



Dear Loyal Customer,

We hope that this year is treating you well so far. A minor freeze in February slowed us down for a few days but now we are back up and running and still shipping on time. We are looking forward to the H+H show in June; if you are able to join and come see this newer format, please make your plans now and we will see you there this summer!

This year we started *Moda Makes It Easy*, a bi-monthly newsletter that is aimed to help assist you. Our goal with *MMIE* is to help make resources and information as easy to access as possible. With clear communication about upcoming social media features by the Moda Marketing Team to info about promotions, order cut-off dates, new programs and more, this newsletter directly supports our valued shop owners. Please be on the lookout for these emails from info@modafabrics.com.

Kaari from French General is on the cover of the March Edition in the Moda Mail, and is celebrating 15 years of designing fabric with Moda. Her classic lines transport us to a beautiful part of French history. This collection was discovered in a beautiful chateau, and pairs beautifully with her French General Solids, which have a new color to coordinate with this group.

Additionally, we are thrilled to introduce a new designer with this introduction, Katharine Watson with her collection *Flower Press*. Katharine creates with block printing, and we have beautifully translated that hand process to our fabrics. We really hope you enjoy this new collection.

For Stitch Pink 2023, we will be using Camille Roskelley's line, *Lighthearted*. Stitch Pink is meant to bring awareness to Breast Cancer as so many people are affected and changed by this each year. We always hope that more information brings more support and research to help those in need. The funds from this line will be used to donate to the National Breast Cancer Foundation. Please be on the lookout for more information and Quilt-A-Long details from Camille's quilt TB 273 Adore. There will be more details in the *Moda Makes It Easy* newsletter.

Finally, Kate Spain has created a new line called *Sunflowers in My Heart*. As Kate says "in difficult times, our creative community often leans-in to its abilities and makes effort to do what we can to help ease the suffering of others." Continuing her fundraising work to support the people of Ukraine, Kate was inspired by the significance of sunflowers to the Ukrainian people and made this beautiful line bringing brightness when needed. Moda will be donating a percentage of sales to the World Central Kitchen, a charity that feeds communities in need and which works extensively in Ukraine.

Moda is committed to improving our community and giving back to our industry. We will always be the company that cares, and hope that you have a wonderful day.

Warm Regards,

The Dunn Family