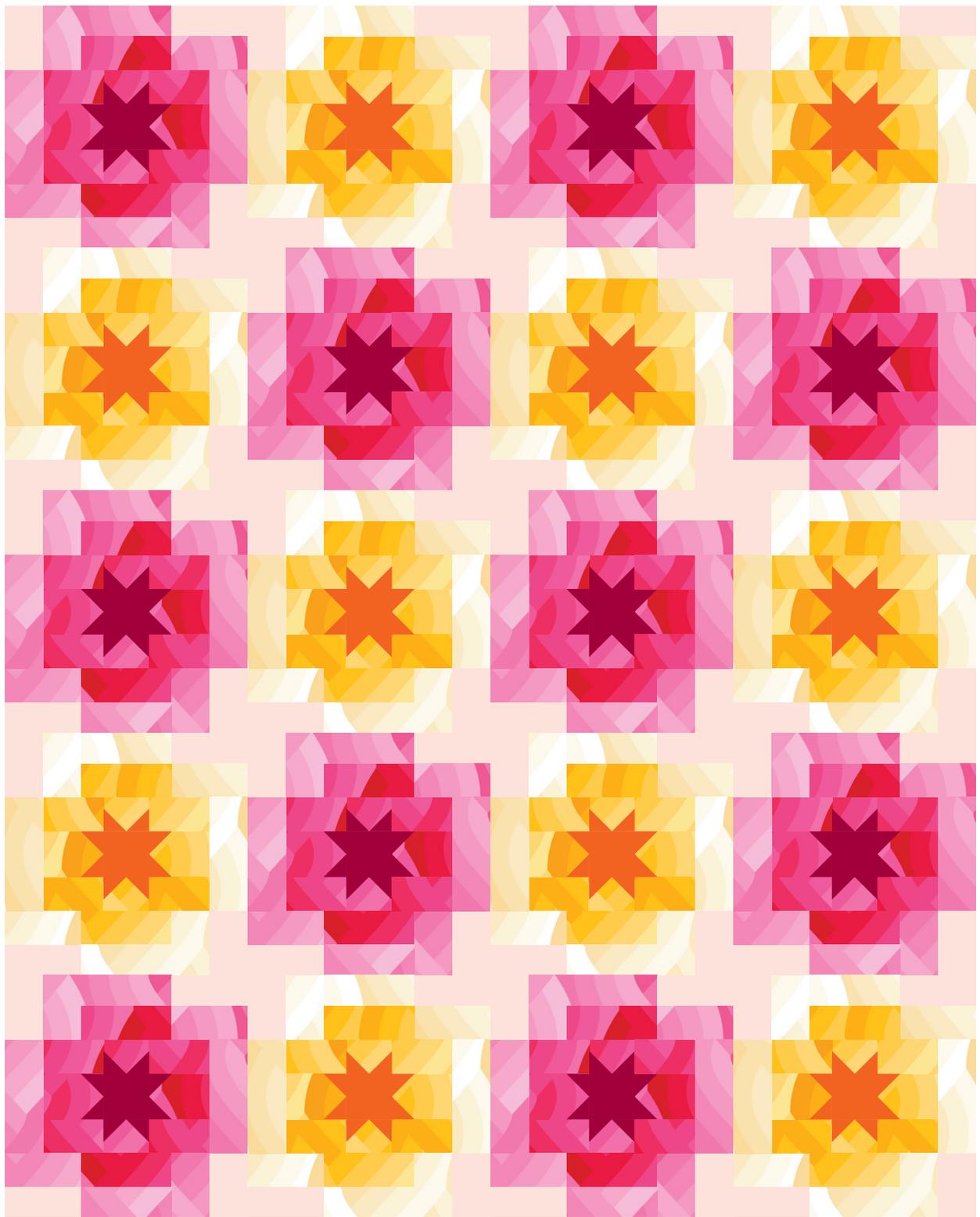


Vibrant or neutral!



