



### Christmas In July

Can you believe it's already July? A year ago we had just bought Webfabrics and were gearing up to open the Brick and Mortar store. We missed the holiday buying season and have very little fall, halloween or holiday fabric. This year we made up for it.

To celebrate and help you get ahead of your holiday sewing we are having a Christmas in July Sale. Check out the Christmas in July category. Sale prices good through Friday 28 July.

**Shop Christmas in  
July**



### Calendar

- July 29th - 5th Saturday - Customer Appreciation Event
- July 30th - Open Sip and Sew or Stitch or Crochet. All Handcrafts welcome
- August 20th - Fabric Painting Sip & Sew

### Calendar



Click here to see images of quilts from the NE Ohio Quilt Show in Wooster, OH.

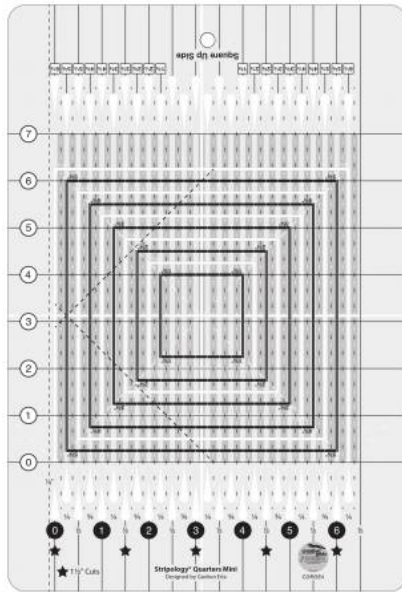
**Visit our  
Website**

## New Notions

### Stripology Rulers

A new Stripology Ruler has arrived.

The **Stripology® Quarters Mini** is one of the smallest rulers in the Stripology® series of rulers. Designed to work with units



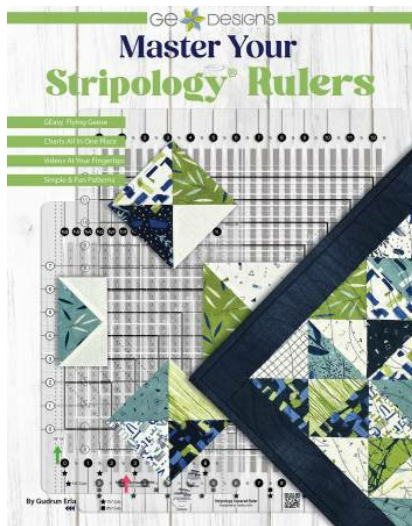
up to 6-1/4in, you'll be able to cut 1/4in and 1/8in increments as well.

- Easy to read black and white markings.
- Whole inch, half inch, quarter inch, and eighth inch increments are included.
- Markings for 1/4in and 3/4in cuts are included with cutting slots every 1/4in.
- Turn the ruler around and use the black and white squares to square up blocks in 1/4in increments up to 6-1/4in.
- Use the 45 degree lines to trim flying geese units down to 1/4in increments.
- 1-1/2in cuts are highlighted with black stars.
- Great for fussy cutting and trimming embroidered blocks. The flexibility of the ruler adjusts for the thickness of the embroidery giving you an accurate trim.
- Comes with fully illustrated step by step instructions.
- Scan the QR Code printed on the instructions to view a how-to video of these features and to see the patterns that can be made with this ruler.

- Ruler slides easily over the fabric until pressure is applied. Then our exclusive grip holds the fabric in place while cutting, eliminating slipping and miss-cuts.

Total Size – 8-1/2in x 12-1/2in

Alternating Slits are 8in and 9-1/2in long.



## Coming Soon - Master Your Stripology® Rulers Book

This is the book for every Stripology® ruler user. Take your Stripology® rulers beyond just cutting strips, squares and rectangles. The book contains all the resources, techniques, and charts to cut strips, diamonds, triangles and more in 1/4in and 1/8in increments. The book shows you great time saving techniques to make half square triangles, quarter square triangles and flying geese. Some simple patterns to try the techniques are also included. The book provides the tools to

Stripologize any project you are working on with charts and illustrations along with videos at your fingertips. Scanning the QR codes featured all throughout the book will take you to videos demonstrating that particular technique. The book is spiral bound so it lies flat for easy reference.

