

AMERICAN QUILT RETAILER

HELPING THE CREATIVE TEXTILE RETAILER IMPROVE BUSINESS PIECE BY PIECE

AMERICAN QUILT RETAILER
Issue
100
SEWING YOUR BUSINESS TOGETHER



WOW-IT!

by Susan Fuquay

create atmosphere and dynamic visual displays



Zippers from Glee's



Left to right: "Red Hot Fanny" and "I See" (The Toy Lady); "Wonder Clips" and "Kanzashi Flower Maker" (Clover)



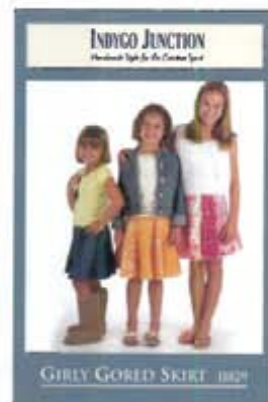
"3-1/2" Straight Blade Gold Sewing Scissors" (Simplicity[®]); needlepoint: "Bouquet Cushion" from Kaffe Fassett's Glorious Needlework

Seen at market

The inspiration for the cover of this, our 100th issue, came from the new Treasures by Shabby Chic[®] booth at Spring International Quilt Market in Salt Lake City. The soft, heavenly faded florals of Treasures by Shabby Chic fabrics are designed by Rachel Ashwell of *the Shabby Chic* and marketed for the first time in a partnership with P&B Textiles. I attended Rachel's Schoolhouse presentation and was delighted to have the opportunity to meet her personally later in the weekend. Rachel is pleased to be entering our market and excited at the prospects of seeing her fabrics made up into quilts. Although quilting is new to her, this move is as natural as her well-known, comfortable look.

One wall of Rachel's booth was covered with a realistic-looking, white-washed faux brick. As you can see in the photo (above left) pieces of her first collection "Garden Rose" have a grommet on one corner and are hung casually in gentle folds from simple brass hooks. Each hook was further embellished with what Rachel might call one of her "bits and bobs" — a torn strip of coordinating fabric knotted and looped over the hook. I loved the simplicity of this display and the casualness of its execution, which perfectly matches the fresh look and feel of her Shabby Chic fabrics.

Cover fabrics, left to right: "Liberty Companions," Red Rooster Fabrics; "Morning Tides," FreeSpirit for Westminster Lifestyle Fabrics; "Gallery Fiori," P&B Textiles; "Garden Rose," Treasures by Shabby Chic[®]; "Persia," P&B Textiles; "Wrenly," Free Spirit for Westminster Lifestyle Fabrics; "The Willow Collection," Anna Griffin[®]; "Catkin," In The Beginning Fabrics; "Sapphire," Clothworks; "Cabbages & Roses," Moda Fabrics; "Catkin," In The Beginning Fabrics

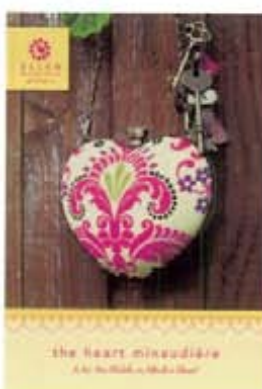


GARMENTS

Clockwise from top left: "Twirl Skirt" (Valori Wells Designs); "The Party Frock" (Amoretti by Me - Rebekah Merkle); "Everyday Skirt" (Kati Cupcake Pattern Co.); "Girly Gored Skirt" (Indygo Junction); "Kyoko Misses" (MODKID™); "The Duchess Skirt" (Amoretti by Me - Rebekah Merkle); "Painted Portrait Blouse & Dress" (Anna Maria Horner); "Diane Kimono Dress" (Serendipity Studio)

BAGS AND TOTES

Clockwise from top left: "Here We Go!" (Silver Thimble Quilt Co.); "Kona Carryall" (Pink Sand Beach Designs); "Ella Handbag" (Silk Road Creations); "Tote Bag" (Anna Griffin, Inc.®); "Little Cell Phone Wallet" (Valori Wells Designs); "The Quattro" (StudioKat Designs); "Heart Minaudiere" (Ellen Medlock); "Millie Fleur" (Bari J.®)



ACCESSORIES



Left to right: "Popcorn Bowl" (Aunties Two Patterns); "Winter Flowers" (Aunties Two Patterns); "Peony Pillow" (Anna Griffin, Inc.®); "Sunflower Pillow" (Anna Griffin, Inc.®)

HOLIDAYS

Clockwise from top left: "Snowflake Pillow" (Sue Spargo Folk-Art Quilts); "Holly Glow" (Quiltricks); "Christmas Stockings" (Brookshier Design Studio); "Pumpkin Patch" (Patch Abilities, Inc.™); "Poinsettia Table Runner" (Waltzing with Bears)



Continued on page 32, see "Market review"

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Julen
by
Julie Paschkis

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WHIMSEY

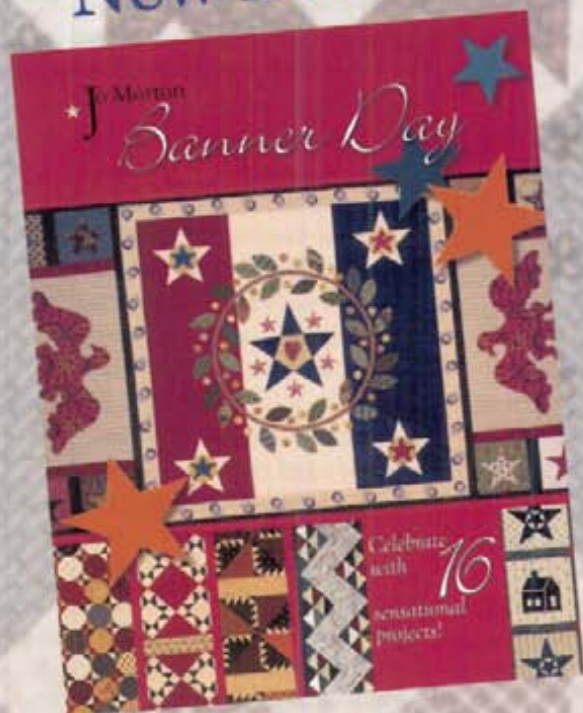
Clockwise from top left:
"Charlotte Anne Pincushion"
(Maw-Bell Designs); "Chelsea's
Pincushions" (Reets' Rags
to Stitches); "Pillows and
Pincushions" (Reets' Rags to
Stitches); "Scotty Dog Stuffie"
(Anna Griffin, Inc.®); "Wish Bird"
(Valori Wells Designs); "Early
Bird" and buttons from Crimson
Tweed (Sue Spargo Folk-Art
Quilts); "Mod Tweet" (Quilt
Story); "Grow UP Tall Giraffe"
(Bean Counter Quilts); "Mum's
the Word" (Bloom Creek);
"Wonky Fall Foliage" (Pine
Mountain Designs)



Resource guide:
Go to www.americanquiltretailer.com
for direct links to these companies.

New Book!

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