

# blend

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## **Blend Fabrics introduces the Tilly Collection by Charlotte Lyons** *Early American handcraft designs shape the design of a new fabric collection*

**International Quilt Market, Houston, Texas** – The Anna Griffin, Inc. licensing division Blend Fabrics LLC, introduces the Tilly collection of fabrics. Created by Charlotte Lyons, familiar handcraft techniques are artfully integrated into the collection. Signature attributes of cross-stitching, embroidery and potato stamping transform sewing projects into instant keepsakes.

Designer Charlotte Lyons divulges that her inspiration is "found in a pretty jumble of things and patterns. I wanted this collection to feel like a scene in Carl Larsson's Swedish 1890 cottage, one filled with children, art and a stack of sewing projects on the table. Playfulness and tradition combined." Lyons' unique mixed media approach enables sewers to create much more detailed looking projects without investing the time.

As Joe Spiegelberg, President of Blend Fabrics, explains, "Charlotte expertly creates an absolutely convincing impression that the fabric is textured, woven, embroidered. The optical illusions make for an effortlessly charming fabric." Every aspect of the Tilly Collection communicates the style and time period and revitalizes the lost art of early crafts with accurate color waves, stitching and imagery.

Each of the 12 patterns is visually interesting on its own or as part of a collage. Available in November 2012, the fabrics in the Tilly collection are \$5.20 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 Charlotte Lyons**

Charlotte Lyons is a self-taught designer and artist. She developed her own techniques for painting, needlework, felting, mixed media and a number of other crafts. Inspired by the humble designs of traditional art and craft and the inventive use of repurposed materials. Charlotte's work is infused with the vintage charm of handmade keepsakes.

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