**Stripology Rulers**

**New Fabric**

**Sleuth by Giucy Giuce for  
Andover Fabrics**

Giuseppe Ribauda (AKA Giucy Giuce)



learned to sew from his grandmother at a young age. In 2008 he began quilting and has never looked back. A talented pattern designer and quilt instructor, Giuseppe now shares his love of quilting through his prolific collections.

Giuseppe, born and raised in New York, now resides in New England. He is an avid modern traditionalist quilter with a great passion for simple design in bright colors.

Are you a fan of true crime podcasts like Sydney? If so this collection along with the others in this series may appeal to you. Here's what Giucy has to say about this collection.

"This collection has been in the making for years. Literally. Originally I'd conceived it as a one-off, just a solitary collection that would tell an invented true crime story. But then I got to thinking... What if I build the lore a bit and create a series of groups that lead up to a quilting themed true crime collection, one where all the designs tie together? That's how the tales of Fabric from the Attic, Fabric from the Basement, and Sleuth were born!

As a designer I really want to try to do something different with my fabric collections. I hope that with my designs I give a voice to all the weirdos out there like me who want to sew with something a little unexpected. I feel so lucky to be able to design for a company like **@andoverfabrics** who never limit my creativity. I don't think another company would let me release a group like this, so it means more to me than you know to be able to put this out into the world. This collection may not be everyone's cup of tea but no one can take away the pride I feel putting something different out there. After all, I know I'm not the only one listening to grizzly serial killer podcasts while I lovingly stitch together my quilt tops!"

We had a little fun setting up a display with this collection. Our skeleton came



back out for this one,

**Order Sleuth**



## Coming Soon



Our Website includes a new Coming Soon section which allows for pre-orders of soon to arrive fabric. This pre-order capability will provide you a peek into what is scheduled to arrive in the next few months and to plan your purchases. Some of our recent new

additions have sold out in days to weeks. Depending on the manufacturer and line immediate replacements may or may not be available. For example, Wild Blossoms collection includes an ombre rainbow panel with a 12" x 44" repeat. This fabric sold out immediately and we reordered immediately. This fabric was back ordered and finally arrived back in the warehouse. We received multiple bolts this week but they are selling fast

## Coming Soon

### Sea Sisters by Shell Rummel for FreeSpirit Fabrics

If you loved Touchstones last fall you will really love Sea Sisters. "The ocean - with its changing colors, fluid movement and shoreline surprises - is my constant Muse. This collection honors the many women in my life who love and value the depth of beauty in the coastline as much as I do. We are connected through small moments, conversations and shared admiration. I am often in awe of their talents, especially when my fabrics become part of something more. I hope these organic, modern coastal patterns of waves, tidelines and ocean elements that all originate from my watercolor paintings, speak to my Sea Sisters near and far and inspire and spark their own boundless creativity. "



[Pre Order Here](#)

### Enchanted Skies by George Mendoza for FreeSpirit Fabrics

About this collection from George "I live in the Land of Enchantment. I will let you guess the name of my state! The food here is enchanted and the skies above me are enchanted too. When I look up, I see a big blue eye hovering in the sky. The sun is a burning white face in the deepest blue sky you have ever seen in your life! Sometimes I paint the shapes of white puffy clouds in my famous paintings. I have seen dragons and lizards and even angels drifting ever so slowly across clear blue skies. Sometimes the clouds in the sky turn gray and black, heavy with rain here in the deserts of my home. The enchanted skies bring us rain during the summer monsoons and sunflowers grow following the sun's path, smiling at the sun in the enchanted skies.

