



SEW ON

THE MAGAZINE FOR QUILTERS
SPRING 2021

STAFF PICKS

See everyone's favourite items

MEET THE MAKER BEHIND THIS DREAM STUDIO

COVID-19 & The Quilting Industry

FREE
PATTERN

Piece &
Serenity



Hello friend!

Our dreary winter weary neighbourhoods will soon burst into colour as tulips emerge and flowering trees erupt in their spring finery.

It's easy to see floral prints are on trend this year! Our shelves are bursting with gorgeous fabrics in beautiful palettes of purple with minty green, french blue and soft yellow and delicate pinks and aquas updated with charcoal accents.

We have sewn up lots of sample projects with spring fabrics and some terrific new patterns. We hope you will stop by soon to say hello or visit the "Just Arrived" section of our online fabric listings.

Join us and be inspired by spring!

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COTTON STITCH COLLECTIVE

Priscilla Geissler's sewing hobby is now her full time job! Meet the woman behind Cotton Stitch Collective!

Find Priscilla at:

INSTAGRAM: @COTTONSTITCHCOLLECTIVE

WEB: WWW.COTTONSTITCH.CA

What do you make?

I predominantly make bags, pouches and wallets of all shapes and sizes. I just love making everyday quality accessories for women that are practical AND pretty! Although making and selling handcrafted accessories is my current focus, my sewing journey started (approx. 7 years ago now) with making quilts and I still thoroughly enjoy quilting. I consider it my first love.

Tell us about your fabric stash.

Where do I begin?!? Curating fabric and pairing different textiles for projects is my favourite part of the creative process. I love anything and everything floral! My stash is made up of mostly bright and cheerful fabrics. When I used to quilt more often, I would purchase a lot of fat quarters so that I could have a bit of everything that I loved. Now I purchase much larger cuts of my favourites.

I typically use cotton and canvas when it comes to woven fabrics; cork and faux leathers are a staple as well. I store most of my fabric by colour and sometimes by collection.

What does your sewing space look like?

My sewing space is located on the lower level of my home and has two windows that let in a lot of natural light. The aesthetic is bright and cheerful, making it an enjoyable place to sew and create, whether it's for work or for fun. I have a good amount of functional space with a large cutting and ironing/pressing station set up in the middle of the room. It really is my happy place!

What is your favourite quote? "When life gives you hands, make handmade!" I love it because it's so fun and reminds me to put my hands to good, creative use!

What is your favourite snack food?

Anything chocolate! I typically keep M&Ms in a drawer in my sewing studio so I can eat a few here and there whenever I need a little pick me up!

What advice would you give? To try new things! It's easy to be intimidated by a technique or project you've never done before - but in most cases it's easier than you think. Plus, there are so many amazing online resources - you'll likely be able to find a tutorial for whatever it is you need. So, if you've only ever pieced a traditional quilt before but want to try foundation paper piecing, go for it! If you've always wanted to make a pouch or wallet but are afraid of zippers - don't be! You can do it!

DID YOU SEE PRISCILLA'S GORGEOUS STUDIO ON OUR MAGAZINE COVER? WE WANT TO MOVE IN!

PHOTO CREDIT: AMY ZAMBONIN,
USED WITH PERMISSION





Jane's custom quilting on a customer quilt



MEET A KINDRED SPIRIT JANE BERRY

PROFILES OF KINDRED SPIRITS STAFF AND INSTRUCTORS



Matilda's quilt



Beautiful custom design

Twenty years ago, Jane Berry, full of ambition and a love for quilting, established Jane's In Stitches Longarm Machine Quilting. As luck would have it, years later she joined forces with Kindred Spirits owner Michelle Denham as a partner in the Handi Quilter and Baby lock dealerships. Jane and Michelle introduced Baby Lock in 2011 and followed with Handi Quilter in 2016.

