



**MAY 2023**

It's a bird! It's a plane! No, it's the Moda Mail box delivered straight to your hands from Moda HQ. We hope you enjoy this box, and in particular the new fabric lines we've been working hard on behind the scenes. There's always a moment of calm between finishing the collections and the flurry of excitement when shops are able to start seeing what's coming up, so we hope you find just the thing you've been looking for to fill your shelves! Please enjoy these offerings from Moda Fabrics, Ruby Star Society, and United Notions.

*Box art from Collections for a Cause: Etchings by Howard Marcus & 3 Sisters.*



### MODA'S CATALOG, PIECE ISSUE NO. 58

The Dunn Family are featured on the cover of this catalog, with a new *Collections for a Cause: Etchings* group which will benefit the Parkinson's Foundation—a cause near and dear to all of Moda. Overall, we have 21 new Moda collections to help you plan November and December. In addition to some fun new toweling options, we're excited to have 1Canoe2 returning with a new line, *Willow*. 6 precut kits and new 108" backings round out the offerings.

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

Collection for a Cause:  
**ETCHINGS** by  
*Howard Marcus & 3 Sisters*



### COLLECTIONS FOR A CAUSE: ETCHINGS by HOWARD MARCUS & 3 SISTERS

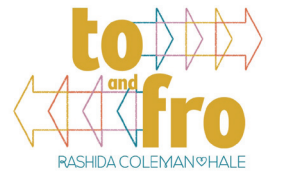
*Etchings* is the latest Collection for a Cause, a series of fabric collections created to support various charitable causes. The group is also a follow up to 3 Sisters' 2011 collection of the same name. Proceeds from this collection will go to the Parkinson's Foundation: [www.parkinson.org](http://www.parkinson.org)

*Collections: Etchings Mini Charm (44330MC) and Etchings Tulips Pillow Project Sheet (PS44330) included. This group will ship in November 2023.*

### RUBY STAR SOCIETY

It's time for a spring refresh from Ruby Star Society! There are 3 new collections in this mailing. *Sugar Cone* by Kimberly Kight is sure to delight your sweet tooth. *To and Fro* by Rashida Coleman-Hale features a few familiar motifs in an ode to women on the move. And Jen Hewett returns with *Verbena*, echoing nature in a saturated rainbow of color. And of course, with May comes new finished product from all of the Ruby Star Society designers. New items include enamel earrings, holiday notecards, and ornaments, as well as new options for zipper charms, notebooks and tea towels.

*To and Fro and Verbena will ship in November 2023. Sugar Cone will ship in December 2023. New product will ship in October 2023, apart from tea towels which are November.*



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)

moda  
FABRICS • SUPPLIES®

Feed Sacks:  
GOOD WORKS  
Linzee Kull McCray  
@seamswrite

**FEED SACKS: GOOD WORKS by LINZEE KULL McCRAY**

Big-hearted quilters share their 'good works' to celebrate new babies, birthdays and first homes, as well as comfort folks experiencing illness or loss. Check the included *Feed Sacks: Good Works* postcard for ideas for where and how to donate your makes.

*Feed Sacks: Good Works* will ship in November 2023.

**CLASSIC RETRO TOWELING by STACY IEST HSU**

Inspired by nostalgia for the vintage tea towels her grandmother would have in her kitchen, Stacy Iest Hsu brings you *Classic Retro Toweling*. Think lemon meringue pie, or fresh farm eggs, or the family gathered around an episode of *Gunsmoke* on the tv.

*Classic Retro Toweling* will ship in November 2023.

**LIGHTHEARTED by CAMILLE ROSKELLEY**

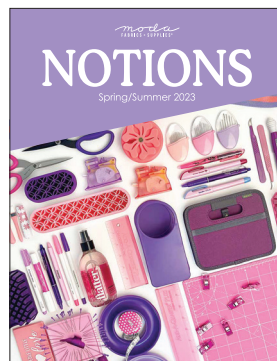
You'll have already seen and ordered *Lighthearted* by Camille Roskelley in the last catalog (shipping in September), but we don't want you to miss these adorable zipper charms added to coordinate with the line!

*Lighthearted* will ship in September 2023, and is the featured collection for *Stitch Pink* in October.

**CREATIVE RETAILER MAGAZINE**

When we collaborate, the industry emerges stronger. Creative Retailer and Moda, a winning combination to build a loyal customer base.

Subscribe or simply join the email list at [www.creativeretailer.com](http://www.creativeretailer.com)



**NOTIONS SPRING/SUMMER 2023 CATALOG**

Check out new and favorite Notions in this Spring/Summer edition of the catalog from United Notions. Browse by category and see what's new for all of your notions needs!

**CLOVER - 10% OFF IN MAY**

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



**APRIL SHOWERS BRING MAY FLOWERS**

Tis the season for florals in Home & Gift. Greeting cards, mugs, notebooks and much more, available while supplies last!

**SUSTAINABLE SEWING**

One of the most popular trends for new and experienced sewists is Sustainable Sewing. Check out our selection of books on the subject, from clothing to upcycling to working with scraps & more.



**PROJECT JELLY ROLL 2023**

We gave you a little tease of our Project Jelly Roll details for 2023 in the last mailing, and now we have the whole kit and caboodle! Read up about the Project Jelly Roll Shop Contest (4 chances to win a \$500 credit on your account!) along with fabric ideas for our free Project Jelly Roll patterns, some top patterns & notions and more. Plus 2 out of the 4 free PJR patterns are printed for you to start working on samples (the others to follow in July). And everyone loves a sticker, so we've included a handful for your use, whether you stick them on Jelly Rolls in the shop or hand them out to customers on National Sew a Jelly Roll Day!

*National Sew a Jelly Roll Day is Saturday September 16, 2023. Check for these assets and more on the Marketing Tools section of the Moda website, when signed into your account: [modafabrics.com/project-jelly-roll](http://modafabrics.com/project-jelly-roll)*

