



**MAY 2022**

Time certainly flies when you're having fun working on new fabrics for you all! Can you believe we're already showing groups for this fall? Every time a new release date comes, the energy picks up around the Moda offices—just in time for May to enjoy some summer sewing in the AC as the Texas heat kicks in! Please enjoy these offerings from Moda Fabrics, Ruby Star Society, and United Notions.

*Box art by Joanna Figueroa of Fig Tree & Co., from the new collection Cinnamon & Cream.*



### MODA'S CATALOG, PIECE ISSUE NO. 53

Inside this issue, you will find collections to plan October and November 2022. Joanna Figueroa of Fig Tree & Co. is our cover girl, debuting the new line *Cinnamon & Cream*. 18 groups, 6 boxed kits, and multiple panels round out the offerings. Make sure to look through new 108" backings options to coordinate with 3 of the collections.

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

**CINNAMON & Cream**  
FIG TREE & CO



### CINNAMON & CREAM by FIG TREE AND CO.

*Cinnamon & Cream* is an ode to the feel of fall, with rich tones of cinnamon, caramel, and butterscotch, accented with mouthwatering corals and pinks. To coordinate with all of the classic Fig Tree colors, we are also introducing an intricate Jacquard 1" ribbon in a fig leaf design.

*Acorn Garland & Coasters Project Sheet (PS20450) included, along with Cinnamon & Cream Mini Charm (20450MC) and 3 F8's of coordinating Bella Solids. 1½ yard sample of FIG TREE RIBBON in GREEN (2117 15) also included. Cinnamon & Cream will ship in October.*



### RUBY STAR SOCIETY

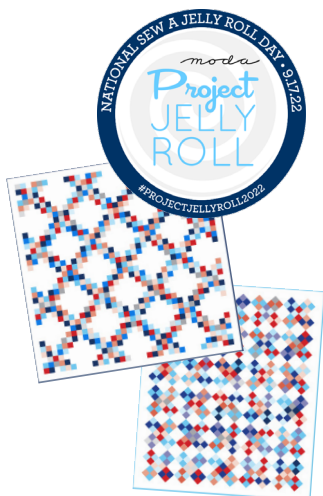
We have four new groups to show you from Ruby Star Society along with all new finished product to arrive in time for the holiday season. Jen Hewett returns as a guest designer with *Floradora*, a celebration of springtime after a cold, gray winter. *Petunia* by Kim Kight is inspired by papercut folk art in a light and fresh palette. Rashida Coleman-Hale has two new groups: *Linear* has a timeless 70s vibe with a mix of linear shapes and feminine motifs, and *Pixel* is a blender that can stand alone, with a coordinating warm palette. A wide array of new product means there's something for everyone: tea towels, socks, pouches, totes, stationery, AND new zipper pulls!

*Pixel Mini Charm (RS1046MC) included, along with Pixel Pocket pattern—perfect for customizing the RSS Favorite Tote pattern printed on the last page of the catalog!*

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

[modafabrics.com](http://modafabrics.com)

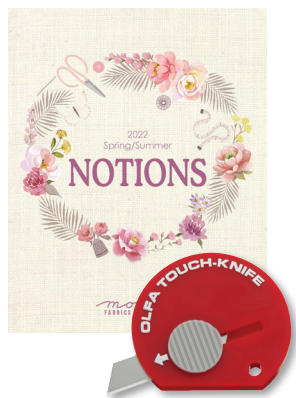
*moda*  
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## PROJECT JELLY ROLL 2022

Get ready for National Sew a Jelly Roll Day, on Saturday September 17, 2022. Two of the free PJR patterns are printed in the box, for those wanting to get started on their samples! Everything Jelly Roll booklet also included showing popular books, patterns and notions to work with Jelly Rolls, to make sure you have what you need for a fabulous in-store event!

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



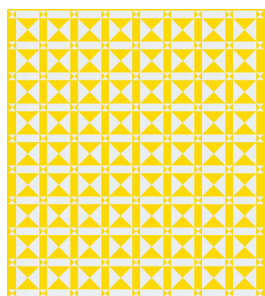
## NEW NOTIONS CATALOG

Are you seeing red? Well, you will be with this Olfa cutter sample! Now available in 4 colors: Olfa yellow, navy, red and white (9584 for counter display of 15 of each color). Make sure to page through the updated Notions catalog to stock up your shelves, and take a look at new sewing-themed product from Home + Gifts.

## BELLA CLASSICS QUILT 3

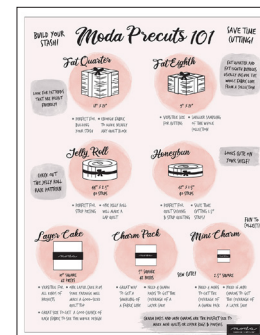
There's always room in a quilt collection for new Two-Color Quilts! This pattern is for the third pattern in the Bella Classics series, called Timepiece. We'll be sharing this project on Moda's blog and social media in June.

ALL SIX of the Bella Classics patterns we're featuring through 2022 are available in Moda's Marketing Tools on the website.



## MODA PRECUTS 101

This adorable sign is perfect to hang in your shop for those customers who don't yet know their Fat Quarters from their Charm Packs. A handy summary of selling points unique to each style of precut that may just make the difference in nailing a sale!



## MAY IS MENTAL HEALTH AWARENESS MONTH

As you're receiving your Creativity Glows by Creativity Shell yardage, precuts and kits, we'd like to encourage stores to organize youth sewing classes or donation projects through your customers. Whether you continue collecting Love Bugs, or try

Creativity Shell's Literacy Cubes or Love Hugs, we know quilters love to give back.

Shop owners can access patterns through Moda's Marketing Tools for free download, and we encourage shops and consumers alike to download through Creativity Shell's website for a small donation.

## GUIDE TO ALL THINGS MODA

Whether you're a new shop or have been in business with Moda for years, it's always good to refresh your memory on Moda FAQ's or learn what's new on our website.



## WAREHOUSE SALE!

Moda is having our first warehouse sale in two years! Save the date: 8-8-2022. Additional details to follow.

