



JULY 2022

While we're enjoying balmy 100+ degree weather at Moda HQ in Dallas, we can't help but look forward to Fall Quilt Market in Houston in October. With the world continuing to get back to normal day-to-day, an appreciation for our quilting and sewing community has taken root in a whole new way. Whether you have people coming to your shop in person, or still sell & teach remotely, please enjoy these offerings from Moda Fabrics, Ruby Star Society, and United Notions.

Box art by Lynne Hagmeier of Kansas Troubles Quilters, from the new collection Clover Blossom Farm.



MODA'S CATALOG, PIECE ISSUE NO. 54

Inside this issue, you will find collections to plan January and February 2023. Lynne Hagmeier of Kansas Troubles Quilters is our cover girl, debuting the new line *Clover Blossom Farm*. 18 groups, 5 boxed kits, and multiple panels round out the offerings. New towelling from *Pieces to Treasure* is here in red, and so is Gingerber finished product to coordinate with her new line.

To be included in the first shipments, make sure to contact your Moda rep today!



RUBY STAR SOCIETY

We have four new groups to show you from Ruby Star Society, shipping into February and March 2023. *Achroma* is a group RSS collection in a limited black and white palette, which will flow beautifully with any fabrics. Melody Miller took a dive through her treasure trove of prints to assemble the vintage dressing room-inspired *Curio*. *Moonglow* by Alexia Marcelle Abegg was inspired by the full moon shining in the garden, with colors meant to feel both calming and rich in pigment. And of course, *Warp & Weft* Moonglow is the perfect complement to the cottons group with a number of new weave patterns & the addition of a vibrant green. As always, don't forget to look through available finished product and current Basics & available-now Warp & Weft options.

Achroma and Curio will ship in February. Moonglow and Warp & Weft Moonglow will ship in March.

Clover Blossom Farm Kansas Troubles Quilters



CLOVER BLOSSOM FARM by KANSAS TROUBLES QUILTERS

With a classic Kansas Troubles palette, Lynne took inspiration for this group from the little things in the world around her. From the flowers and birds out her window, to the antique crock on her kitchen counter conveniently-labeled *Clover Blossom Cottage Cheese*.

Tulips in Clover Pillow Project Sheet (PS9710) included, along with Clover Blossom Farm Mini Charm (9710MC) and KT Mini Melon template. For template, refer to the two-size KT Melon Template (KT 99906) which includes this mini size! Clover Blossom Farm will ship in January.

For any additional questions or information about any of these products, please contact your salesperson or marketing@modafabrics.com. We appreciate you and hope you enjoy Moda Mail!

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PROJECT JELLY ROLL 2022

Promotional assets are ready to go in Marketing Tools for your Project Jelly Roll shop event. We've included here the last two of our free patterns for this year, plus a ready-made flyer to post up near your register to let people know it's coming!

These assets & additional patterns are available on the Marketing Tools section of the Moda site, when you're signed into your account.



LETTERS TO SANTA QAL INFO

We're working as quickly as we can behind the scenes to get out information about the Letters to Santa QAL starting July 25, with posts on the 25th every month through November. Review this starter info sheet, including how exactly we're making our blocks, and then check Marketing Tools for all the available assets.

Details for this project, additional marketing assets, and alternate designs are available in Moda's Marketing Tools on the website.



WAREHOUSE SALE!

Moda's first Warehouse Sale in TWO years is right around the corner! Details on the sale included, which takes place August 8-12. Come see us at the Moda warehouse for select discounts only available for carry out.

GONE STITCHIN'

Let your customers know you're open and ready for business Moda-style. We love our quilting community, and know you do too!



MAGIC PINS

The last sample of Magic Pins we sent out was such a hit, we had to double down. Try out these pins in Extra Long-Regular (2195543) and Quilting-Fine (219577), or order the sample card itself for any customers who may want to take them for a spin.



PUT A PIN IN IT

It's a truth universally acknowledged that a quilter in possession of Magic Pins must be in want of pincushions. - Jane Austen*

Stock up on all manner of pincushions available from Home & Gift, from fanciful to practical we have it all!

**Quote not verified, but she definitely thought it.*



YOU CAN'T BUY HAPPINESS, BUT YOU CAN BUY FABRIC

Enough said with this fun statement sticker!

Reach out to marketing@modafabrics.com to ask about additional stock of these stickers while supplies last.



FABRIC CARE GUIDE & PROJECT TRACKER

A pair of downloads to benefit both you and your customers! This Fabric Care information guide give you tips for caring for Moda fabrics & details on fabric construction. While you and your customers start thinking about holiday projects, enjoy this free Moda project tracker to keep you organized.

Downloads available through Moda's Marketing Tools on the website.