When I went blind at fifteen, my mother took it upon herself to describe the colors in the sky especially during sunrise and sunset. I have been painting those enchanting colors of the wind ever since I moved to New Mexico! My grandmother once asked me in her last breath, "Do you see the quilt in the sky?" I have been looking for that magical quilt in the sky forever. Maybe a quilter from New Mexico or New Zealand can make one for me! "

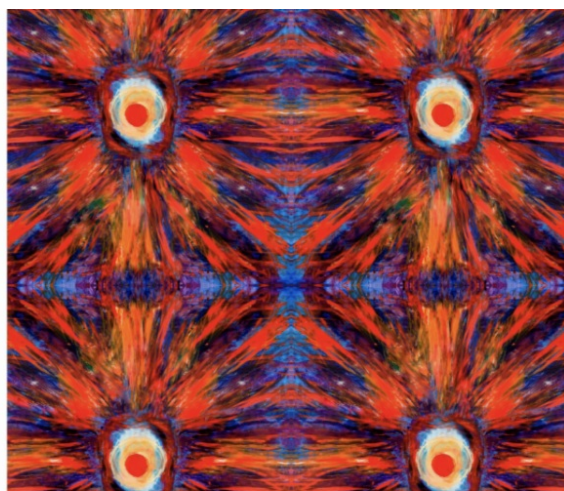


Learn more about this collection from George on this youtube video  
<https://www.youtube.com/watch?v=YZnvcVOB8ko>



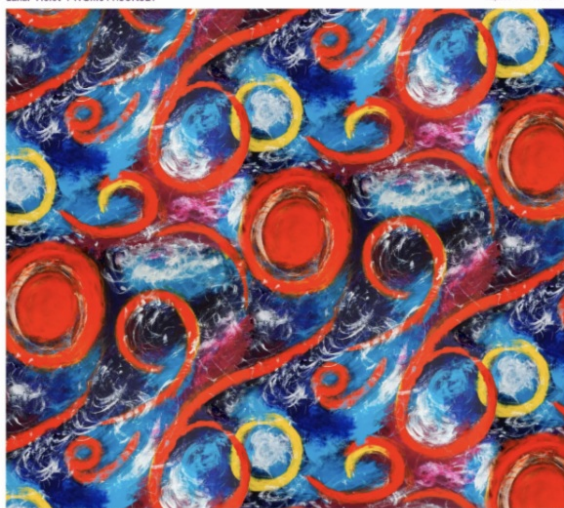
Lunar Violet PWGM011.SUNSET

Repeat: 11.2" W x 8.4" H



Stargate PWGM012.MAJESTIC

Repeat: 5.1" W x 7" H



Comet PWGM016.NIGHT

Repeat: WOF x 6.8" H



Tadpoles PWGM017.SUNRISE

Repeat: WOF x 4.8" H

[Pre-Order Here](#)



[Sign up](#)

## Webfabrics Sip and Sew at Firefly Cellars

**Introducing "Stitch and Sip: Crafting at the Vineyard!"** Join us for a delightful evening of creativity, relaxation, and indulgence. Immerse yourself in the world of handcrafts (sewing, crocheting, cross-stitch, embroidery, English Paper Piecing, etc.) while surrounded by the picturesque beauty of Firefly Cellars. Whether you are a seasoned stitcher or a curious beginner, this event offers the perfect blend of crafts and wine. Gather your fellow enthusiasts, exchange ideas, and learn new techniques as you create beautiful projects. Unwind, sip on exquisite wines, and let your imagination soar in this unique experience. Watch the calendar for upcoming dates and times.



**Order Pouch Patterns**



**Sew  
Along**

## Pouch Club Series

Moda has introduced a new monthly series. In this new series on the Moda Blog, Chrissy will be walking us through making a different pouch each month from her collection of patterns. Whether you are new to pouch-making or a master at installing a zipper, this series is for you! We will try out different blocks and piecing techniques. We will sew with various interfacing materials and show you how to get perfect corners with zipper tabs. And you will love showing off your newly stitched projects to friends and family and enjoy gifting them as well!

