



**French  
General**

*moda*



# French General



The French General look is all about a rural lifestyle in the South of France. Inspired by grand old homes and gardens, our collections of fabric are filled with antique French prints in soft shades of red, pearl, woad and grey. The combination of these historical colors make up beautiful quilts that have a fresh vintage feel.

French General began designing fabric for Moda twelve years ago, after a chance meeting at the French General shop in Hollywood, California. We had been collecting antique fabric in the brocantes and flea markets in France for years, and we jumped at the opportunity to curate a collection for the quilting world. Our 18th and 19th Century reproduction prints are historical but with a modern color palette. Blending our collections from years past with current collections truly shows off the versatility and beauty of early French reproduction prints.

Thirty-five collections and hundreds of quilts later, we are still excited to be a part of Moda and see our fabric in the most beautiful quilt stores around the world. Thank you for being a part of our journey!

*Merci -  
Kaari and JB*



*moda*  
and French General

12 Years Creating Beautiful Fabric Together.



INTRODUCING  
BONHEUR DE JOUR  
WINTER 2022



**Bonheur de Jour** is a classic collection of our French General-style floral prints, antique block-prints and a handful of our favorites from Rouenneries. All of the French General colors come together here with our deep red, faded red and pearl, including a fresh, new darker grey mixed in. This collection is sure to bring you happiness throughout the day, which is why we chose to call it Bonheur de Jour!



# BONHEUR DE JOUR SWATCHES



13910 11



13910 12



13910 14



13911 15



13910 16



13911 11



13911 15



13911 16



13911 18



13912 12



13912 13



13912 16



13912 17



13913 11



13913 13



13513 21



13914 11



13914 13



13914 16



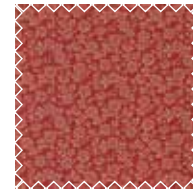
13914 17



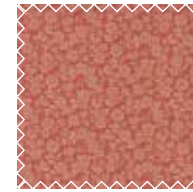
13914 18



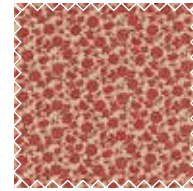
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13915 11



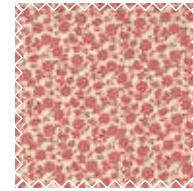
13915 13



13915 16



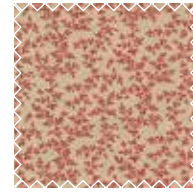
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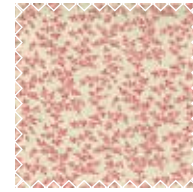
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13916 13



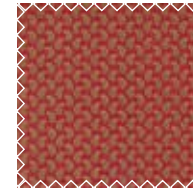
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13916 18



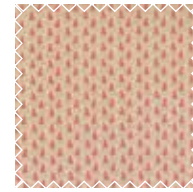
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13917 11



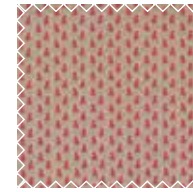
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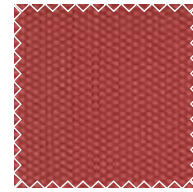
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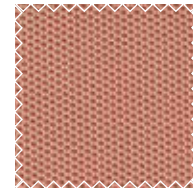
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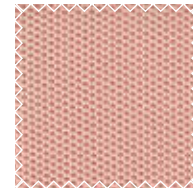
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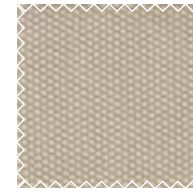
13918 11



13918 17



13918 19



13918 21

## SOLIDS THAT COMPLIMENT THE COLLECTION



13529 19



13529 23



13529 20



13529 21



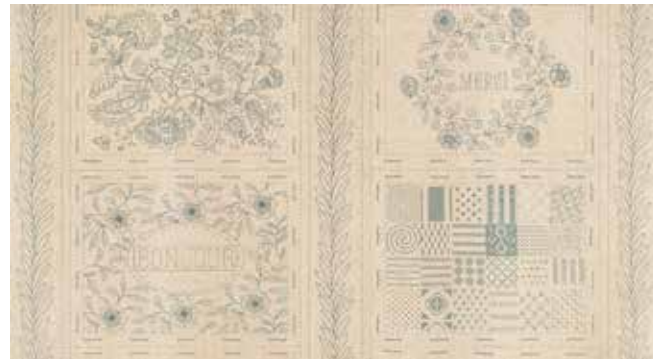
# BRODERIE BONHEUR DE JOUR



24" X 44" Panel printed embroidery samplers  
on mochi linen 70% cotton 30% linen



