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Blend Fabrics introduces the Bugs Collection by Jone Hallmark

The new fabric features fanciful insects and crawly creatures

International Quilt Market, Houston, Texas - The Anna Griffin, Inc. licensing division Blend Fabrics LLC, partners with Jone Hallmark to produce a fabric collection with a unique subject matter - bugs. Assorted insects and coordinating geometrics blend cool and warm colors to create a modern tableau of conversational groups.

Jone's passion as a painter is evident in the crisp illustration technique that brings the winged creatures to fluttering life. "I love bugs," Hallmark divulges. "They fascinate me - wings, legs, colors. I enjoy drawing them, painting them and stitching them. Not to mention collecting them." Bugs delivers creepy crawly creatures that are endearing to both playful boys and bug lovers everywhere.

"I'm always delighted to see how each designer captures her subject matter and target audience," comments Blend Fabrics President, Joe Spiegelberg. "Bugs is a wonderful collection because Jone finds an unusual inspiration - Bugs - and makes them charming and especially delightful for boys."

The multi-directional patterns and unlimited mixing options make these delightful critters look like they are leaping off the fabric. The clean lines and expert usage of color result in playful, mixable patterns. This is the second collection that Jone Hallmark has

completed with Blend Fabrics. "I was thrilled to be asked to join the artists of Blend Fabrics that Anna and Joe work with. I have such great respect and admiration for her vision and energy and her impeccable taste."

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Available January 2013, the fabrics are \$5.20 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.

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 Jone Hallmark

Jone Hallmark's universe has long been filled with a great passion for design of all kinds. From being surrounded by brushes, paints and oodles of paper as a child on her daddy's studio floor to her award-winning lines of decorated papers and beloved Bryce and Madeline stickers, Jone continues to be thrilled by simple lines and colorful details.

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