LONG ARM QUILTER, GARDENER, BIRDWATCHER, SOON-TO-BE KAYAKER

Early memory? When I started with Kindred, I had my own little room to longarm in. Things have changed since then, but I do remember how excited Michelle was to be starting her new business and how lucky I felt to be included!

First sewing project? My first ever sewing project was in grade 7. I remember the feel of the manual sewing machines. Machines sure have changed in 47 years! I made a blue and white polka dot teddy bear for my dad.

Most recent project? A Tumbling Block Quilt for my new Great Niece, Matilda.

Bucket list project? One day I would like to try a Collage Quilt.

Early bird or night owl? I used to be an early bird, but not anymore.

Hobbies other than sewing or quilting? Birdwatching! And I just bought a kayak so that this year I will get some exercise while bird watching! Also, gardening. I have a fairy garden that evolves every year. I'm excited for the plans I have for it this year. The garden will be ready mid-June and everyone is welcome to visit.

Favourite fabric lines/designers?

When a romantic line arrives, I can't leave it on the shelf. Any fabric with a shimmer or bling is mine!

What is your expertise in the shop?

My expertise is longarm machine quilting and training and coffee/tea maker extraordinaire. Occasionally I can be spotted with a rotary cutter, but not often.

Favourite quilt you've ever given?

This past Christmas I had quilts made for my three sisters. I longarmed them of course. Considering the year, it was like giving a big hug to them all. Yes, there were tears.

Staff Picks!

MICHELLE'S MUST HAVE BASICS

We are all guilty of ignoring two basic notions that are so important: sewing machine needles and rotary cutter blades. Quilters typically don't change our needles often enough. For a small investment of \$1-2, a new needle helps our machine stitch perfectly, so our project gets done quicker and our stitch quality is as good as possible. It's hard to remember when we last changed our rotary blades. So, watch for any signs of the blade skipping or shredding the fabric. A new blade will get you back on track. A fresh blade makes the cutter roll smoothly, saving your wrist, arm and shoulder from strain. It will improve your cutting accuracy so you can get your project cut out quicker and save fabric! Make sure to keep an old blade package tucked away so you can safely dispose of used blades.



TORI'S GO TO MARKING TOOLS

The Clover Water Erasable Marker is my favourite tool for marking on light fabric. The clear blue mark shows up well and disappears instantly with a quick spritz of water. I always have a spray bottle of plain water near my iron for getting out tough creases. The Bohin Mechanical Pencil, with white chalk lead, is great for making clear lines on dark fabric. I use it all the time when marking half square triangles. In most cases, it just brushes off but I have spritzed with water to get out particularly stubborn marks. With these two tools on hand, I can mark any fabric in my stash!





JANE'S FAVOURITE THREAD

I just love Glide by FilTec. It provides a luxurious finish to all quilt tops. Glide thread runs effortlessly in our Handi Quilter machines, and you can always expect perfect tension. Glide's sheen makes it a fabulous thread to use for machine embroidery.



SARA'S RULERWORK SECRET

I love "Rulerwork Quilting" by Amanda Murphy. Great for both domestic and longarm machine quilting, this book gives detailed descriptions on the specifics of quilting with rulers. It teaches you how to hold the rulers and where to start and stop. The author gives a variety of ideas about which rulers can be used on which blocks and suggests how you can combine rulerwork with free motion for the perfect end result.

AMY'S PRESSING PICK

I love using Flatter Smoothing Spray to get rid of stubborn wrinkles and give my fabrics a light crisp feel. This starch alternative prevents fraying and helps fabric keep its shape when cut on the bias. To use, simply spray evenly over fabric and then press with a hot iron. It comes in several different scents but I use the scent free version most often to save my sensitive nose!

