

MODA MAIL

SEPTEMBER 2022

This Moda Mail is full to bursting! This fall release will take us through to Fall Quilt Market in Houston—and we could not be more excited to see you all there in person! Can you believe it's been three years since the last Quilt Market? That's just too long between seeing all of our fabric friends. In the meantime, please enjoy these offerings from Moda Fabrics, Ruby Star Society, and United Notions.

Box art by Vanessa Goertzen of Lella Boutique, from the new collection Christmas Eve.



MODA'S CATALOG, PIECE ISSUE NO. 55A & 55B

So much new fabric we had to split into two catalogs! Inside these issues, you'll find fabrics to plan March, April and May 2023. Vanessa Goertzen of Lella Boutique is our cover girl for seasonal fabrics, debuting *Christmas Eve*, which is a follow up to her popular *Christmas Morning* line. For Issue 55b—'everyday' fabrics—we're showing off a new line from *The Brady Bunch's* Maureen McCormick, *Flower Power!* Overall, we have 25 new collections for you, including 6 Moda boxed kits, new wovens & toweling, finished product, and Thatched Bias bindings.

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



Review catalogs, individual lines, and offerings from United Notions by scanning the QR code to the right on any mobile device!



RUBY STAR SOCIETY

We have three new groups from our friends at Ruby Star Society, in addition to a new *Projects with Purpose Patchwork Panel*. For every Patchwork Panel sold, \$5 will be donated to the Jed Foundation, which works to protect mental health and prevent suicide in teens and young adults. *Lil* by Kimberly Kight is a follow up to *Smol*, featuring charming scandi and quilting motifs. Sarah Watts brings us into her *Reading Nook*, full of bookshelves, delicate florals, tea, and some favorite reading companions. *Sunbeam* by Rashida Coleman-Hale follows up *Linear* with a warmer, sunwashed palette and some familiar favorites. As always, current Basics, available Wovens, and finished product are listed as well!



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Insider

Are you a member of our Moda Insider Facebook Group? Make sure to join to get ideas, business strategies, and Moda-news.

<https://www.facebook.com/groups/modainsider>

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

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FABRICS • SUPPLIES®

Christmas Eve

Lella Boutique



CHRISTMAS EVE by LELLA BOUTIQUE

'Tis the season to be jolly! *Christmas Eve* is a festive follow up to Lella's popular *Christmas Morning*, including another large packaged panel. Everything is sure to sell out so make sure you order plenty!

Christmas Eve Mini Charm (5180MC) and *Giving Season Project Sheet (PS5180)* are included. *Christmas Eve* will ship in May.

Flower Power

Maureen McCormick



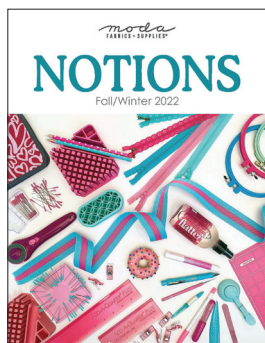
FLOWER POWER by MAUREEN McCORMICK

Come on, get happy! *Flower Power* features flowers of all kinds in a bright and cheery palette reminiscent of the 60s and 70s.

Sticker, *Flower Power Mini Charm (33710MC)*, and *Flower Power Dresden* free pattern are included. *Flower Power* will ship in March.

TOWELING BASICS CATALOG

Moda Toweling is a versatile addition to your shop. Available in classic to modern styles & colors, there are also 60" options for more project uses. Not sure how to use toweling? Take a look through the patterns listed that were designed specifically for these fabrics.



NOTIONS CATALOG

Don't miss a thing, from new notions to familiar favorites. This catalog has it all: cutting tools, templates, embroidery, pressing aids, bias tape, storage, and more! We've included an additional supplement all focused on new books & patterns as well.

MODA DESKTOP CALENDAR

Start planning your 2023 now with this desktop calendar from Moda. If you're looking for the small reference calendar, don't worry it's coming in the next mail!



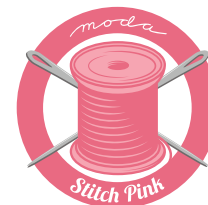
HOME & GIFT: HAPPY HOLIDAYS

Now is the perfect time to start making sure you have all of the gift items you need for the holiday season!



STITCH PINK 2022

October has begun, which means Stitch Pink is getting started! Postcard and sticker included as a reminder of this great program featuring Cathe Holden's line *Leather & Lace* and *Amazing Grace*.



Sewline™

SEWLINE

Sewline tools are a favorite at Moda HQ, and this booklet gives handy info about each product and what makes them unique. *Fabric Pencil* sample included, in pink (FAB50046) or blue (FAB50047).

SOAK

Not only do Soak products smell lovely and smooth your fabric nicely, it doesn't hurt at all that the bottles are beautiful! Enjoy a sample of the new Mint fragrance (F08 6W).

soak

Market is Back, Baby!

QUILT MARKET IS BACK, BABY!

Moda will be there in Houston for Fall Quilt Market, October 29-31. Make sure to schedule an appointment with your Moda rep—you won't want to miss out on Moda Sample Spree or the Jen Kingwell surprise we have up our sleeves for an exclusive Market debut!

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

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