



ANNA GRIFFIN

Incorporated

99 ARMOUR DRIVE NE
ATLANTA, GA 30324

For Immediate Release
Lindsay Vaughn
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Contact:
404-817-8170

lvaughn@annagriffin.com

Blend Fabrics and Anna Griffin, Inc. launch 11 new collections

*Over 100 trend-setting fabrics are being released
at the International Quilt Market*

International Quilt Market, Houston, Texas -Anna Griffin, Inc. and its licensing division, Blend Fabrics LLC, will introduce 11 new collections with over 100 fabric options during the 2012 International Quilt Market. Infused with each artist's own style, Anna Griffin and the seven contributing Blend Fabric designers have outdone themselves with elevated, sophisticated interpretations that deliver fresh shapes and colors that are unlike anything else available on the market.

Founder of Anna Griffin, Inc. and the driving force behind Blend Fabrics, Anna Griffin sums up the effort: "I'm unbelievably impressed by the range of styles represented in this launch. The artists for Blend Fabrics are ahead-of-the-curve in their motifs, they are stylistically advanced and an absolute pleasure to work with." Of the 11 collections, two are Anna Griffin's own creations. Her romantic signature style is infused in the Olivia collection - an exuberant floral design - and the Chinese-inspired collection Chinoserie.



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Blend Fabrics was launched at last year's International Quilt Market and is founded on Anna's desire to curate and celebrate the most talented textile designers.

This year's line up includes the following collections:

Animal Parade by Ana Davis

A joyful mix of polka dots, animal silhouettes, butterflies and fun shapes, Animal Parade depicts a series of magical scenes. Shades of pink, green and brown solidify the sweetness of the collection, which is overflowing with patterns.

Bella by Amanda Murphy

a refreshing spring mix of color and pattern create Bella. A fusion of intricate florals, beautiful scrollwork, and delightful geometrics in both warm and cool color palettes.

- More -

Blomma by Jessica Swift

A master artist, Jessica Swift manipulates proportions and incorporates screen-print-style shadows, scribbled lines and layering effects to create movement in her new Blomma line. The vibrant colors, stylized flowers and bold ikats position this collection as the perfect answer to any quilting, home décor and sewing projects.

Bugs by Jone Hallmark

Jone Hallmark's artful, hand-drawn approach to the 13 fabrics of the Bugs collection deliver creepy crawly creatures that are endearing to both playful boys and bug lovers everywhere. Assorted insects and coordinating



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geometrics blend cool and warm colors to create a modern tableau of conversational groups.

Gabbie by Maude Asbury

The punchy prints in Maude Asbury's Gabbie collection marry the sunny disposition of mod-era patterns with iconic cameo shapes and letterpress typography. The playful, preppy, high-spirited collection makes sewing fun.

Global Bazaar by Josephine Kimberling

The spice-colored imagery and detailing found only on custom-made international wares capture the melting pot of destinations that inspired Global Bazaar. An upbeat translation of a Moroccan casbah, stripes, paisleys, diamonds, blossoms and embroidery-like flowers provide a full range of sewing inspirations.

Tilly by Charlotte Lyons

Early American handcrafts shape the Tilly collection of fabrics into instant keepsakes. Capturing the signature attributes of cross-stitching, embroidery and potato stamping, each of the 12 patterns is charming on its own or as part of a collage.

Timber & Leaf by Sarah Watts

Sarah Watts once again shares a story with the Timber & Leaf collection. Edgy undertones and complex scrollwork visually draw the onlooker deep into a woodland symphony of textures, ink drawings and vintage colors. Flora, seeds, foxes, birds, bears and deer grace the forest-filled patterns of this whimsical collection.



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Ranging from \$5.20 - \$5.30, the fabrics are rolling out between now through January 2013. For more information, visit www.blendfabrics.com or www.annagriffin.com.

- More -

About Blend Fabrics LLC

Launched in October 2011, Blend Fabrics is a licensing division of Anna Griffin, Inc. that pairs Anna Griffin's 18 years of product development and design experience with a truly dynamic mix of world-renowned talent. The high-end textile design division produces modern, upscale fabric, stationery and gifts available at major, independent and e-commerce retailers worldwide. With unique, fashion-forward design aesthetics, each talented artist brings an all-encompassing approach to the marketplace with a fresh, on-trend design perspective.

About Anna Griffin, Inc.

Anna Griffin made her mark in the wedding industry 18 years ago by developing one of the industry's first 'print it yourself' invitations with a custom look. Today, Anna Griffin is a recognized authority when it comes to translating exquisite patterns evocative of old world style into modern, mix and match designs. Anna Griffin's signature collection includes, invitations, social stationery, home office, decorative paper, fabric accessories and decorative fabrics.

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