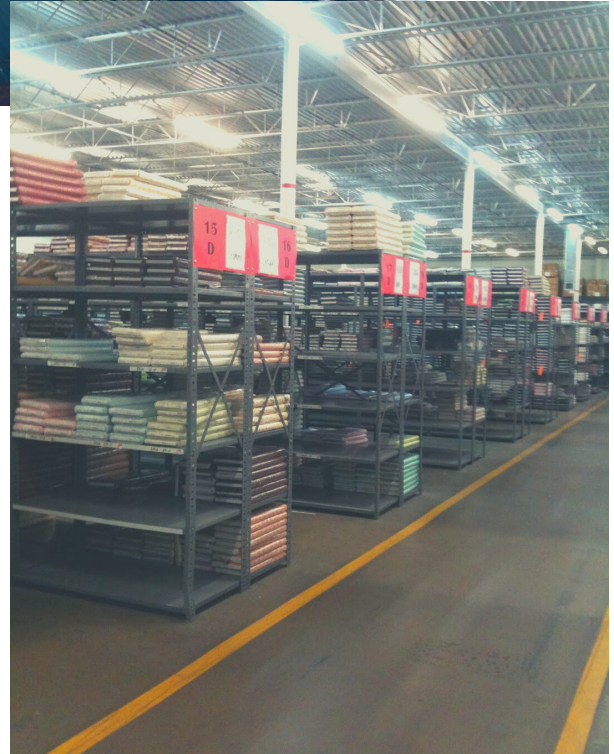
Flatter is made in Canada by Soak. It is made with plant derived and renewable ingredients and is free of sulfates and parabens.





North American demand for offshore goods increased dramatically.

Moda Fabrics warehouse in Texas



COVID-19

AND THE QUILTING INDUSTRY

International Shipping Disruptions

The pandemic has disrupted global trade enormously. Shipping container availability, lack of ship space, and port congestion have all impacted the flow of goods we rely on from Asia.

The North American demand for offshore goods increased dramatically in 2020 as we stayed home and purchased exercise equipment, electronics, office furniture and sewing machines. Although Asian manufacturing has resumed, there hasn't been the capacity to move goods to meet the demand.

Manufacturers are waiting 90 days or more to secure space in a shipping container and then hope to get a slot aboard a vessel. When cargo ships arrive in US ports, they wait weeks to unload because of the lack of dockworkers and truck drivers due to illness and COVID-19 protocols in the workplace.

Fabric Supply Chain

There is no denying that quilters love fabric! A large stash is a point of pride and cherished pieces of special fabrics count among their favourite possessions. Most of the fabric in today's quilt shops is printed in Korea or Japan.

Demand for fabric was at record highs in early 2020 due, in part, to commercial demand for

personal protective equipment and masks. Fabric mills were overbooked and transport was delayed by boat, rail and truck. Warehouse processing times slowed with diminished staff capacity due to illness and COVID-19 protocols.

For independent quilt shops, industry delays meant reprints of basics were taking six months or more to be completed instead of the usual one to two months. At times, the wait for solid black or white fabric exceeded ten weeks. Pre-booked collections of designer fabric were often four to six months late.

Dramatic shipping delays have meant that inventory budgeting is more guess work than measured practice; a situation that could be dire for a retail segment where cash flow is critical and storefront closures are the new normal.

Sewing Machine Supply Issues

As soon as government recommendations included wearing non-medical masks home sewists went into overdrive! Quilters retreated to their sewing rooms to make masks for family, friends and community donations. At the same time, some workers found themselves quarantined at home with lots of time on their hands, perhaps for the first time. They turned to sewing and quilting for a creative outlet. Their new hobby sparked an unprecedented spike in sewing machine sales.

Tacony Corporation, in St. Louis, Missouri, is the wholesale supplier of Baby Lock sewing machines to hundreds of independent sellers including Kindred Spirits. Tacony reported that demand for machines jumped five to eight times in April 2020. Since mid-summer, the surge has calmed somewhat but the run on sewing machines, from entry level to high end, continues to be very strong creating significant delays.

