

# MODA MAIL

## MARCH 2023

After our yearly February Freeze, Moda HQ in Dallas is back up and running, and spring is just around the corner (in our part of the world at least)! We hope this box of fabric goodness finds you well. There's something for everyone in this catalog, from traditional to modern to in between, plus reminders about big upcoming programs like Project Jelly Roll in September and Stitch Pink in October. Please enjoy these offerings from Moda Fabrics, Ruby Star Society, and United Notions.

*Box art by Kaari Zabala of French General, from the new collection Chateau de Chantilly.*



### MODA'S CATALOG, PIECE ISSUE NO. 57

Inside this issue, you'll find fabrics to plan September and October 2023. Kaari Zabala of French General is our cover girl, with the new group *Chateau de Chantilly*. Overall, we have 19 new Moda collections for you, including a fabric line for this year's Stitch Pink in October, a new designer, 4 Moda boxed kits, a new Stacy Iest Hsu project panel & fabric book panel...the list goes on!

*To be included in the first shipments, make sure to contact your Moda rep today!*

### RUBY STAR SOCIETY

Our friends at Ruby Star Society have 3 new groups for you which are sure to delight. *Backyard* by Sarah Watts is full of the flora and fauna found just outside her home. *Flowerland* by Melody Miller is a cheery rainbow of retro-inspired color and print, rooted in nature. And Alexia Marcelle Abegg dives into block print inspirations with *Sugar Maple*, complete with patchwork and handkerchief inspired yardage panels.

*Backyard and Flowerland will ship in September 2023. Sugar Maple will ship in October 2023.*



ALEXIA MARCELLE ABEGG

### Chateau de Chantilly



### CHATEAU DE CHANTILLY by FRENCH GENERAL

Kaari is celebrating 15 years designing fabric with Moda, and *Chateau de Chantilly* encapsulates the classic French General fabrics in the reds, creams and pearls, with an added dash of clay and tea for a fresh addition to the look.

*Chateau de Chantilly Mini Charm (13940MC) and French Pocket Project Sheet (PS13940) are included, along with 42 Paper Pieces 1" Hexie Papers to make the project. Chateau de Chantilly will ship in September 2023.*

### PAPER PIECES

*Hexies and Diamonds and Triangles, Oh My!* Peruse our hexie options from Paper Pieces. If you have a smaller hexie project for classes, the large 1" hexies packs are perfect to break into smaller amounts like we did for the French Pocket pattern in the box!



For any additional questions or information about any of these products, please contact your salesperson or [marketing@modafabrics.com](mailto:marketing@modafabrics.com). We appreciate you and hope you enjoy Moda Mail!

[modafabrics.com](http://modafabrics.com)



# FLOWER PRESS

KATHARINE WATSON

## FLOWER PRESS by KATHARINE WATSON

We are so excited to welcome Katharine Watson to the Moda Family of designers, with her debut collection *Flower Press*. Katharine works with linocut prints, and this collection truly captures that hand-printed feel, with floral and nature motifs.

*Flower Press will ship in October 2023.*

## LIGHTHEARTED by CAMILLE ROSKELLEY

The Shine On Sampler Quilt from *The Bonnie & Camille Quilt Bee* book (ISE 940) is an unforgettable project that works beautifully with Camille's *Lighthearted*. This shop guide lists all the fabrics for the quilt done up in the new fabrics.

*Lighthearted will ship in September 2023, and also features 108's and a Moda-exclusive Aurifil thread pack.*

## AMERICAN PATCHWORK & QUILTING

American Patchwork & Quilting is celebrating 30 years in print! Enjoy this anniversary issue, and read all about Lissa Alexander's Scrappy Celebration QAL which just started, and goes through April 16.

*Scrappy Celebration QAL pattern is in this APQ issue, or available as PDF from [apqshop.com](http://apqshop.com).*

## ELECTRIC QUILT

Learn about the software and features available from Electric Quilt, including design software EQ8 (#EQ A0008EQ) and Block Base + (#EQ ABBASE). Lissa Alexander designed her APQ Scrappy Celebration project in EQ8, and the pattern is loaded in the system to play with fabrics and color options.



## AURIFIL 50wt THREAD

Aurifil's iconic orange spool denotes their most popular 50wt thread, available in 270 colors. Order thread in various spool sizes, or in packs like the Necessities pack (AC50NC4), featuring a range of useful neutral threads.

## SEWLINE - 10% OFF IN MARCH

Stock up on your Sewline favorites or try something new. Sewline products are 10% off March 1-31.

# Sewline™

## WELCOME TO MY SHOP HOP

Get ready for any shop hops with counter top displays, small notions and impulse-buy gifts to please all sewists.

## NEW BOOKS

Check out the new books available now, from quilting and sewing projects, to stitchery, crochet and more.



# UPCOMING PROGRAMS



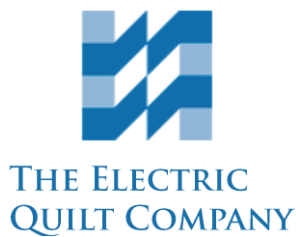
## PROJECT JELLY ROLL 2023

Save the date! National Sew a Jelly Roll Day is the third Saturday in September—this year, **Saturday Sept. 16th**. We'll have new PJR patterns (including a smaller pillow project) and shop contest info in the coming months!



## STITCH PINK 2023

Stitch Pink in October 2023 will feature Camille Roskelley's *Lighthearted* fabrics, and a sewalong of her new pattern *Adore* (TB 273). Don't miss out now to get the first shipments in September.



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

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