ROUGE 13919 12L



WOAD 13919 18L

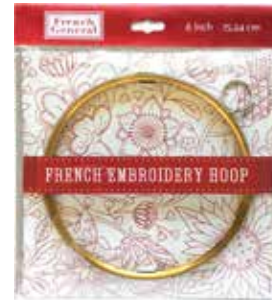


ROCHE 13919 15L



Use your favorite colored embroidery floss to stitch  
a small work of beauty

## OUR FAVORITE EMBROIDERY TOOLS



4" AND 6" BRASS HOOP  
WITH STEEL COIL SPRING



BIRCHWOOD BOBBINS TO  
ORGANIZE FLOSS

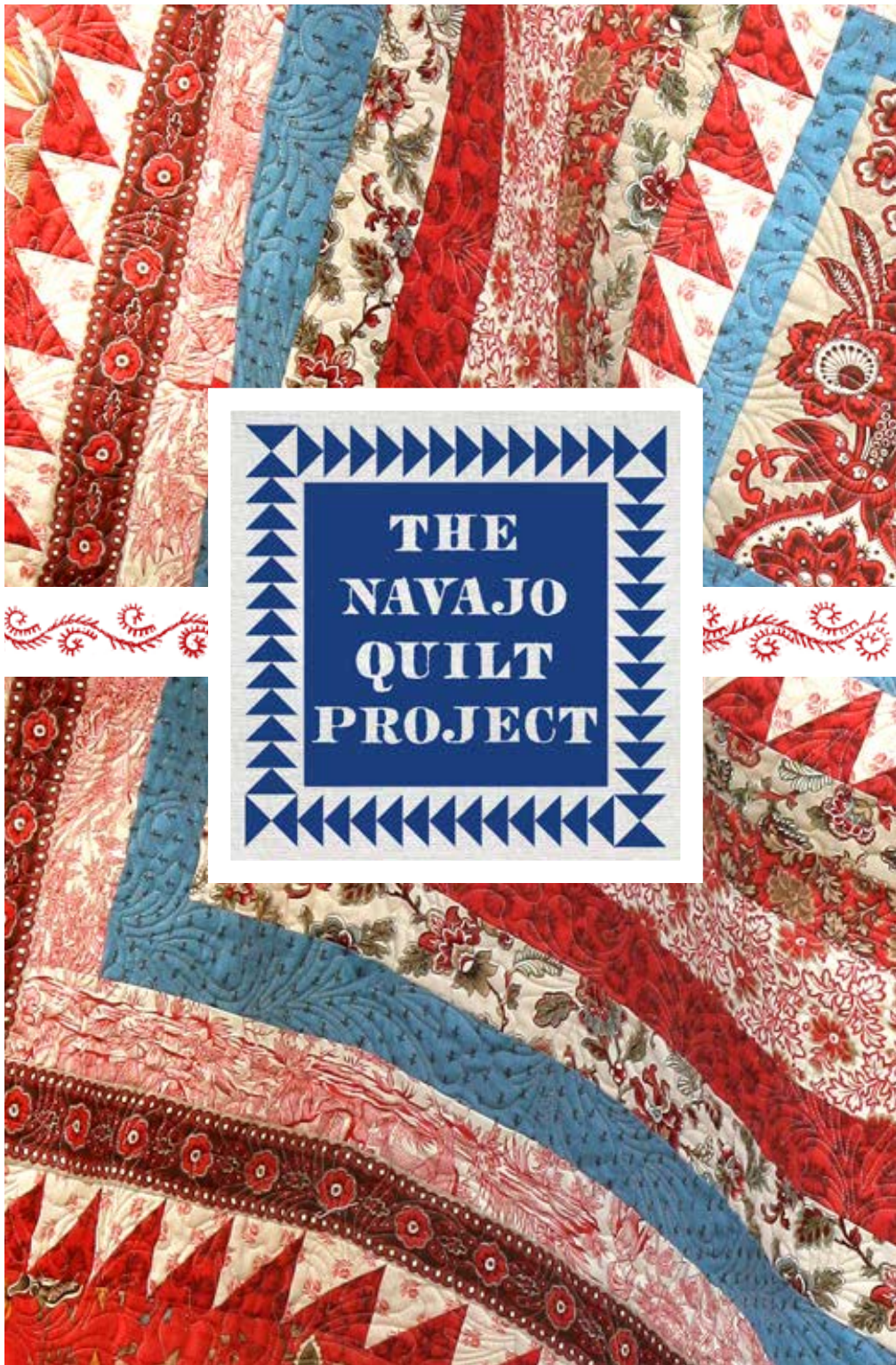


VINTAGE INSPIRED  
BLACK OXIDIZED SNIPS



A COLORFUL PALETTE OF FLOSS  
FOR OUR EMBROIDERY SAMPLERS

These items are available wholesale at [www.frenchgeneral.com](http://www.frenchgeneral.com)



**The Navajo Quilt Project** was started over five years ago by French General to bring awareness and supplies to Navajo quilters and help provide them with the essential quilting and sewing supplies they need for their livelihood. The Navajo Nation is the largest Indian reservation in the United States, comprising about 16 million acres, or about 25,000 square miles. Kaari has worked with master quilter, Susan Hudson to make sure senior centers are receiving supplies so that they can be distributed to remote areas throughout Arizona, New Mexico and Utah.

Susan explained the necessity of this project, “Some of us live hours away from a fabric store. Our reservation is so vast that the border towns can be over 100 miles away. The elders are on a fixed income and they can not afford to pay \$11 a yard or buy an expensive sewing machine. A lot of the elders do not have running water, internet, indoor plumbing, or electricity. They sew by hand or use a treadle sewing machine. Working with Kaari and The Navajo Quilt Project, the donations from people all over the country have made life a little easier for the elders.”