Even Walmart, the world's largest retailer, was caught off guard and went from having a 100-day supply of sewing machines to just five days worth of inventory in only 24 hours last spring.

Sewing machines sold in the United States are imported from China, Japan, Taiwan, Vietnam and elsewhere. Manufacturers are contending with higher orders globally. Add in global shipping challenges and you'll see a massively disrupted industry.

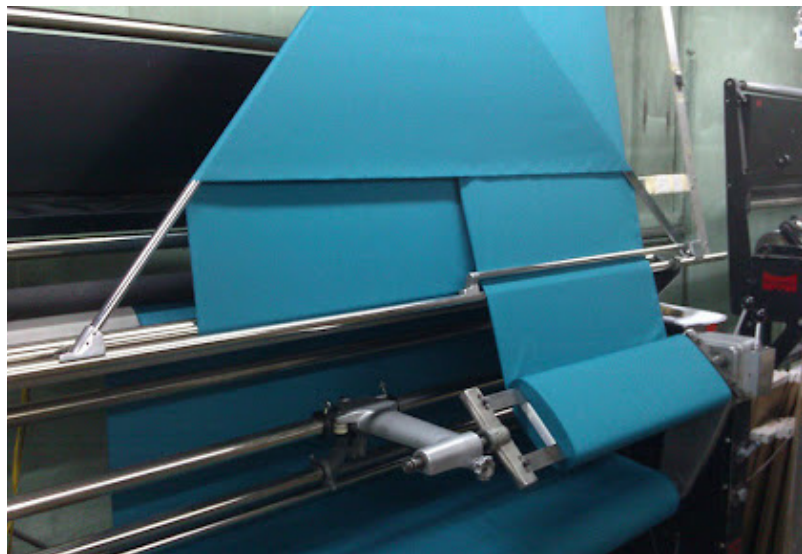
Sewing machine companies are still racing to clear the backlog and keep up with demand. Independent machine dealers, like Kindred Spirits, are doing their best to meet the needs of eager new customers.

The sewing fervor really erupted in April, almost immediately after the CDC said everyone should wear face masks. It was a Friday when the new guidelines were announced. By Monday, we saw the largest spike in sewing machine demand we've ever seen. No one in our industry expected this huge spike in sales.

Jeff Fuller, Vice-President of Marketing for Tacony Corporation

The Future of Quilting Events

Events are the most vulnerable segment in the quilting industry during the pandemic. Reaching the consumer in-person is much harder in the pandemic economy, so while some segments of the industry were slow to adapt to the digital world, it is now required to survive.



Warehouse staff use large machines to fold and roll fabric onto bolts before shipping to your local quilt shop.

The Path to Your Stash

How do your favourite Moda fabrics end up in your sewing room?

Greige (or base fabric) is produced in the USA and then shipped to Korea or Japan for printing. From there, large rolls of fabric are sent via container ship to North America, often landing in Vancouver, BC. Upon arrival at the TrendTex warehouse in Port Coquitlam, British Columbia, fabric is folded, cut and rolled onto bolts then shipped to your local quilt shop.

Large events such as Quilt Canada, AQS Quilt Week (Paducah, Grand Rapids, Daytona Beach), and Quilt Con by the Modern Quilt Guild are a main educational sales opportunities for companies and large retailers. Their loss is a big concern for future sales.

A survey completed by the Strategic Sewing & Quilting Summit revealed that only 14% of companies reported conducting virtual events before the pandemic. During the pandemic, 85% of companies are reporting they are holding or planning to hold virtual events and 45% expect to continue to do so in the future.

Kindred Spirits has worked with AccuQuilt and Handi Quilter who pivoted quickly to offer online education sessions. With the elimination of travel expenses, retailers can offer these sessions more often and at a much lower cost to the customer.

