

## Weekly News & Updates

June 17, 2023 | Issue 24



Sydney and I are heading to Chicago next week to attend the h+h Americas Trade Show. h+h Americas is a new platform for the North American Handicraft Industry. This trade show is the U.S.-based sister event of the German h+h Cologne, the world's leading trade fair for the handicraft industry. The decision to bring this show to the US was based on an overwhelming demand among buyers and sellers in the handmade business.

Due to strong interest among buying groups, the 2023 event has broadened its product categories to include craft, hobby, and artists' supplies. Buyers will have access to materials and tools for a variety of handicrafts. Fabric is the big addition this year.

Sydney and I will attend classes and lectures, network, and explore new product offerings we can introduce to the store.

Follow us on Instagram and Facebook as we share the event next week.



## Calendar

- June 15th - Candy Cutie Pouch - Moda Blog
- June 17th - Saturday Sampler - Father's Day Coaster Make and Take
- June 19-23 - H&H Americas Trade Show, Chicago
- June 24th - Saturday Sampler - Zipper Tricks and Tips with Kate
- June 25th - Sunday Sew-ocial - 10:30 - 3:30
- June 28th, July 12th and July 26th - T-Shirt Quilt Class
- July 3rd - 4th Closed - 4th of July Holiday
- July TBD - Sew I Wine Sew-Along at Firefly Cellars
- July 16th - Project Linus Charity Sew
- July 20-22 - North East Ohio Quilt Show
- July 29th - 5th Saturday - Customer Appreciation Event

## Calendar



## Moda Grunge Update

If you have checked our website or stopped in the store you may have noticed our Moda Grunge collection with a number of holes. We received a letter from Mark Dunn, President of Moda Fabrics this week as he addressed the supply chain issues.

He reiterated that Moda Fabrics is dedicated to independent retailers and that they are proud to sell exclusively to specialty stores and not chains or "big box" retailers. He explained that Grunge Basics is their number one basic fabric collection. He apologized for their slow delivery and current out-of-stock conditions and noted that they are shipping at a 60% fill rate currently.

He went on to provide a little more context with the Grunge manufacturing process. Grunge is a slow manufacturing design because it is first dyed and then overprinted. This makes a product that has a two-fold possibility. The process of printing takes about six months. They have shipments coming in every four weeks but feel they will be having sporadic delivery for the next few months.

They wanted us to understand that they are doing everything to get back to "At Once Delivery".

We wanted to be transparent with you so you understand what is going on with Moda Grunge. We have a ton of fabric on order just waiting for it to be available in the warehouse and to ship.

## New Fabric



### Island Vacation by Denise Burkitt

Island Vacation was inspired by the magical atmosphere on the tropical volcanic island of Espiritu Santos, Vanuatu, South Pacific Ocean. Denise experienced tranquil days snorkeling over coral reefs in clear turquoise waters and warm, sunshine-filled days strolling barefoot along fine white sands under swaying palms. The locals, Ni Van people, live in thatched grass houses.

The women wear brightly colored block-printed sarongs and large hibiscus flowers in their hair. Tropical rainstorms create drenching, moist afternoons. A trip to the daily markets is a feast of color, excitement, bustle, and noise. Elongated papaya, mangos, and bananas are on display on woven mats. The Ni Van children sit on mats weaving "still green" banana and palm leaf baskets to bundle up red sweet potatoes. This fabric reflects this fresh, lively island scene.

Listen to Denise talk about her collection [here](#).

This fabric arrived on Tuesday, and a few bolts had already sold out by Friday. Follow our Facebook or Instagram page to get a jump on the new fabrics as they arrive. We have already ordered more since the initial demand was so high. We have complete collection bundles available right now.







Order Island Vacation



## Holiday Fabrics

We have received multiple complete collection bundles for the holidays. Check these out to get a head start on your holiday projects.

### Holidays at Home by Deb Strain

When the snow falls, our woods become covered in white, with touches of green, brown, and black. Seeing the different types of winter birds visiting during these times is so special. The brilliant red cardinal is easy to spot, and every once in a while, we can glimpse sweet little chickadees twittering amongst the branches. They are my favorite birds to paint, and seeing them near our home is a genuine treat! Holidays At Home features these beloved birds, winter homes, and our family's sentiments about HOME. Just like our woods, in winter, this collection is filled with winter greenery, pinecones, snow, birds, and homes, all in greens, whites, grey, black, and a touch of red. Because coming HOME for the holidays, or anytime, is special-just, like seeing chickadees in the winter.

