

Pieces^{TO} Treasure

BY JENELLE KENT

Enamoured Toweling

Introduction

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My Inspiration

Red and white is a colour combination that reminds me of Christmas, Valentine's Day and also patriotic celebrations.

This collection of eleven 18" wide red, off white and Etchings Stone towelings are perfect for projects for all these celebrations. Pillows, table runners, bunting, Santa Sacks, table napkins, Christmas stockings and off course tea towels, are ideal sewn with this fabric. But this toweling line is not confined to just celebrations; teamed with greys, blacks and neutrals they take on a European/French flavour, making them versatile for home decor projects.



992-309



992-310



992-311



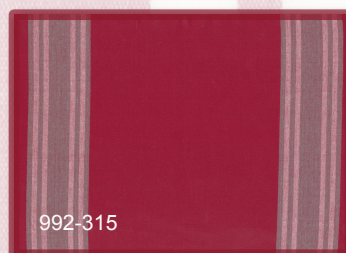
992-312



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992-317

Free Patterns

Check out my website for Free Projects for use in your stores.

The Starbright Runner and Valentines Runner are perfect for this fabric line.

piecestotreasure.com

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*New Patterns with Sales
& Display Ideas.*

Sales and Display Ideas

Patriotic Runner - Display the toweling in a basket with layer cakes of Stateside by Sweetwater, or patriotic ranges by Minick and Simpson. Hang the patterns on the side of the basket. A Layer cake is enough fabric for the applique - add a 1/3 yd for bias vines.

Christmas Runner - Display toweling with exisiting Christmas fabric lines. Create bundles or scrap bags of Christmas fabric, for the applique, to display and sell with the toweling.

For a quick display, applique one of the table napkins to show how the fabrics all coordinate together.



Make the runner in either **Christmas** or **Patriotic** Colours.

Fold the fabric in the kit and tie up with a Christmas ribbon to look like a gift. Tie the pattern on the top like a gift tag.



Quick to Kit

2 1/2 yds of 992 315

1/2 yd red for binding

12" of off white for bias vines

5" strips of 4 assorted red and whites for applique

Add the pattern.

To sell more Enamoured Toweling include the backing for the Tree Skirt. I have used 992-313.

Enamoured Trunk Shows

If you would like to book a Trunk Show to display these projects in your store, please email Jenelle at admin@piecestotreasure.com

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Sales and Display Ideas

Fabric for applique is from Date Night
by Basic Grey.

Make one pillow for a display and
place the Enamoured toweling in a
cane basket and locate near some
printed patchwork cottons, that would
suit the applique.



Extra Sales

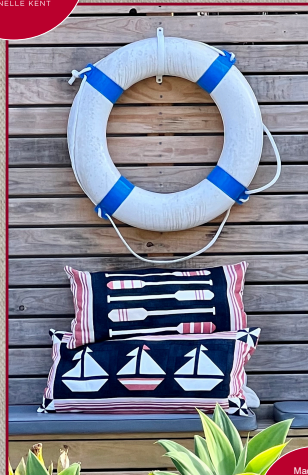
Use Enamoured toweling on
the back of all the pillows so
they are reversible.
Encourage consumers to
choose a toweling for the
back when they are
purchasing their fabric.

Country Farm Pillows



Country Farm Pillows PTT 249
Finished Size: Bee 18" x 18", Rooster
18" x 18", Hen & Chicks 18" x 32"

Nautical Pillows



Sailboat Pillow: 29" x 14" (70cm x 35cm)
Oar Pillow: 24" x 14" (60cm x 35cm)

Nautical Pillows PTT 250
Finished Size: Sailboats 14"x 29",
Oars: 14" x 24"

These pillows are perfect for
stores near lakes or the coast.

For kits use:

Grunge 30150 225 for Navy
Bella Solid 9900 200 White
Bella Solid 9900 178

Integrate
toweling and
pillows into a red
white and blue
display.



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& Display Ideas.*

Sales and Display Ideas

Santa's Treasure Sacks work well with so many past, current and new Christmas Lines.

1 2/3yd of Enamoured Toweling will make the outside of the sack.

Display the toweling with your current Christmas lines so customers can choose their printed lining.

Quick Kit Idea

- * 1 2/3yd of toweling
- * 1yd Christmas themed lining
- * Christmas Scrap bag for applique

Scrap Bags are great for consumers to purchase for a little bit of Applique.

Make them from leftovers in store, from kits and making projects.

I make them by weight so the weigh the same as 1yd of fabric.

Coordinate the fabrics in the scrap bag.

Place in a pretty bag, label and price.

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Santa's Treasure Sacks



Made with
Enamoured
Toweling by
Jenelle Kent for Moda

Finished Size: 17" x 28" x 4" (42cm x 70cm x 10cm)

Santa's Treasure Sacks PTT 251
Finished Size: 17" x 28" x 4"

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Mini Christmas Stocking Bunting



Made with
Toweling
by Moda

Mini Christmas Stocking Bunting PTT 230
Finished Stocking Size: 5" x 5"

For Display and Sales

Make a Bundle of 1 yd each of 7 Enamoured Towelings:

- 992-309
- 992-310
- 992-311
- 992-312
- 992-313
- 992-314
- 992-315



Attach the packet of Advent Buttons PTT-212, and the pattern to the top like a gift tag.

All the customers need to add is 1 1/3 yd plain white for lining and cord to hang them up.



Bundle for Mini Christmas Stockings