July Shop Hop, Row by Row, regional quilt guild shows and other smaller events that rely on independent car travel were almost universally cancelled in 2020 and 2021. Shops missed the opportunity to sell merchandise at these events. Many stores rely on summer events to build revenue during a traditionally quiet season. Shops lost the opportunity to meet new quilters and those in tourist areas and border towns are missing travelling quilters who often stop in looking for a local souvenir.

While we are all struggling with so much that is beyond our control, we hope that Kindred Spirits can continue to offer a place of familiar comfort, laughter and inspiration whether you visit us online or in person.



Michelle Denham,
Kindred Spirits Owner

Kindred Spirits & COVID-19

While Covid-19 is still affecting us and our whole supply chain, we are happy to report that Kindred Spirits Quilt Co is still going strong and celebrating our 11th anniversary! Our online shop up and running well.

Lockdown periods necessitated that we close our doors for in-person shopping and cancel all classes. We shifted our focus from a printed newsletter to Facebook posts, emails and a new digital magazine. Being mindful of social distancing requirements, our recent events have featured online learning opportunities and online sales.

We miss the fun atmosphere of the shop packed with customers learning and sharing together. We continue to create a sense of fun and community through our online communications. Please participate by following us on Facebook and commenting on posts. Share your projects to strengthen our online community.

Kindred staff are working harder than ever to support customers. We missed out on training conferences this year but we've participated in online training offered by our key suppliers and are attending monthly virtual sessions for creative textile retailers.

Some of Kindred's instructors are learning to Zoom and offering classes online. It's not the same as being in our cozy classroom but it's so good to have a chance to connect with other quilters and pick up some new skills. Watch for more classes coming up soon.

We are optimistic that things will continue to improve in 2021. Fabric is shipping in a more timely manner, and long-awaited sewing machines are starting to arrive. We look forward to supporting the new sewists who have picked up our fantastic hobby during quarantine and those that have found their way back to the sewing machine after years away. Mostly, we eternally grateful for the support of loyal customers.

NEW AT KINDRED SPIRITS

There is always lots happening at the store. Here are a few of our favourite new arrivals!



SPRING MEMORIES BLOCK OF THE WEEK

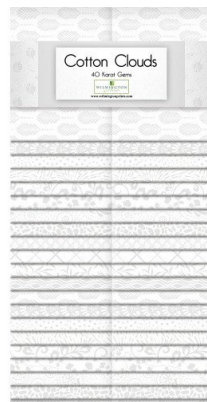
Kindred Spirits celebrates spring with a sweet applique quilt! A bouncy bunny, cheerful birdhouses and the cutest rubber boots remind us of the growth and renewal that spring brings.

By the end of the 10-week program, you'll have a finished quilt top! \$24.95 per week for pattern and all fabric for quilt top and binding. Backing fabric and batting are not included.

Starts Friday April 23, 2021.

Do you live out of town? Ask us about shipping options.

BASIC PRECUTS



So many of our quilters love working with precuts! Kindred Spirits is now stocking precut basics like white on white prints in charm packs, layer cakes and jelly rolls. Pick up a package to pair with your favourite feature fabrics.

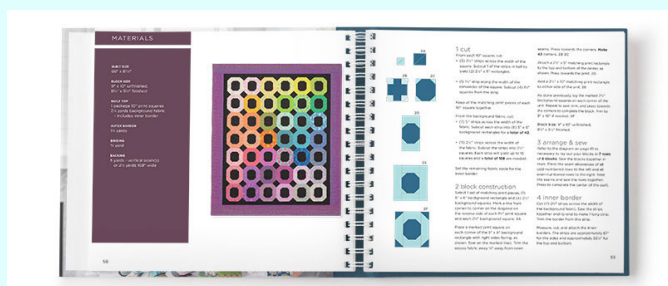


BEST OF BLOCK MAGAZINE

Known for simple but effective patterns that make great use of popular pre-cuts, you will find yourself falling in love with quilting all over again as you savor the very best of BLOCK Magazine.