As the Navajo Quilt Project continues, there is an opportunity to help improve the lives of Navajo quilters. We hope that this project will eventually provide an income to the grandmothers, mothers, and daughters who are able to make something that can then be used to sell or trade for supplies needed.

Donating your fabric and sewing supplies to the Navajo Quilt Project is easy. Simply pack up a box and send it to Susan through USPS. Be sure to include a self-addressed and stamped envelope for a confirmation.

**Susan Hudson**  
**P.O. Box 223**  
**Igancio, CO 81137**

If you have any questions, you can contact Kaari at [notions@frenchgeneral.com](mailto:notions@frenchgeneral.com). This project only works because quilters like you care about our sisters in The Navajo Nation.

## SOLIDS

Pearl #13529 21



Smoke 13529 161



Oyster 13529 22



Tea 13529 53



Roche 13529 20



Stone 13529 69



Brown 13529 55



Saffron 13529 168



Pale Rose 13529 155



Faded Red #13529



Garance 13529 157



Rouge 13529 23



Lavender 13529 143



Bordeau 13529 142



Verte 13529 118



Fern 13529 117



Blue 13529 163



Ciel Blue 13529 169



French Blue 13529 171



Woad Blue 13529 33



Indigo 13529 87



**French Sashiko** is our interpretation of the antique Japanese Sashiko fabric that was used hundreds of years ago to quilt and repair fabric. Our version is a woven cotton with a sashiko weight cotton thread stitched throughout, giving it a handmade look and feel.

## FRENCH SASHIKO



Pearl Oyster 12562 16



Pearl Red 12562 15



Rouge 12562 11



Pearl Indigo 12562



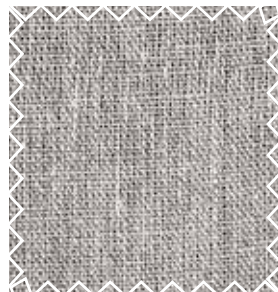
Blue Dust 12562 13



Indigo 12562 17

## NATURAL LINEN

A soft, pure natural linen that becomes incredibly soft and supple once washed. Use this linen for quilt backs, bed covers, and home textiles.



