

# blend

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For Immediate Release  
October 2012

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## **Blend Fabrics introduces the Blomma Collection by Jessica Swift**

*A sunshine-inspired fabric collection conveys a day-time landscape*

**International Quilt Market, Houston, Texas** - The Anna Griffin, Inc. licensing division Blend Fabrics LLC, announces its newest fabric design collaboration with artist Jessica Swift - the Blomma collection. Depicting the happiness of sunny days, Blomma's bright disposition incorporates vibrant colors, stylized flowers and bold chevrons.

Manipulating proportions and adding screen-print-style layers, artist Jessica Swift captures the essence of sunshine by mimicking the elongated shadows and patchwork of lightness and darkness associated with an outdoor landscape lit up by a high-noon sun. "Blomma is inspired by beautiful flowers, nature and lush colors," explains artist Jessica Swift. "Pink and orange, to me, exude happiness. This collection is meant to make you feel warm and sun-kissed."

This eye-catching collection offers dynamic textures achieved with tone-on-tone line illustrations that vary slightly within step-and-repeat imagery; the result is a textile design that communicates movement. Joe Spiegelberg, President of Blend Fabrics, shares that "Jessica Swift has the keen ability to produce designs that are both playful and sophisticated. Her knack for channeling the energy of her subject matter creates vivid artwork."

In a bouquet of options, the 10 fabrics of the Blomma collection deliver a variety of motifs - chrysanthemums, chevron, orchids, medallions and illustrated tulips. Shipping in November 2012, Blomma is the perfect answer to any quilting, home décor and sewing project. 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 Jessica Swift**

Jessica Swift is a full-time artist and surface pattern designer, a self-proclaimed "one woman show!" She remembers creating posters as a kid, filling with large bubble letters with vibrant, hand-drawn patterns and every surface she could get her hands on. From licensed products to objects made in her own studio, Jessica's eponymous brand of surface design and vibrant gift/home products is centered around her daring use of color and quirky and fun pattern sense.

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