



FEATURING ARTWORK FROM

*Bee Garden*

BY GINGERBER



JULY 2024

*moda*



**JULY 2024**

Dear Loyal Customer,

Summer is in full swing at Moda. Thank you to those customers who attended our inaugural ModaVation event! We enjoyed hosting you all at our warehouse and getting to know you and your shop's needs more accurately. Thank you for those who had the opportunity to come. We do plan to do this event next year, so please be on the lookout for more information.

Additionally, thank you to all of the customers who visited us at the H+H show in Chicago – we were thrilled at the turnout! The show was filled with high-energy customers and fresh ideas. It is nice to be combined with another craft industry as our communities are able to thrive together. Please mark your calendars for next year's event – we value what this show is doing for our industry!

For this July release, Stacie Bloomfield of Ginger designed our Moda Mail box and is the cover designer for this release's Piece Catalog. Ginger's group "Bee Garden" is shipping in March 2025. You'll love reading her story of how of building relationships with other artists and creatives provided her the opportunity to grow from making art on the side into a full-fledged career. Not only does she create art for a variety of different media, but she also teaches other makers how to take advantage of their own journey. We are thrilled to have worked with Stacie for the past 8 years and look forward to see her continue to grow and nurture others.

You may have seen more video content from us recently, and we are excited to announce our new video studio. Our goal is to be able to provide our customers with more content to help you teach a new skill in your own shops. Be sure to follow our Youtube channel - <https://www.youtube.com/@modafabrics>.

Thank you again for your business and continued support. Have a safe and relaxing summer!

Sincerely,  
The Moda Team

## MODA'S CATALOG, PIECE ISSUE NO. 64

It may be the lazy days of summer, but we are as busy as ever at Moda HQ! In this issue, you'll find 18 new collections and supporting patterns to help you plan February and March 2025. Stacie Bloomfield of Gingiber is our cover girl for this issue of Piece Catalog, featuring her fabric collection Bee Garden. In this release, you'll find traditional and modern florals; novelty fabrics featuring bees, teapots, vegetables, and canoes; classic wovens; and more! You'll also find a new patriotic collection, basic background prints, and colorful batiks and gradient prints. And as always, our designers have created a range of patterns and projects to inspire you and your customers!



## BEE GARDEN BY GINGER

Stacie has designed a mini-charm quilt block! It can be used as a cute wall hanging or the centerpiece to a tote bag or pillow. One copy of the PS30750 Bee Garden Mini Charm Quilt Block project sheet plus a Bee Garden mini charm is included in your box. Additional copies of PS30750 Bee Garden Mini Charm Quilt Block are available to order from Moda Fabrics. Stacie has also included a complimentary Beehive Sticker in your box! Stock # ST2127 available to purchase from Moda.



Don't forget to check the Moda Mail section in Marketing Tools for all of the downloadable assets included in this mailing! Sign into your Moda account and go to: [modafabrics.com/moda-mail](https://modafabrics.com/moda-mail)

## ★ RUBY STAR SOCIETY ★



## RUBY STAR SOCIETY

Ruby Star Society is introducing 4 new collections in this mailing. For their latest collaborative collection, the designers looked to their favorite animals to help make ANIMAL ANIMAL. Melody Miller's newest collection feels like being a kid again playing in the country! CAROUSEL features her new soon-to-be iconic horse motif, tiny mushrooms, and fun floral prints. OOH LUCKY LUCKY is a mashup of all of Alexia Marcelle Abegg's favorite things! Prints feature sardines, moons, stars, snakes, butterflies, her famous mini dots, and a print dedicated to all things lucky! WARP AND WEFT OOH LUCKY LUCKY is Alexia's new woven collection that brings in more bright tones and brings back her popular Flicker print! Don't miss the all-wovens exclusive quilt kit!

**NEW SHOP HASHTAG:** We are trying out a new way to highlight shops on our social media! Anytime you post onto Instagram or Facebook to use #RSSshop and #RSSshop{your state initials} so we can find and share your shop on our feed in a weekly round up!



## 50TH ANNIVERSARY FABRIC CONTEST DETAILS

Look for an informational flyer with all the details for the 50th Anniversary fabric contest and materials to give to your customers. A promotional poster is also included for you to hang in your shop!

## HOLIDAY HOME & GIFT CATALOG

Moda's Holiday Home & Gift Guide features products perfect for stocking stuffers and gifts for the upcoming holiday season!



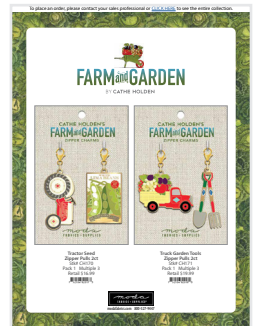
## JELLY ROLL TEMPLATES

Be prepared for National Sew A Jelly Roll Day with these handy templates, perfect for all your Jelly Roll project dreams! Our Half Hexi Template is used for 2 Project Jelly Roll patterns and we offer several other shapes and sizes for your creative project ideas!



## ZIPPER PULL SELL SHEET

Check out our new zipper pulls from Cathe Holden, featuring motifs from her Farm and Garden fabric collection, glittery western charms, and beachy and nautical charms for your summer projects!



## C&T PUBLISHING

This quick guide from C&T highlights their latest books and top 5 best-selling books, notions, and tools, and includes quick links to online video tutorials on how to use their Quilt Builder Decks and Tools!



# SAVE THE DATE

**AUGUST 19-23**

Moda Warehouse Sale

**SEPTEMBER 21**

National Sew A Jelly Roll Day!

