



FEATURING



FALL 2024

moda

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We hope that you had a fun summer and are now gearing up for the fall and Quilt Market! We had a great time this year with Project Jelly Roll and hope that you used our free patterns to create an in-store event for your shop! We have new programs, new designers, and a lot of gorgeous fabric in this new catalog! This is our first release that will feature all seasonal fabrics at one time. We heard a lot of feedback from you that seeing Christmas and Winter all at the same time helped you plan your buy more accurately, and we look forward to your feedback after this release.



Sweetwater is our cover designer and their line Emmitt and Ivy is a beautiful Christmas line. Their collection features fun tossed snow people and Sweetwater's classic newspaper print featuring letters to Santa from Emmitt and Ivy, favorite Christmas recipes, and words of joy and encouragement. The collection is filled with delicate prints and features a fun light blue colorway for the non-traditional Christmas lovers.



Jen Kingwell is launching two new lines, Mixed Bag of Bon Bons and Mixed Bag of Lollies. These two lines, which total 20 SKUs, will be used together with a new 6-month Block of the Month featuring a different Template of the Month with each block. We are thrilled to be able to offer this entire program this time that will be delivered through us. Her program, Pick a Petal, will be shipping with the group in April of 2025.

We are thrilled to bring two new designers to Moda: Jessica Rose, with her line Rainer, and Emily Van Hoff with Groove. Rainer is a beautiful floral group, bringing some warmth to this seasonal release. Groove is as fun as it sounds with large-scale prints that will give anyone the feeling of movement. We are thrilled to have Jessica and Emily join our team and hope that you will enjoy their collections as well.



October kicks off Stitch Pink and our line this year is Vanessa Christensen's I Heart Ombre Metallic. We are happy to be able to continue to support such an important cause in our community. Thank you to everyone who has participated in this great cause over the past years!

i ♥ ombre metallic
V and Co.



We look forward to seeing everyone is who is able to make it to Quilt Market in a few short weeks. We will be very festive and celebrating the winter season with our booth themed "Moda Wonderland." We can't wait to see you there!



Warm Regards,
The Moda Team

Quilt Market 2024

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

★ RUBY STAR SOCIETY ★



RUBY STAR SOCIETY

The latest installment in the Ruby Star Society Projects with Purpose is the **Sticker Magic sticker pack**, benefitting Active Minds, an organization dedicated to promoting mental health among young adults. In honor of the selvedge collecting trend, we created our **Selvedge Magic** mini collection, featuring running yardage that includes almost every selvedge we've ever done in our 11 years of working together, along with a print of icons and letters used in our selvedges and perfect for fussy cutting.

Glow Garden is a love letter from Sarah Watts to her daughters and features a glow-in-the-dark neon palette that captures the magic of playtime activities like blacklight posters, neon lights, and roller skating.

Salutations from Rashida Coleman Hale is all about celebrating stationery, office supplies, postage stamps, washi tape, and especially handwritten letters. Look for the boxed kit featuring this collection! Kimberly Kight's Strawberry print made its first appearance on quilting cotton and canvas in 2017.

Strawberry 2024 is for loyal fans as well as new generations: Strawberries on quilting cotton, canvas, wideback, and cotton lawn, in an array of new colorways and a variety of layouts and scales.

STRAWBERRY PATCHWORK BOW

Enjoy a complimentary mini charm of Strawberry by Kim Kight and a free project to create an adorable patchwork bow!

PATCHWORK TREE MINI QUILT

Sweetwater has designed a mini-charm quilt block! One copy of the Patchwork Tree Mini Quilt plus an Emmitt and Ivy mini charm is included in your box. This block pattern is a Moda-Mail-exclusive excerpt from Sweetwater's pattern SW P321 The Tree Farm, which is available to purchase from Moda Fabrics.



LITTLE BOX PROJECT

We are also introducing our NEWEST Little Box from Sweetwater called Emmitt and Ivy, which is available June 2025. This beautiful Christmas collection is sure to sell out fast. Place your order today with your Moda Sales Rep.



OUR FAVORITE THINGS!

Our Favorite Things: Bags sell sheet includes patterns, zippers, webbing, zipper pulls, and hardware kits. The video via QR Code features Moda's own Book and Pattern Buyer Samantha Beck and Marketing's Annie St. Cyr showing some our favorites that we know will become yours as well.





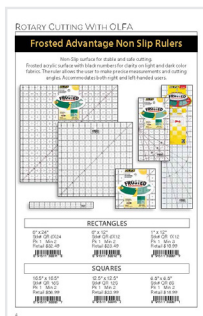
BAG IT!