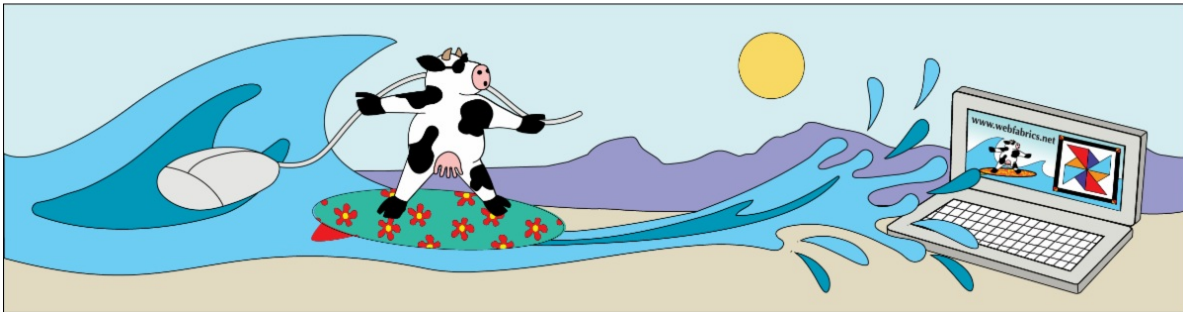
The July Pouch project is available. Order your Sunflower Pattern or a complete kit with fabric, zipper, pattern and interfacing to make your own.



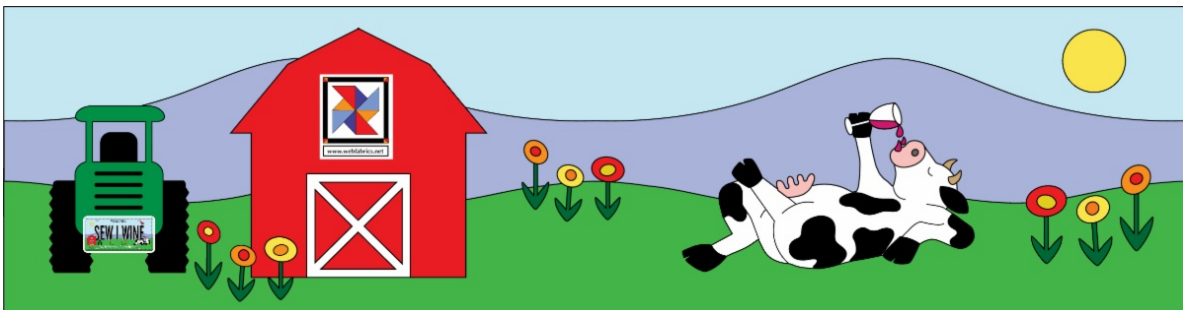


# Summertime

2023 Row By Row Experience®



Order Surf the Web



Order Sew I  
Wine

## Row by Row 2023

Row by Row has started and runs from June 1 - August 31, 2023. We created two designs that are available for purchase in-store and online.

- **Sew I Wine** celebrates Loudoun County. On our drive to the store, we pass cows and numerous vineyards, so this plate depicts those views.
- **Surf the Web** celebrates the long history of Webfabrics as an online business. We wanted to keep the summer theme and include our cow in both designs.

Kits can be ordered online or picked up in-store. License plates are available in two sizes; 4" x 7" and a mini which is 2" x 4". Both designs have an optional panel for purchase. Sew I Wine's panel is a little license plate for the tractor and a barn quilt for the barn. Surf the Webs panel is the computer screen.

The rules for Row by Row can be found [here](#).



## Social Media

Do you follow us on Facebook, Instagram, or YouTube? We use social media between the newsletters to share quick updates with videos and pictures. We also announce changes in the store and online. This is the fastest way for us to get news to you.

In inclement weather, we will update a banner on our website and a post on social media for any changes to our operating hours. Please check before driving out if there is any question related to the weather.

Help us grow our audience - share with friends, family, and others. We continue to spread the news about the changes at Webfabrics, including the reopening of our Brick-and-Mortar shop.



Thank you for your continued support.

Keep Sewing,

Bev and Sydney

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Website**

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