This new book from the Missouri Star Quilt Company includes more than 25 of the best quilting and sewing projects from the last 7 years of Block Magazine. Jenny Doan fans will enjoy the story of how Missouri Star began and learning all about Jenny's favourite quilts. Whether you are just starting out or have been quilting for years, this new book is sure to inspire you.

Did you know that we carry Block magazine plus a selection of individual Missouri Star patterns and templates? Pick up your supplies at Kindred and then watch Jenny's famous tutorial videos on YouTube!

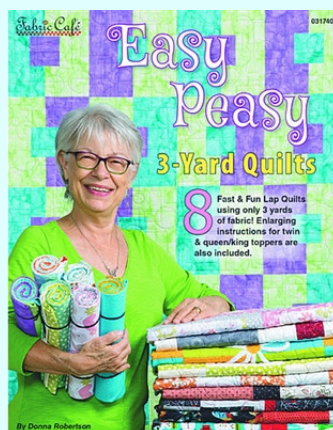


3-YARD QUILTS BY DONNA ROBERTSON OF FABRIC CAFÉ

Quilt designer and Fabric Café author Donna Robertson has a great niche! Her specialty is creating quilt patterns that are easy to follow, quick to complete and take just 1 yard of each of three different fabrics.

As a bonus, easy enlargement instructions are included for twin or queen/king quilt sizes.

Don't all quilters need a collection of go-to quilts for new babies, graduates and wedding gifts? Be sure to look for the most popular Fabric Café books at Kindred Spirits.





Kindred Spirits has
been a proud
Handi Quilter retailer
since 2016.

ARTISTIC CONTROL TO THE VERY LAST STITCH

**A stand-up or sit-down
longarm system gives
quilters ultimate control**



Do you love to finish your own quilts? Are you frustrated wrestling with quilts on your domestic sewing machine? Learn more about the options to have total artistic control over your quilt right to the very last stitch!

The Moxie is the hottest new longarm on the market! Its compact design is perfect for the new longarm quilter. If you want to find out if finishing your own quilts is right for you before investing in an advanced longarm system, the Moxie might be the right choice. Available on a 5' Little Foot frame or an 8' or 10' Loft frame, the Moxie will fit into whatever space you have available.

Prefer to sit down? Try the Capri. The innovative new Insight Table senses the fabric movement and

regulates the length of your stitches for flawless quilting.

Are you ready for the big leagues? With a stand up longarm and Pro-Stitcher, all your quilting dreams will come true! Look into the Simply 16, Amara, Forte or Infinity.

When you purchase a Handi Quilter system from Kindred Spirits, you get:

- one-on-one training session in your home with your free delivery and set-up
- coaching as long as you need it
- full service dealership with accessories
- Kindred hosts frequent Handi Quilter events
- Handi Quilter warranty (10 years limited, 5 years mechanical, 5 years electronic/electrical)

Piece & Serenity

Using just triangle squares, the simplest of blocks, Debbie Maddy shares a quilt design that's an outstanding showcase for her stunning shibori fabrics. The small throw-size quilt is quick to sew, making it a go-to design for a gift to give or to keep for yourself.

Designer Debbie Maddy (debbiemaddy.com) • **Machine quilter** Carol Morrissey

Finished size: 50½" square (49¼" square if using alternate cutting instructions)

Finished block: 5" square (4⅞" square if using alternate cutting instructions)

SUPPLIES NEEDED

Yardages are based on 42" of usable fabric width.

If you're using the printed Shibori panel that Debbie Maddy designed this quilt for, know that the printed "squares" actually measure 5¾×6" each. Debbie cut her panel squares as large as possible and then used very scant ¼" seam allowances for construction, trimming the finished blocks to 5" square. Instead, you may choose to cut smaller squares, resulting in a slightly smaller quilt; in this case, follow the cutting and assembly measurements in parentheses.