This fat quarter bundle includes a panel and all 32 prints.

Order Holidays at Home



### Blizzard by Sweetwater

From Sweetwater, "When we were growing up in snowy Colorado, the most magical word in the dictionary was "blizzard". That word meant school snow days, sledding, snowman building, and endless cups of hot cocoa. Now that we're all grown up, we dread anything to do with a blizzard. Blowing snow, freezing temperatures, icy roads, and power outages aren't really that fun. For this collection, we wanted to go back in time and celebrate those carefree days of our youth. Seeing that cute little snowman on the fabric almost makes us yearn for a snow day. Actually, there would be nothing better than sipping hot cocoa and sewing with Blizzard all day!"

This fat quarter bundle includes all 29 Fabrics. The panel is sold separately.

## Order Blizzard



## Reindeer Games by Me and My Sister Designs

Oh, what fun it is to play with Christmas fabrics all day! This playful and timeless collection of whimsical and nostalgic fabrics is perfect for any projects you have planned. Dots, stripes, ribbon candy, and leaping reindeer make these fabrics perfect for joining in on all the reindeer games! Get these on your list to Santa today! (I'd add these to the top of my list:)

This fat quarter bundle includes all 25 prints.

## Order Reindeer Games

## Christmas Eve by Vanessa Goertzen of Lella Boutique

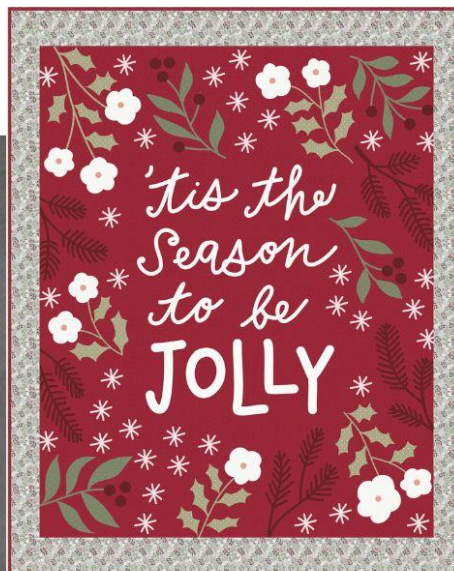
Inspiration for Christmas Eve comes from Vanessa's own life: the holiday was always important to her family because December 25 is also her mom's birthday. Vanessa remembers opening presents on Christmas morning and then having a big dinner and birthday party to celebrate her mom that evening. "We didn't have a lot of money when I was growing up, but mom always made the holidays so special," says Vanessa. "I try to create the same magic with my kids—we make gingerbread cookies and houses, decorate all the beds with Christmas quilts, and wear snuggly pj's any chance we get. We love reading Christmas books before bed—a big favorite is The Tale of Three Trees."



Presents are wrapped, greenery is hung, and night begins to fall. There is excitement in the air - Christmas will be here soon! A fire is crackling, and the smell of spicy wassail and freshly baked gingerbread fills the house. It's the perfect time to snuggle up in a handmade quilt and gather around the piano for a few Christmas carols. When it's time for bed, the stockings will be hung on the mantel - waiting to be filled with treats and trinkets. Oh, how wonderful it is to feel the spirit of magic that abounds at Christmastime. The Christmas Eve collection embodies hope, peace, and joy. Fall in love with its dreamy blooms, winter botanicals, dainty wreaths, pine sprigs, and plaids.

The fat quarter bundle and layer cake include all 35 prints. The Tis the Season to be Jolly panel is 58" x 73" and sold separately. Moda is hosting a sew-along for the panel in July.





Order Christmas Eve



## Hey Bootiful by My Mind's Eye from Riley Blake Designs

This Halloween collection of fat quarters includes cats in costume, ghosts, jack-o-lantern faces, Halloween words, spooky motifs, and plaids in orange, black, white, and greys. The bundle includes all 21 fabrics. Two of the prints glow in the dark. This collection would make a sweet quilt.