A bag for any occasion! Sewing, quilting, organizing, and traveling.....or just a well deserved night out. We've got your bag. Includes canvas and thermal totes, glam bags, pouches, and more.



LEARN THE EASY AND EXCITING CRAFT OF ROPE

The craft of sewing with rope continues to be a fun and hot trend in our industry. We love the ZIGZAG Rope Sewing Projects book from Katherine Lile. Please enjoy the Rope Keychain Project and the Make a Basket Project from The Mountain Thread Company.



ROTARY CUTTING WITH OLFA

Olfa continues to be an important partner with United Notions and a leader in our industry. Non-slip rulers, rotary cutting mats, rotary cutters and blades are essential to any sewing room. Please enjoy this 1" x 12" ruler from Olfa.



NEW BOOKS AND PATTERNS

What's NEW in Books and Patterns, featuring paper piecing, crochet, and quilting.

C&T PUBLISHING

Best-selling items from C & T, featuring builder decks, top 5 books, and the Quilt Genius Design Tool Kit and Graph Paper.

Join us at International Quilt Market
October 26 - 28, 2025

Moda Booth 534 · Notions 551



Walk through a Moda Wonderland at Fall Quilt Market in October! Meet our fabulous designers, get inspired by beautiful quilts and projects, discover the latest trends in fabric and notions, join us for demos and make-and-takes, score pre-release fabrics at Sample Spree, and learn more about exciting programs through Moda designer schoolhouses!

Contact your sales professional to schedule an appointment at Quilt Market today!

— 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*

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



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.

i ♥ ombre metallic
V and Co.



Kit Details: KIT10875

Pattern: VC 1291 54" x 57"

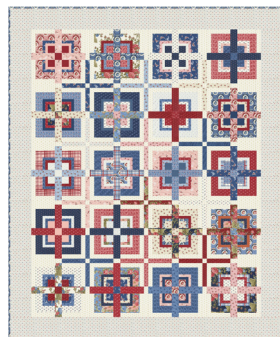
Love Letters by V and Co.

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



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.



UPCOMING *Quilt-Alongs*



Flower Shop Block of the Month

This 6-month BOM features the Dainty Meadow fabric collection by Heather Briggs for Moda Fabrics. Imagine showcasing your fabric in a beautiful storefront display of flowers with the Flower Shop quilt. This 75" x 75" quilt is traditionally pieced and includes a bit of simple hand embroidery and optional applique for that extra charm. Ask your sales professional for more information!



Pick A Petal Template of the Month

Featuring Jen Kingwell's newest collections, Mixed Bag of Bon Bons and Mixed Bag of Lollies, Pick a Petal is a 6-month Template of the Month program that kicks off in April 2025. Ask your sales professional for more information!



Sweet Christmas Block of the Month

Bunny Hill's upcoming Block of the Month program featuring her newest collection, A Very Sweet Christmas, will be available as a kit and as a digital quilt top for making a quick sample to display in your shop. Ask your sales professional for more information!

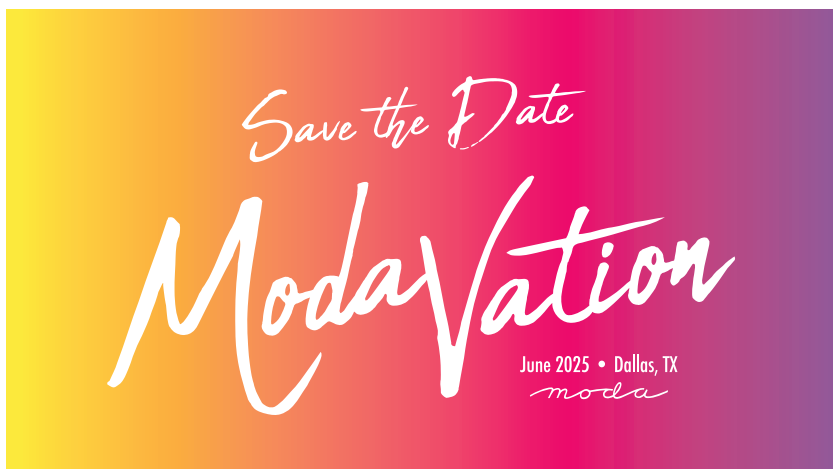


Buon Natale Block of the Month

Stay tuned for more details on Fig Tree & Co.'s upcoming Block of the Month program featuring Buon Natale, Joanna's latest collection of classic Fig Tree Christmas colors!



Scan the QR code to visit our Quilt-Along page and keep up to date with the latest events!





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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