Background fabric1⅞ yards
Dark print36×42" panel
 or 1½ yards total of assorted prints
Medium print36×42" panel
 or ½ yard total of assorted prints
Light print.....36×42" panel
 or ½ yard total of assorted prints
Binding.....½ yard
Backing3⅞ yards
Batting59" square

CUT FABRICS

Measurements include ¼" seam allowances. If you're using the optional cutting instructions, refer to the sizes in parentheses.

From the background fabric, cut:

- 40—5⅞" squares (40—5¾" squares)
- 16—5½" squares (16—5⅜" squares)

From the dark print panel or assorted dark prints, cut:

- 24—5⅞" squares (24—5¾" squares)
- 4—5½" squares (4—5⅜" squares)

From the medium print panel or assorted medium prints, cut:

- 8—5⅞" squares (8—5¾" squares)

From the light print panel or assorted light prints, cut:

- 8—5⅞" squares (8—5¾" squares)

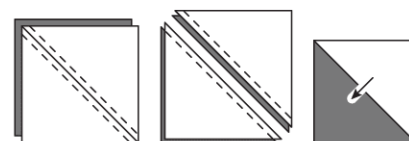
From the binding fabric, cut:

- 6—2½×42" binding strips

ASSEMBLE BLOCKS

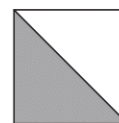
Sew with right sides facing unless otherwise indicated. Press seam allowances in directions indicated by arrows. If you're using the optional cutting instructions, refer to the sizes in parentheses.

1. Use a pencil to mark a diagonal line on the wrong side of each background fabric 5⅞" square (5¾" square).
2. Place a marked background square atop an assorted dark print 5⅞" square (5¾" square), right sides together (**Diagram 1**). Stitch a scant ¼" from both sides of marked line. Cut between rows of stitching to make two units. Press each unit open, trimming as needed to make two 5½" (5⅜" square) triangle-square blocks. Repeat to make 48 dark print triangle-squares total.



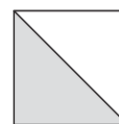
Dark triangle-squares
 Make 48
 Diagram 1

3. Using assorted medium print 5⅞" squares (5¾" squares), repeat step 2 to make 16 medium print triangle-square blocks (**Diagram 2**).



Medium triangle-squares
 Make 16
 Diagram 2

4. Using assorted light print 5⅞" squares (5¾" squares), repeat step 2 to make 16 light print triangle-square blocks (**Diagram 3**).



Light triangle-squares
 Make 16
 Diagram 3

ASSEMBLE QUILT TOP

1. Referring to the **Quilt Top Assembly Diagram**, lay out the dark, medium, and light triangle-square blocks and the dark print squares and background squares in 10 rows.

TIP: When laying out her quilt top, Debbie made sure to place triangle-squares from matching prints together to form light print and medium print flying geese units and dark print parallelograms.

