



Featuring

SUNDAY  
BRUNCH

 **BASICGREY®**

MAY 2024

*moda*



**MAY 2024**

Dear Loyal Customer,

We look forward to seeing those of you who plan to attend H+H Americas in Chicago. We're very excited about this growing show and launching our newest collections of fabric here. At the show, we are featuring new designers as well as introducing a reboot of Stacy Iest Hsu's popular Cut Sew Create program. We hope that this show brings new makers to the industry, and Stacy's program is a great way to introduce sewing and quilting to a new audience. In this mailing, you'll also find our updated basic catalog, new notions catalog, and more info on our upcoming 50th Anniversary!

Rachel Branchley of BasicGrey is our cover designer for this collection release! Rachel's newest fabric line, Sunday Brunch, delivers in January 2025 and includes fresh new colors of her popular basic line, Grunge. We are loving the bright feelings and colors the group evokes and think it will make for the perfect spring project.

Elena Amo is new to the fabric industry, and in this release, she is debuting her Chirp collection, shipping in November. This playful line takes whimsical inspiration from her childhood memories. This is a fun but sophisticated children's line, and we are so excited to share it with you. We hope you enjoy a new addition to our design team.

Our next new designer, Lizzy House, is not a stranger to the industry. After starting a family, she is back and we are happy to welcome her to the Moda team! Her dreamy color palette and beautifully delicate prints are featured throughout her collection, Love Letter, shipping in January. We are also happy to announce the release of 108" wide backs of her iconic Pearl Bracelet print that coordinate with this group.

We hope you enjoy these newest fabric releases as much as we do!  
The Moda Team



## MODA'S CATALOG, PIECE ISSUE NO. 63

Spring is in the air and Moda has 23 new fabric collections to share with you this month. In this issue, you'll find fabrics and patterns to help you plan November, December, and January 2025. Rachel Branchley of BasicGrey is our cover girl for this issue of Piece. As you browse the new collections, you'll find a wide range of fresh styles

and colors, from vibrant florals to seashells to farm animals; modern and geometric prints; patriotic, dots, stripes, plaids, and so much more! We are also excited to feature 2 new fabric designers - Lizzy House with her new line Love Letter and Elena Amo with her new line Chirp. Stacy Iest Hsu's Cut Sew Create program is back with 14 projects perfect for teaching new sewists new skills to increase confidence and a passion for quilting. And as always, our designers have created a range of patterns and projects to inspire you and your customers!



**SUNDAY • BRUNCH**  
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### SUNDAY BRUNCH BY BASICGREY

Rachel has designed a mini-charm project table runner perfect for the next time you host brunch or dinner! One copy of the PS30750 Gather Around project sheet plus a Sunday Brunch mini charm is included in your box. Additional copies of PS30750 Gather Around are available to order from Moda Fabrics.

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 is introducing 4 new collections in this mailing. BIRD IS THE WORD is inspired by Kim Kight's newest hobby: birding. The colors are so whimsically vintage, and the floral supporter prints are so vibrant and stand out on their own as well. ENDPAPER by Jen Hewett is inspired by the beautiful endpapers of vintage and antique books. EYE CANDY: This latest collaborative collection is full of candy, in all the fun shapes, sizes, and colors it can come in. WOODLAND PARK: Rashida's newest collection takes you on the most pleasant walk in the park! There are animal prints galore, all of which are absolutely perfect for baby quilts or children's garments and accessories!

## SWEET PAPER PIECING BLOCK

Make a sweet foundation paper pieced block inspired by Ruby Star Society's new collection Eye Candy!

This 8-inch block would be a wonderful addition to your small projects - whether you incorporate it into a patchwork duffle or handbag, use it as a fun detailed pocket on your favorite tote pattern, or add it to the back of a jacket - you can't go wrong.

You can find extra FPP sheets in our free patterns section on the Moda website, so you can make as many as you want for a larger project - it'd make the sweetest throw quilt!

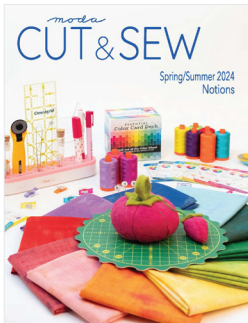
## ★ RUBY STAR ★ SOCIETY





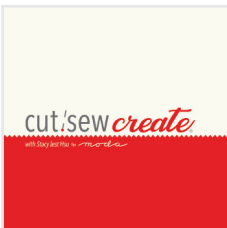
## BASICS CATALOG

Check out our updated Basics catalog featuring your go-to favorites Bella Solids, Grunge, and Marbles. Browse new designer basic prints Magic Dot, Coriander Seeds, Coriander Colors, and Eyelet, along with fan favorites like Spotted, Primitive Muslin, French General Solids, and many more. We also have an updated list of our Textured Solids, Toweling, Precuts, and 108" Quilt Backs. Don't forget to check out Ruby Star Society's Starry, Speckled, and new 108" prints. Enjoy a Moda "Basics You Love" window cling to promote the basics you carry at your shop.



## NOTIONS CATALOG

Our Spring/Summer 2024 Notions catalog features what's new in notions, books and patterns, must haves, key categories, storage, and a little bit of fun for your sewing room.



## CUT, SEW, CREATE PART 2

Cut Sew Create is back with some familiar projects in new colorways and some fun new projects. These kits are perfect for teaching new sewists new skills to put in their sewing toolbox. From easy projects like pillowcases to more challenging projects like backpacks and zipper pouches, the Cut Sew Create program has a full assortment of 14 projects for new sewists. Create future makers, confidence, and most importantly, memories with these wonderful kits. Let's get sewing!

