

blend

fabrics llc

99 armour drive ne atlanta, ga 30324 telephone: 404.817.0604 fax: 404.817.0605 website: www.blendfabrics.com



For Immediate Release
October 2012

Contact: Lindsay Vaughn
404-817-8170 x102
Lvaughn@annagriffin.com

Blend Fabrics introduces the Animal Parade Collection by Ana Davis

Illustrations of animals march across this youthful fabric

International Quilt Market, Houston, Texas - The Anna Griffin, Inc. licensing division Blend Fabrics LLC, releases a perfect-for-the-nursery collection with Ana Davis' design expertise. Perfect in pink, Animal Parade is a joyful mix of polka dots, animal silhouettes, butterflies and fun shapes.

Ana Davis channeled her young audience when she created the line. "In a child's mind, the magic of stories and our grown-up world become intertwined. Animal Parade is a series of stories told through pictures - a mama giraffe shows her baby where the sweetest leaves are. A lion's roar grows into a giant flower. Elephants play and splash in a pond."

Joe Spiegelberg, President of Blend Fabrics, states, "As our company progresses, each designer has carved a design niche. Ana Davis represents the youthful, fun voice of Blend." Animal Parade is the second line that Ana Davis has produced in collaboration with Blend Fabrics.

Shades of pink, green and brown solidify the sweetness of the collection, which is overflowing with patterns. The softness of the colors and the recognizable shapes are visually interesting to children; the modern colors and whimsy appeal to sewers who are creating precious projects.

Available now, the 14 fabrics of the collection are \$5.25 a yard. For more information, visit www.blendfabrics.com. Blend Fabrics prides itself on the unique offering created by bringing together a highly versatile and gifted group of artists.

- 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 Ana Davis

Chicago native Ana Davis is a creative director and surface designer. Raised amongst writers, fine artists, industrial designers and entrepreneurs, she grew up in a home that not only valued the enterprising spirit, but also the arts in all its many wonderful forms. After graduating with a BFA degree from Carnegie Mellon University, Ana followed her family's footsteps to pursue a creative life of her own.

###