Ideas for this collection can be found on the Riley Blake Design Blog page linked [here](#).

Order Hey Bootiful



## Owl O Ween by Urban Chiks for Moda Fabrics

Hoo! Hoo! Hoo! Is ready for Halloween? This collection includes a wise Mr. Owl panel along with traditional Halloween motifs – bats, ghosts, pumpkins, stars, and candies designed with softer shades of orange, green, pink, black, and gray for a new and fresh look for Halloween. A nice surprise for Halloween lovers!

This complete collection is available in Layer Cakes and Fat Quarter bundles.



Order Owl O Ween

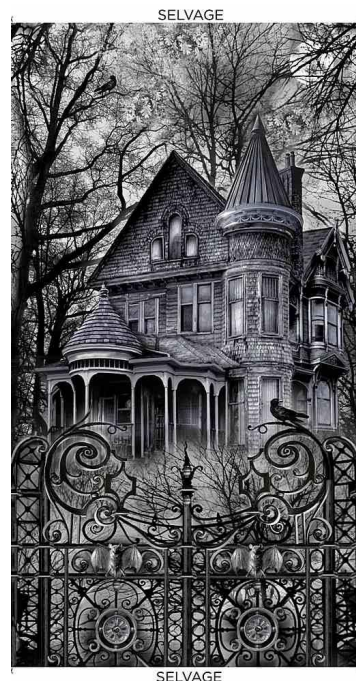




## Wicked Haunted House Panel

For Sale - Two-story Victorian home with iron gate and turret. Mature trees and landscaping. House may include ghosts and ghouls, rats, bats, and black cats. This house is perfect for all of you spooky Halloween lovers. The Wicked Haunted House Panel measures 24" x 44".

Buy this Haunted House



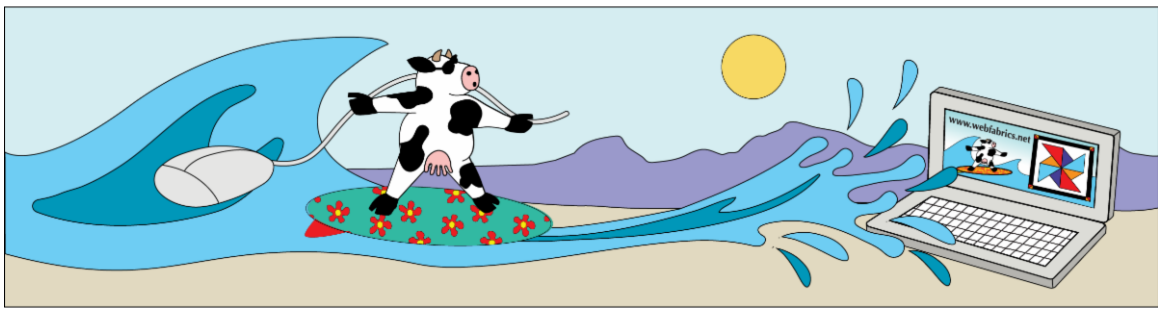
## Row by Row 2023

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.

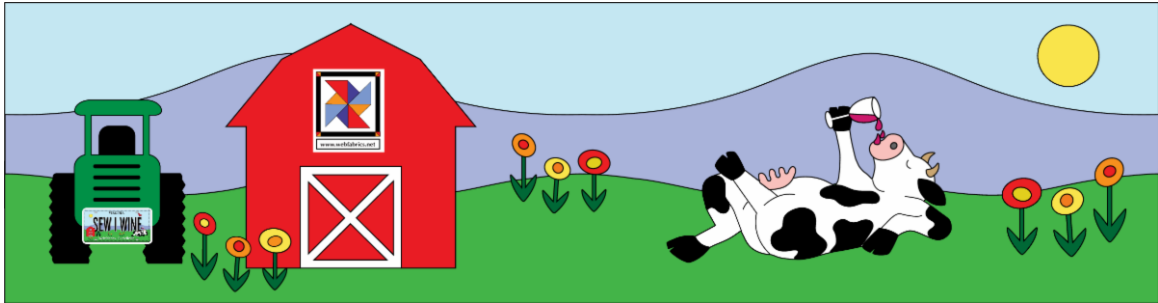
- **Sew I Wine** celebrates Loudoun County. On our drive to the store, we pass cows and numerous vineyards, so this plate depicts those views.
- **Surf the Web** celebrates the long history of Webfabrics as an online business. We wanted to keep the summer theme and include our cow in both designs.