## PROJECT JELLY ROLL

Get ready for National Sew A Jelly Roll Day! We are excited to introduce to you our first free Jelly Roll pattern, included in the Moda Mail. We have 3 more amazing patterns that we will share in the weeks leading up to the event. So stock up and get ready to roll with us on September 21! Start promoting the event in your store with a complimentary window cling from Moda!



## SCHMETZ SEWING NEEDLES

The SCHMETZ Universal needle is the most popular, all-purpose needle type. With a slightly rounded point, the Universal needle sews woven and knit fabrics. The Universal needle is available in the widest range of sizes. Enjoy a free sample from Moda!



## STITCH WITH MODA BOOKLET

Includes cross stitch patterns from Robin Pickens and the newest crochet and embroidery books that are sure to inspire your next project.



# SAVE THE DATE

**JUNE 4-7**

ModaVation at Moda HQ

**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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**BLOCKHEADS**

#modablockheads



## Be a Blockhead With Us!

Our much-loved, annual block-of-the-week program is bigger than ever! What started as a way to spotlight Moda's traditional designers has grown into an annual program that engages thousands of quilters every week. The original Blockheads series featured six designers; for Blockheads 5, more than 30 Moda designers are contributing block designs!

Every Wednesday on the Moda blog and in our official Moda Blockheads Facebook group, we reveal a new block and provide links to the designer's blog and social media channels. The designers always have their own post dedicated to their block, filled with great tips on choosing and placing fabrics, block construction, and more. This is a great opportunity to learn about the Moda designers and new piecing techniques.

This year, we've broken the program into two sessions: The first group just wrapped up in November. The second group kicked off on January 3, 2024 and runs through July 31, 2024.

It's never too late to join the fun! Scan the QR code for quick access to our Blockheads 5 posts on the Moda blog to learn more!





Celebrating 50 years of providing quality fabrics and notions to create tomorrow's heirlooms today.

For 50 years, Moda has been a leader and trusted name in the quilting industry – producing quality quilting fabrics with sought-after, talented designers; developing and distributing innovative products that improve the quilting experience; supporting quilt retailers of all sizes across the country and even the world; and inspiring and educating quilters to continue this vibrant and history-rich traditional craft.

We're celebrating and commemorating 50 Years of Moda with a one-of-a-kind, retrospective fabric collection and quilt contest!

Use the "Celebrating 50 Years of Moda" collection to create a quilt in one of three categories:

CELEBRATING **50** YEARS OF *moda*

## CONTEST DETAILS

### PIECED QUILT

Use traditional piecing methods in an original design

### ART QUILT

Your original design can feature traditional and/or modern techniques, including 3D accents, applique, foundation paper piecing, etc.

### NEXT GENERATION QUILTER

Youth category; maker must be 17 years old or younger.

All quilts must be at least 60" square and no larger than 85" x 90". At least 75% of the quilt top must be made with the Celebrating 50 Years of Moda collection. One hundred percent of the quilt top, backing, and binding must be made with Moda fabrics.

Prize Awards for each category:

**\*First Place** – \$2,500

**\*Second Place** – \$1,000

**\*Third Place** – One Moda fat quarter bundle a month for a year

All entries must be received by  
March 1, 2025.

Shops: Stay tuned to your Marketing Tools section of the Moda website, the Moda Insider Facebook page, and the Moda Insider newsletter in the coming months for more details on the contest and how to encourage your customers to enter! We'll share ideas for promoting the contest and collection in your stores as well as additional information on the contest entry and judging process.

— 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!



*Blockheads 5 block-of-the-week with Moda  
Fabrics continues through July 2024*

The second round of Blockheads 5 is ongoing,  
but it's never too late to join the fun! See  
previous page for more info.

*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.

*Pouch*



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

# UPCOMING *Quilt-Alongs*

## *Prism Party with Moda, featuring Cathe Holden's Curated in Color collection*

Join us for the Moda Prism Party quilt-along in late May as we make a rainbow wall hanging, pillow, and bunting from our Prism Party pattern. New dates coming soon!



## *Flower Stand BOM ( 6 Months) with Heather Briggs of My Sew Quilty Life*

Flower Stand is a six-month Block of the Month that features the Flower Girl fabric collection by Heather Briggs of My Sew Quilty Life for Moda Fabrics. This unique new block of the month is the ultimate BOM experience your customers are going to love. Each month, your customers will receive two Flower Stand block patterns sealed in a fun envelope. Along the way, there will also be exciting prizes, special giveaways, and chances to be featured in MySew Quilty Life's newsletter/blog/social media.



QAL starts Friday, April 19th -  
Kick off Celebration + Blocks 1 & 2  
Pattern available directly through My Sew Quilty Life.

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

Starts May 2024 (when fabric ships)  
Pattern Stock # CQ 208 Cuddle Up Sampler  
70x70



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



# UPCOMING *Quilt-Alongs*



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

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.



## *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!

# UPCOMING *Quilt-Alongs*

## *National Sew A Jelly Roll Day*

Event day is September 21. We are excited to introduce to you our first free Jelly Roll pattern included in the Moda Mail. We have 3 more amazing patterns that we will share in the weeks leading up to the event. So stock up and get ready to roll with us on September 21!



## *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. Join us as we sew the Love Letters kit together with Vanessa Christenson of V and Co.

i ♥ ombre metallic  
V and Co.



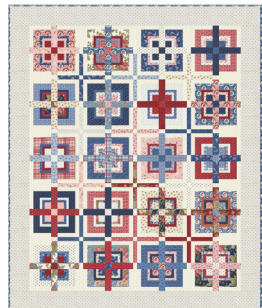
Kit Details: KIT10875  
Pattern: VC 1291 54" x 57"  
Love Letters by V and Co.

More details coming soon.



## *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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FABRICS + SUPPLIES®



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