Pure Natural Linen 9958

## FRENCH PRAIRIE CLOTH



Pearl 919 65



Oyster 919 64



Fade Red 919 62



Rouge 919 61



Blue Dust 919 63



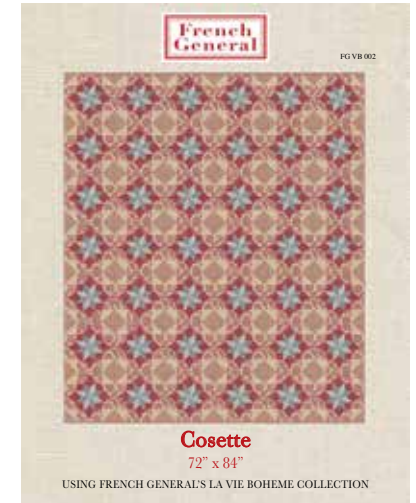
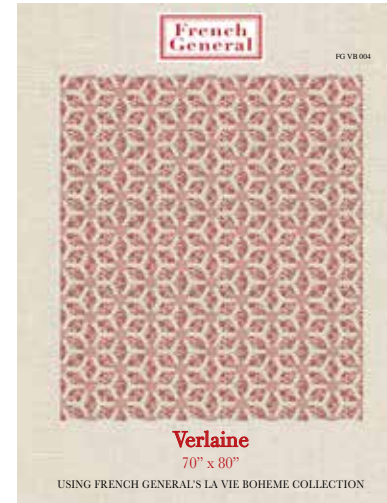
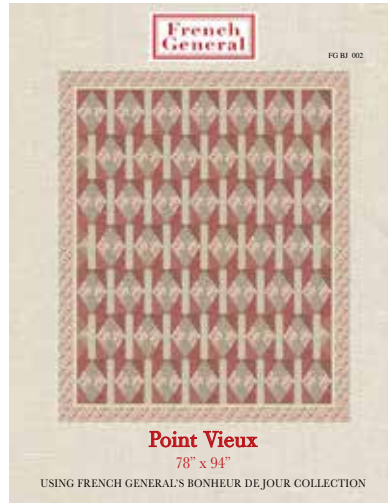
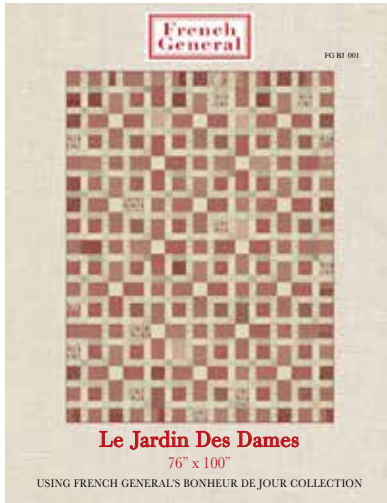
Indigo 919 67



BONHEUR DE JOUR  
QUILT PATTERNS



LA VIE BOHEME  
QUILT PATTERNS





# FRENCH GENERAL WORKSHOPS



Learning a new craft, skill or stitch is at the heart of French General. For the past twenty years we have offered workshops focused on weaving, stitching, natural dyeing, mending and textile history. Our workshops are offered in our shop, at quilt festivals and retreats around the country. If you are interested in having French General teach at your retreat, gathering or workshop, please write to us at [notions@frenchgeneral.com](mailto:notions@frenchgeneral.com) for more information.



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# FRANCE GETAWAY

2023



Join us for a week in France for our yearly France Getaway retreat. Visit nearby villages, shop the flea markets and spend time cooking and crafting with like-minded women. Surrounded by fields of sunflowers and traditional artisans, you will be inspired and connect deeply to the countryside of France

Our days are spent living in a large, country manor just outside of Toulouse, near the village of Cordes-sur-Ciel. Our 19th century home is in the middle of acres and acres of gardens and old trees - a perfect place to relax in one of the many elegant rooms, or sit by the pool and enjoy a glass of local wine.

Afternoons are spent in the studio learning a new craft or stitching the hours away. Chef Charlotte keeps us well fed as well as teaches us her fabulous French cooking techniques. You are welcome to join in all of the activities or take time out to find your inner Frenchwoman.

If you are interested in joining us in France someday, please write to [mogull@frenchgeneral.com](mailto:mogull@frenchgeneral.com) to hear about our upcoming plans for 2023.



[WWW.FRENCHGENERAL.COM](http://WWW.FRENCHGENERAL.COM)