

# blend

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## **Blend Fabrics introduces the Bella Collection by Amanda Murphy**

*Full of curves and modern colors, the fabrics boast audacious prints*

**International Quilt Market, Houston, Texas** – The Anna Griffin, Inc. licensing division Blend Fabrics LLC, collaborates with Amanda Murphy to compose this pattern-filled fabric collection. A quilt designer and sewing pattern maker, Murphy borrows from the scrollwork of an intricate quilt backing design to create a sophisticated doodling effect. The flowers, paisleys and medallions, outlined in white, pop off of the fabric.

Embellished with graceful curves reminiscent of calligraphy, flowers bloom in profusion amidst a wide range of coordinates, combined in infinite ways to achieve different effects. Amanda Murphy explains, "Despite its traditional roots, Bella has a modern edge and sophistication, featuring cool aquas juxtaposed against tangy oranges and splashes of rose and pink."

Joe Spiegelberg, President of Blend Fabrics, enthuses that "Amanda Murphy's designs are rich and complex with details and layers that burst off the fabric. The collection resembles beautiful geometrics seen through a kaleidoscope."

A hybrid of influences, the shapes echo Scandinavian art and the color palette mirrors that of an Impressionist painting. Available now, the 16 fabrics in the collection are \$5.25 a yard. For more information, visit [www.blendfabrics.com](http://www.blendfabrics.com). Blend Fabrics

prides itself on the unique offering created by bringing together a highly versatile and gifted group of artists.

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### **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 Amanda Murphy**

Always attracted to color, texture, and pattern, Amanda Murphy has been designing, sewing, and doing needlework since she was a child. Her projects have included quilts, clothing, bags, household accessories, samplers and more. After graduating with a BFA in design from Carnegie Mellon University, she worked for a graphic design firm in Alexandria, Virginia. She later moved to New York, where she was an art director for a multimedia firm. All the while she continued to sketch and sew. After moving to North Carolina with her family, Amanda discovered quilting, an art that marries her passion for design with her enthusiasm for handwork.

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