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](#).



### Order Surf the Web



### Order Sew I Wine

## Sip and Sew at Firefly Cellars



Join us at Firefly Cellars for a Sip and Sew featuring our Row by Row 2023 Design, Sew I Wine. Firefly Cellars is a family-owned and operated boutique winery in Hamilton, VA. Date TBD.

The price includes the kit, barn quilt panel, and fusible interfacing. A sewist will be available to assist. Bring your sharp scissors, needle, thread, and a desire to have fun with others.

## Storewide Events

### Saturday Samplers - June



## Zippers - tricks and tips with Kate

We would like you to join us for a demo on zippers. Do you struggle - learn some new tricks and tips for putting zippers in bags. Please stop by - you don't need to make a reservation for the demo on June 24th at 11:30 and 1 pm.



## T-Shirt Quilt Class

It's graduation season and time to go through all those high school shirts to make a t-shirt quilt. If you have been collecting shirts from your kids or grandkids, or maybe you have been saving your race or travel shirts, this class is for you. We'd like you to come to learn how to make a memory quilt with those shirts.

Sign up for T-Shirt Quilt Class



## Online Events

## MEL's Practical Joy

Sarah Vedeler has introduced another project. This nine-month Block of the Month Quilt features Machine Embroidery Applique and Quilting in the Hoop. We have worked with Sarah to kit out this project and have fabric kits available for purchase. The Moda Grunge supply chain has impacted this kit, but we have identified some alternative fabrics that will be included if you are interested and looking for a new embroidery project.

You can learn more on Sarah's Meaning of Life [website](#). If you participate and need the fabric you can order below.

### MEL Fabric



### Order Pouch Patterns



## 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 first group of projects has been announced:

- June 15 - Candy Cutie Pouch
- July 20 - Sunflower Pouch
- August 17 - Pencil Me In Pouch
- September 14 - Triangle Pouch
- October 19 - Autumn Breeze

We have all five patterns available in the store. Join us in sewing up these pouches. Here's the link to [Candy Cutie Pouch](#). If you have trouble with the zipper, stop by Saturday, June 24th for tips from Kate.



## Mini Plaid-ish Quilt-Along

Erica Jackman of Kitchen Table Quilting is hosting a Quilt-Along starting July 10th. If you are interested in this event, you can pick up a kit from us. We have kits in both Kona Cotton and Cotton Couture. We can make a custom kit if you are interested in kits in other basic collections. Options include Hoffman 1895, Marcia Derse Palette, Ruby Star Speckled, Michael Miller Fairy Frost, P&B Suede, Benartex Pearl Splendor, and FreeSpirit Seeds. Please feel free to contact us at [contact@webfabrics.net](mailto:contact@webfabrics.net) to order the custom kit.

Check out the Sew-Along [here](#).



Order Kits



the mini plaid-ish QUILTALONG	
<b>JULY 10</b>	FABRIC SELECTION
<b>JULY 17</b>	CUTTING YOUR FABRIC
<b>JULY 24</b>	BLOCK A CONSTRUCTION
<b>JULY 31</b>	BLOCK B CONSTRUCTION
<b>AUG 7</b>	BLOCK C CONSTRUCTION
<b>AUG 14</b>	QUILT TOP CONSTRUCTION
KITCHEN TABLE QUILTING	



### Weekly Special

This week Marcia Derse's Random Thoughts is on sale for 15% off. This sale runs from Saturday through Saturday. We will highlight a new sale item or collection each week.





## Shop Weekly Special

## Join us

**Facebook Groups** - allow all who are participating in sew-along or BOMs to connect. This is entirely voluntary, and we hope it serves as a great way to help you share your progress and finish your projects.

- 2023 Temperature Quilt
- Wander Lane
- Riley Blake Pillow of the Month
- Sunday Sew-In

## Join Facebook Group

## 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,

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