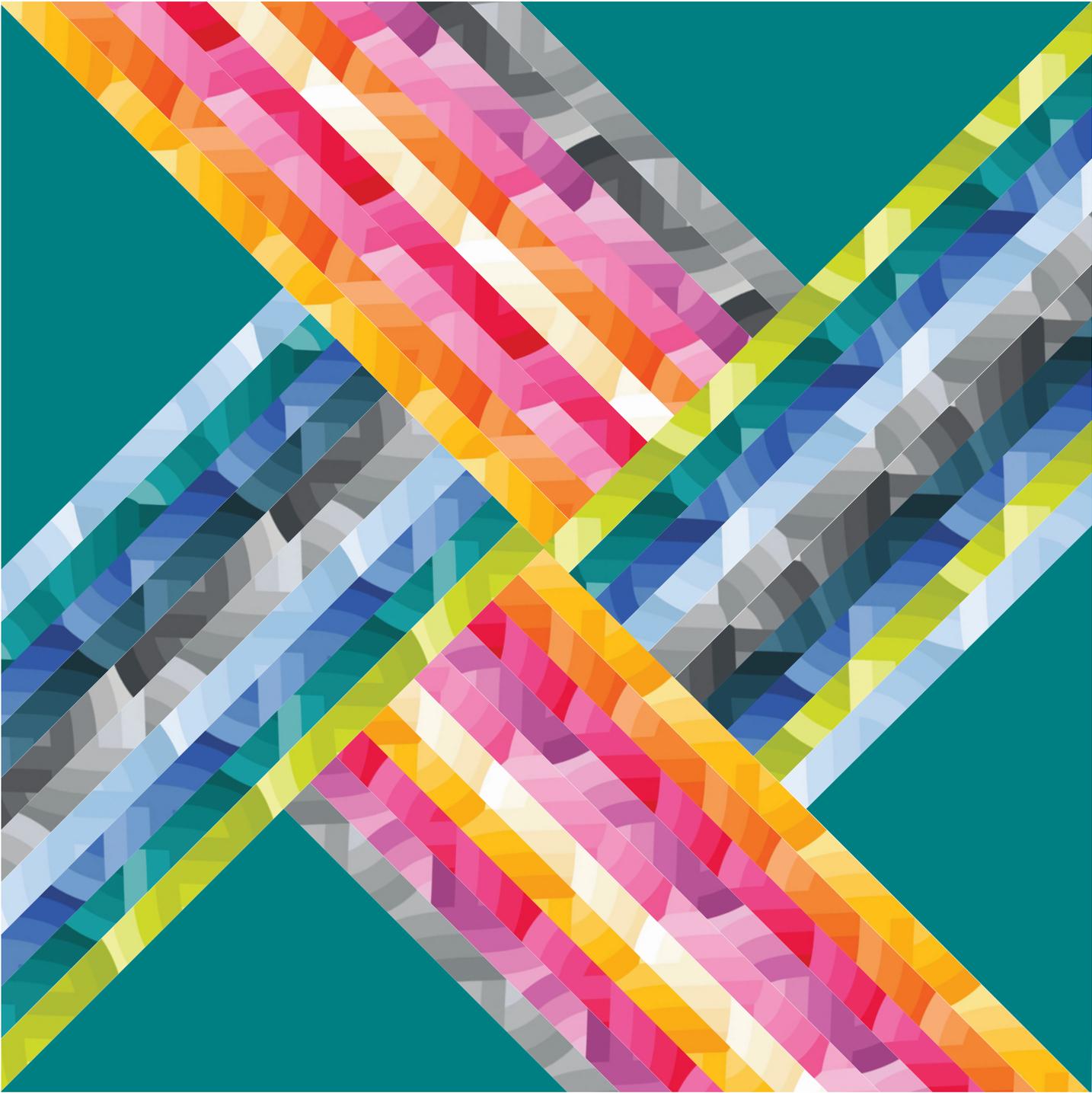


**A FEW MOCKUPS OF SOME FAVORITE
QUILT PATTERNS BY OTHER DESIGNERS:**



