

Newsletter Webfabrics

December 17, 2022

Happy Holidays!



Mystery bundles available online and in store.

Dear Beverly,

The holiday rush is upon us and we like most people are feeling the pressure to get everything done in time to celebrate with friends and family. Our Christmas tree is finally up and I have some shopping done. Family is coming to town this



week and we still have lots to do. If you still have some last-minute shopping to do, we have more ideas.

Gift cards are easy and can be purchased online and printed at home - click [here](#) to purchase. We received some new products this week that would make great stocking stuffers and gifts for those new to sewing. Check out the **latest additions** and the Gift Guide [online](#).

We will be participating in a large Year-End Blowout sale with other quilt shops after Christmas. It will be a great time to use those gift cards.



We also are planning our first Fifth Saturday Customer appreciation event on the fifth Saturday in December which happens to also be New Year's Eve. Your ticket to entering this event is your Webfabrics shopping bag. Dig out your old bag and come in for some fun and additional discounts. This will be a stuff-your-bag event for a % off of everything that fits into your bag. Don't have a Webfabrics bag? You can buy a ticket to the special event online. Spend \$100 and you get a coupon refunding your entry fee.

NEW FABRIC

December Fabric arrived this week as most warehouses are closing for the holidays starting Monday. Check out what arrived.

Northcott Whale Song

Whale Song by Deborah Edwards and Melanie Samra features whale prints from Jody Bergsma. This 16-piece collection includes one panel as well as a panel for a bag and a 108" wide back. This stunning collection is in blues, teals, and purples. See the entire collection [here](#).





It's A Girl

When I was pregnant with my first child, we did not find out the gender. I was convinced I was having a boy as everyone on my husband's side of the family had boys. Imagine my surprise when I heard the words "It's a Girl".

As a mother of three girls now, I just love this fabric collection. This new collection from Riley Blake features two panels and a beautiful collection of soft pinks, blush, and green. We have uploaded two free patterns which were released with the collection to give you some ideas. See the collection [here](#).

Don't worry - we didn't forget the boys. The collection It's A Boy from Riley Blake is due to arrive in the new year.







Wander Lane by Nancy Halvorsen

This wonderful quilt will be available as a block of the month. A reservation has been created for this one as well. Kits will be ready to ship in January. This is a 12-month BOM. Each pattern comes with not only the pattern for the house that you can put into a finished quilt of all the houses on Wander Lane but also six to seven other small projects for each month. The first month will be March. Click [here](#) to register.

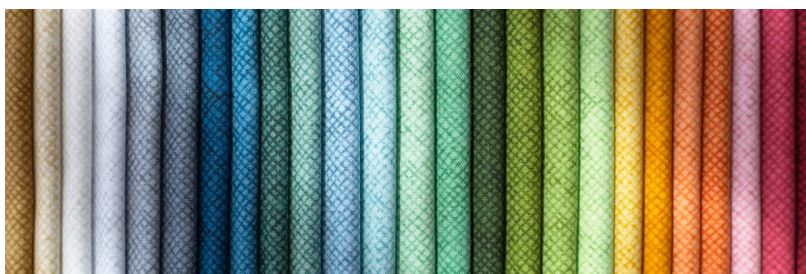
The BOM will cost approximately \$43/month - final cost is still being determined. This includes the pattern each month and the fabric along with the buttons to complete the pattern. If you prefer to just use your own fabric the pattern will be available for purchase as well.





Whisper Weave

This new blender by Nancy Halvorsen for Benartex has arrived. It has just a subtle hint of texture and shading and can be a beautiful backdrop for any collection or use on its own for a traditional feel to modern design. It comes in classic colors from Salmon to Denim and a wide range of neutrals. This collection along with Wander Lane is used in the Block of the Month above. See the collection [here](#).



Subscriptions

We have revised the Basics and Blenders Subscription Club program and they are updated

on the website. When you join the club you will need to save a credit card on your account. We will continue to send out 10 fabrics each month depending on your selection (Fat Quarter, Half Yard and Yard cut). This is a great way to build your stash.

We are looking to add a smaller club package that will vary each month and provide six coordinated fat quarters of newer fabrics and blenders. If interested let us know.

Click [here](#) to sign up for a club program.

LOCAL NEWS

Loudoun Hunger Relief

Thank you for your generous donations. We will deliver the boxes Monday.



Station Stitchers

We donated eight finished quilts to Station Stitchers this week. We still have more in the works. Nancy is picking up the first batch in the store.



We are in the process of putting the donated 10" blocks together in what will probably be two additional quilts. Here's a peek at one of them on the design wall.



Website Updates

We continue to update the website with new features. You can now access the videos and

previous newsletters on the website under Newsletters and Videos.

We are planning for 2023 and are excited to offer in addition to the Block of the Month's more in store events and even some small classes. Watch the calendar for signups. We will also host some Zoom events for those of you not local but who would want to participate. We look forward to continuing to connect in multiple ways.

Administration request. We have had a few customers leave patterns and fabric in the store over the last week and realize that we don't always have a phone number in order to reach you. We would love it if you could update your account online and provide address, phone number and even your birthday for a special surprise starting in 2023. If you don't have an account yet, it's a good time to create one.

Thank you and have a great weekend.

Follow us on social media and subscribe to our youtube channel [here](#).

Bev and Sydney

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