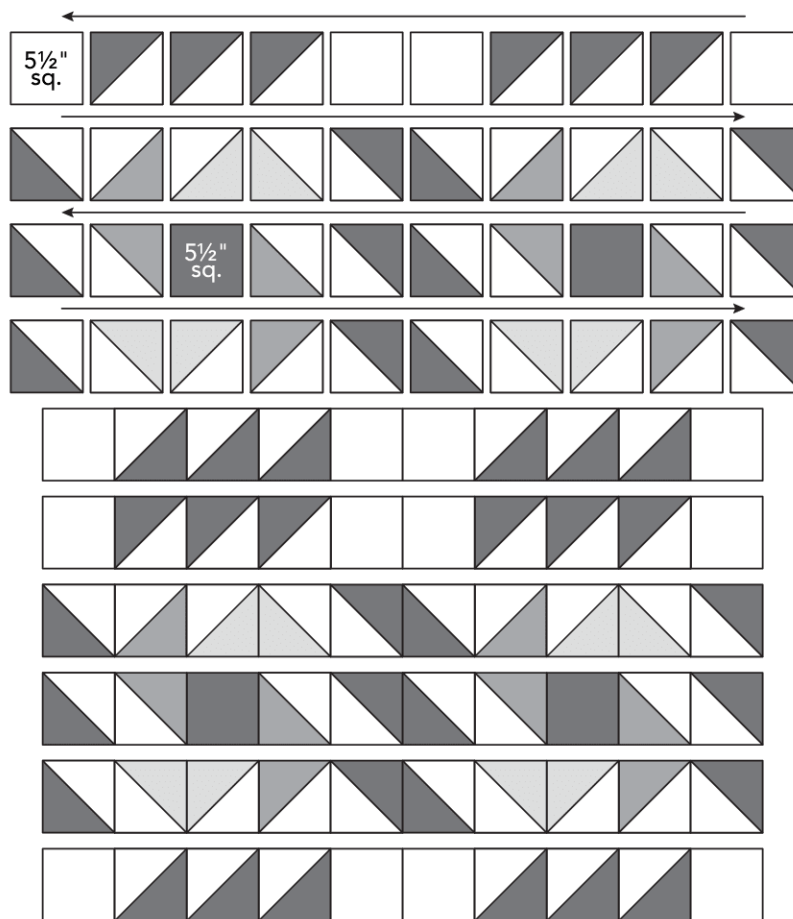
2. Join pieces in each row. Press seams in one direction, alternating direction with each row. Join rows to complete quilt top.

FINISH QUILT

1. Layer quilt top, batting and backing; baste.

2. Quilt as desired. Machine quilter Carol Morrissey machine-stitched a feather pattern in the background. The curvy shapes of the feathers complement the geometry of the pieced blocks. For textural contrast, print fabrics are left unquilted.

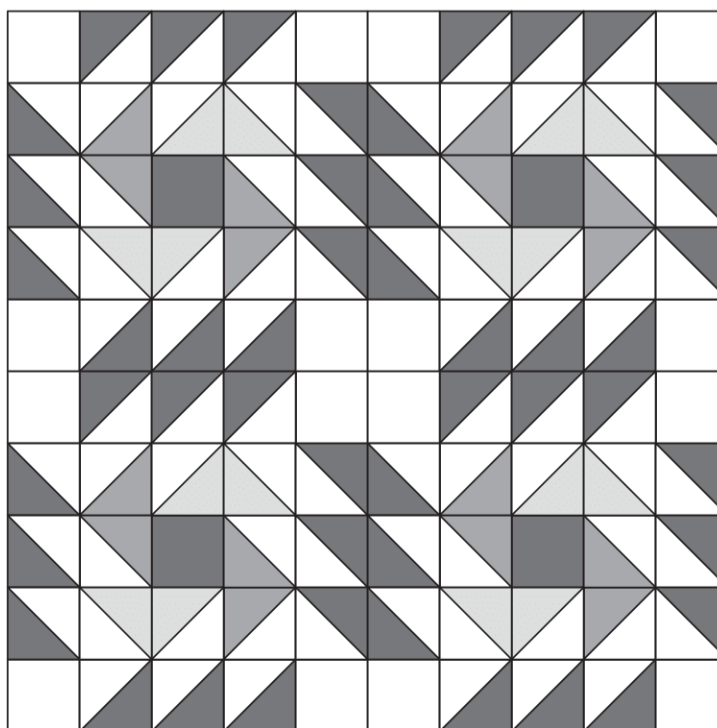
3. Join 2½"-wide binding strips with diagonal seams to make one long binding strip; bind quilt edges.



Quilt Top Assembly Diagram

This pattern has been provided to you by:

Kindred Spirits Quilt Co.
211 Martindale Road
St. Catharines, ON
905-397-9500
www.kindredspiritsquiltco.com



Finished Quilt Top

*Designed by Debbie Maddy exclusively for American Quilt Retailer ©2020
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