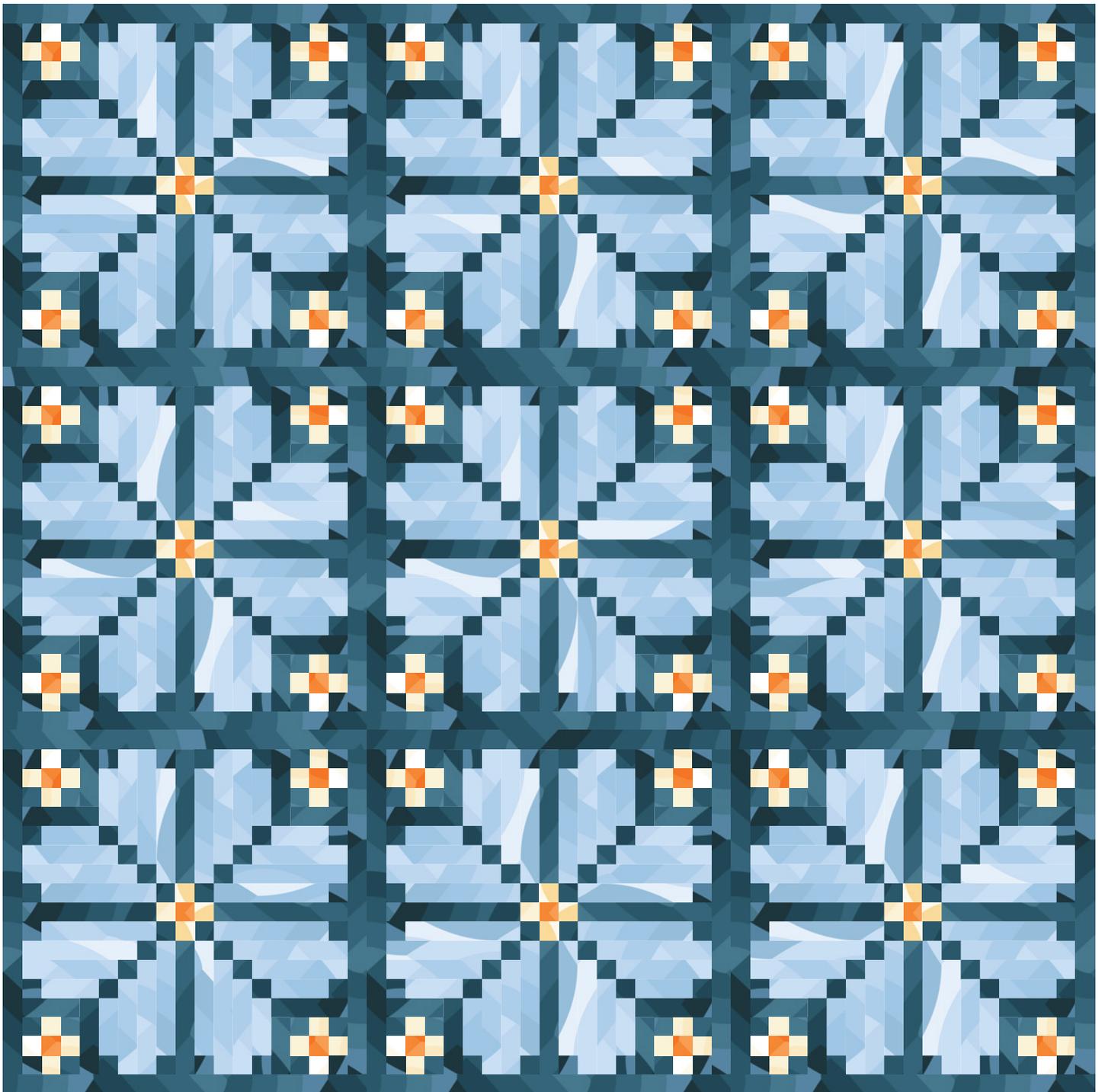
MEADOW STAR

by Then Came June



ADVENTURELAND

by Suzy Quilts



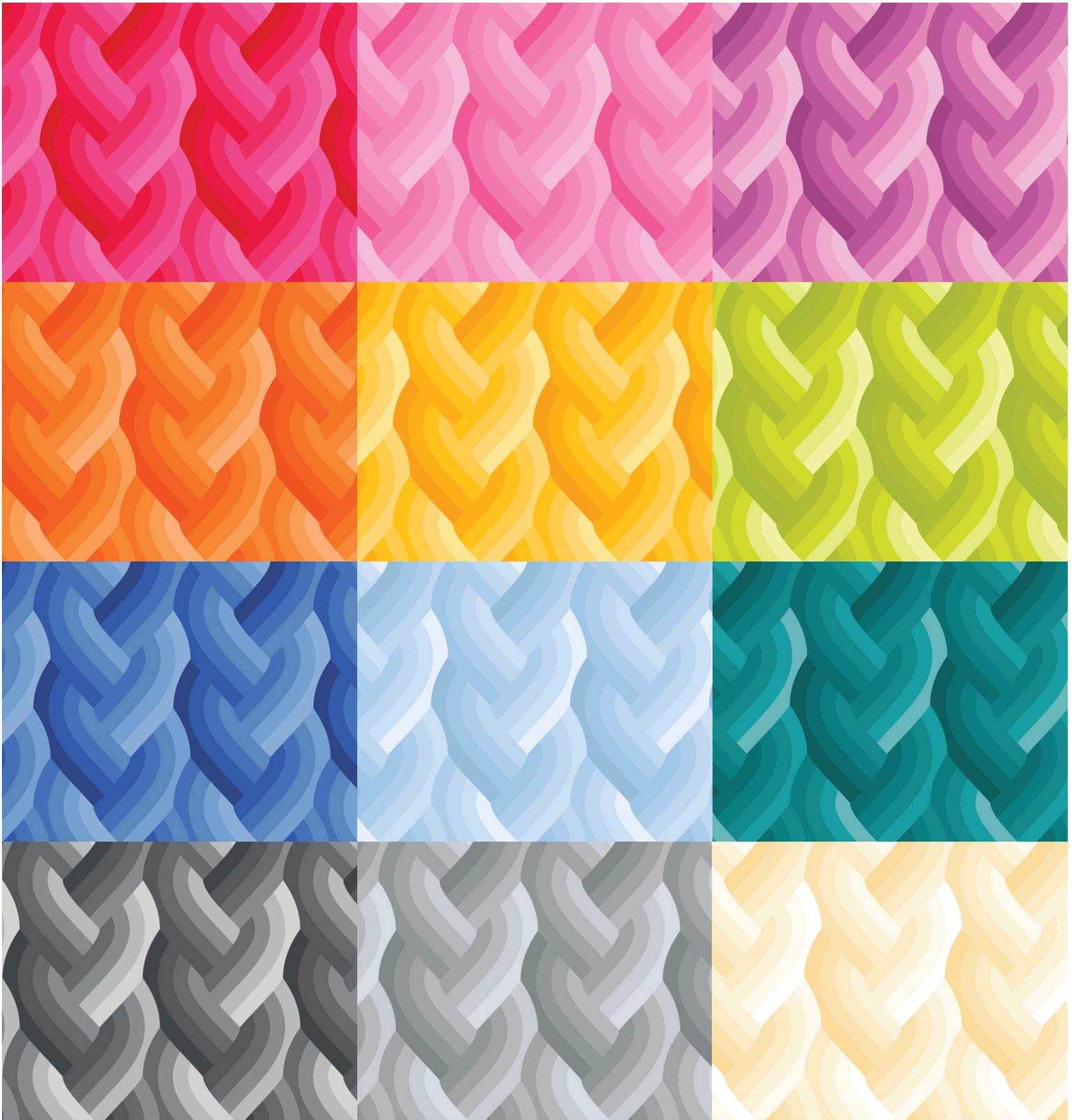
KNITTED BLOOMS

by Lo & Behold



FLOWER TILE

by Then Came June



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