**OCTOBER**

Breast Cancer Awareness Month

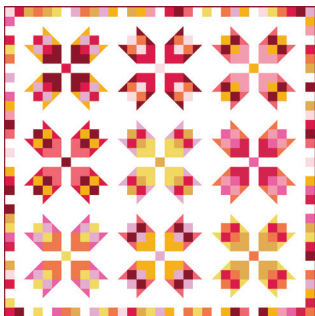
Moda's Stitch Pink featuring  
I Heart Ombre Metallic by V and Co.

**OCTOBER 26-28**

International Quilt Market in Houston, TX

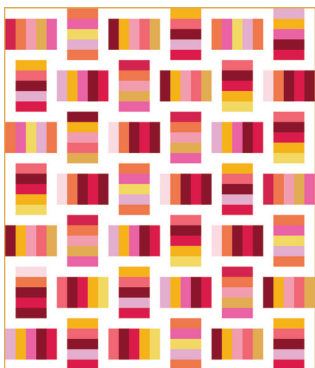
More details to come!

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## PROJECT JELLY ROLL

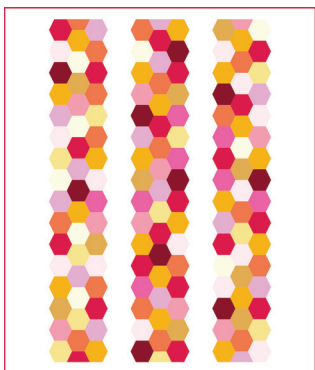
Get ready for National Sew A Jelly Roll Day! We are excited to share the final patterns for Project Jelly Roll 2024, included in this Moda Mail. So stock up and get ready to roll with us on September 21! Visit <https://my.modafabrics.com/project-jelly-roll> to view all projects and resources to plan for the event.



It's easy to stock up for National Sew a Jelly Roll Day with Moda's Jelly Roll assortment, featuring 8 different Jelly Rolls in a display box. Ask your sales professional for more details!



JR8C



— UPCOMING —

# Quilt-Alongs

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Here's a peek at a few quilt-alongs happening in 2024  
that are sure to get your customers excited!



*The Pouch Club Series with Sew Lux continues through 2024*

The Pouch Club series has been a hit on the Moda blog in 2023 and we're looking forward to continuing to feature a different pattern each month in 2024 on the Moda blog with tutorials and videos.



January: Spools on Parade #SLF 1607

February: Tiny Tulips # SLF 2103

March: Spring Posy # SLF 2251

April: Rainbow # SLF 2009

May: Old Glory # SLF 1906

June: Tiny Tiles # SLF 1905

July: Candy Twist # SLF 2302

August: Trilogy # SLF 2304

September: Honeycomb # SLF 1710

October: Cork Bottom Pencil # SLF 2108

November: Argyle # SLF 2013

December: Boxed Double Zip # SLF 2005





## UPCOMING *Quilt-Alongs*

*Monster Mash Sampler quilt-along  
with Lella Boutique, featuring the  
Hey Boo collection*

May - October 2024

Time for a frightfully fun Halloween sampler project from Lella Boutique. Pick your favorite 16" Halloween blocks from the Hey Boo collection and get ready for a spooky good time. This Monster Mash Quilt Along arrives May 2024 and is sure to be all fun and no fright.



Blocks patterns come from LB230 Ghost Town, LB231 Pushing Up Daisies, LB232 Frank, and LB233 Tricks & Treats. Vanessa will also be releasing individual block pattern downloads monthly (\$5 each) as another way to access the patterns. Visit <https://lellaboutique.com/> for more information.

*Cuddle Up Sampler quilt-along with  
Corey Yoder featuring the Starberry  
collection*

May - October 2024

Pattern Stock # CQ 208

Cuddle Up Sampler 70" x 70"

Sell Sheet information for ordering  
[https://my.modafabrics.com/webfiles/ss\\_starberry.pdf](https://my.modafabrics.com/webfiles/ss_starberry.pdf)



# UPCOMING *Quilt-Alongs*



## *Game Night Quilt Sewalong with Ruby Star Society*

At the end of July, RSS will be hosting a 4 week sewalong using their free Game Night pattern, a modular quilt that has endless creative possibilities! And it is a great introduction to sewing curves for beginner quilters or intermediate quilters who want the practice! They will be showing how to make 3 different versions, the Picture Book board game version, the Dog Park path version, and the Pivot modern version.

Keep an eye out for more information on the Ruby Star Society newsletter over the next couple months!



## *National Sew A Jelly Roll Day*

Event day is September 21. Look for the final patterns for this year's event in your Moda Mail.

Stock up and get ready to roll with us on September 21!

# UPCOMING *Quilt-Alongs*

## *Stitch Pink with V and Co.*

October is Breast Cancer Awareness Month. This year, Moda's featured collection for Stitch Pink is I Heart Ombre Metallic by V and Co.

Kit Details: KIT10875  
Pattern: VC 1291 54" x 57"  
Love Letters by V and Co.

We'll be featuring special blog posts in October that share more about this pattern as well as other breast-cancer-related patterns.

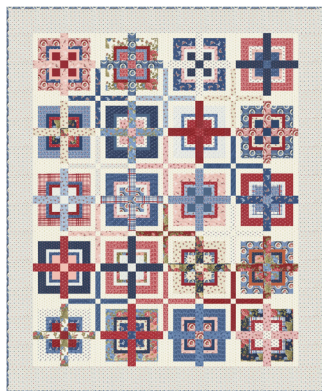
i ♥ ombre metallic  
V and Co.



## *Grand Haven Sewalong*

Join us in November for a quilt-along celebrating Grand Haven, the final collection from Minick & Simpson. We'll be making Plus Side (Pattern Stock # SCD 0016), which uses 2 Jelly Rolls and a clever block construction for a scrappy look!

More details coming soon.





**THANK YOU SO MUCH**  
*for choosing Moda Fabrics*

We are excited to see what you create!  
#showmethemoda

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