

AMERICAN QUILT RETAILER

HELPING THE CREATIVE TEXTILE RETAILER IMPROVE BUSINESS PIECE BY PIECE

Inspiring

FreeSpirit announces
collaboration with
Morris & Co.

INSIDE

EXCITING NEW
PRODUCTS

...

FACES OF THE
QUILT INDUSTRY

...

SNAPSHOT OF
EVENTS AND
CLASSES

SPECIAL DIGITAL ISSUE
FALL MARKET 2017



Shown: Cut Loose Press™ Round
The World Tote #CLPJAW064

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FABRIC & NOTION SUPPLIER

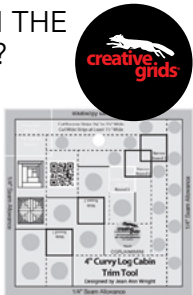
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Magnolia Market, Waco, Texas



Pioneer Woman, Pawhuska, OK.



Buc-ee's, Somewhere in Texas

Attending Quilt Market is like attending the world series of quilting.

Our staff has returned from Quilt Market --exhausted and exhilarated in the same breath! Our editors strolled the many aisles looking for products to share with you, attended events and classes, and shook hands with people from around the world. And, if that wasn't enough, the World Series of baseball was going on one block over. [Check out this video.](#)

The excitement of Quilt Market never wanes for me--the colors, the textures, the people and the hugs. We are doing this brand-new digital recap of Quilt Market because we want to make sure whether you were there or not, that you get to experience a little of the energy that we feel when we are there. With that said, if you saw our bank of photos and lists of what we'd like to include, what you're going to see on the following pages is just a fraction of what was there. We'll work hard in our December issue to include even more photos and comments about what we saw during Quilt Market. If you're not already a subscriber to American Quilt Retailer, we'd love to have you join us by [subscribing today.](#)

Part of my excitement for going to Quilt Market is also what happens on the way to and from the convention center. Stops at well-known destinations and local attractions gets me thinking outside my normal "box" and sometimes challenges me on how I think about my own business. I hope when you travel you take the opportunity to explore your surroundings too.

Be sure and look for the videos and links we've embedded within this issue...something we can't do in our print issue. Let me know (Heidi@AmericanQuiltRetailer.com) what you think of this format and whether you'd like to see more digital issues in the future.

Yours truly,

HEIDI KAISAND

On the Cover



FreeSpirit was founded in 2000 by Donna Wilder. Since that time, FreeSpirit has acted as an innovation catalyst, bringing fabrics with inspiring personalities to the passionate quilters. Christine Truillet, Senior Vice President of Marketing shared this during the company's announcement party, "We are together to celebrate an important milestone. Through our partnership with Morris & Co, we are welcoming an iconic personality to the FreeSpirit community, William Morris. Through his timeless aesthetic style and the influence he has had on the Arts and Crafts movement, William Morris has been a spiritual mentor for many of our FreeSpirit artists. So it feels so obvious today for FreeSpirit to bring the authentic William Morris' artistic style to the quilting world." [Click here to learn more.](#)

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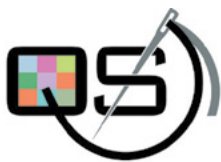
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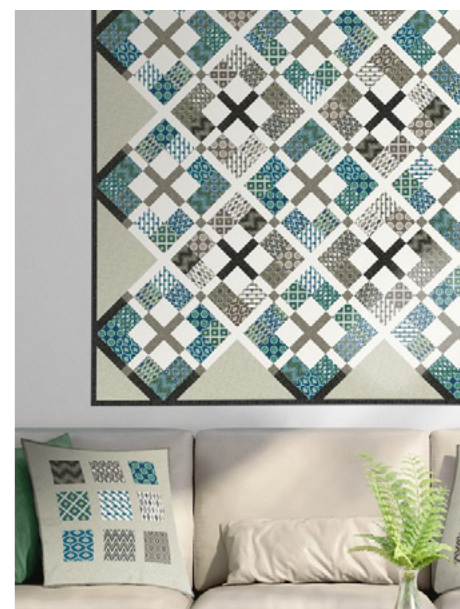
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American Quilt Retailer always tries to relay accurate and useful information to the best of its ability. However, all of the articles are meant to help guide you to become a better-informed businessperson by seeking out professional answers for your own individual business needs. American Quilt Retailer holds no responsibility for any financial consequences and only hopes you'll find generous financial gains from the information presented.



[Paintbrush Studio](#) showcased their Painter's Palette solids in this eye-catching pattern.

[In the Beginning](#) introduced their mini-ikats at Market. And, as always designer Jason Yenter inspires us with his quilt designs.



Our Contributors

Rich Kizer and Georganne Bender are experts on generational diversity, consumer trends, marketing, 50 Retail Influencers and the Top 40 Omnichannel Retail Influencers. www.kizerandbender.com

Quilts, Inc. staff members assisted us throughout this process and we appreciate their efforts.

And thanks to the many faces of our quilting industry. From designers to teachers to manufacturers, you were all helpful in providing us with information to put together this digital issue.

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Schoolhouse Snapshot

On the day prior to the Quilt Market showfloor opening, attendees have an opportunity to attend 30-minute sessions during Schoolhouse.



Understanding consumer trends is critical to a retailer's success. AQR partnered with consumer magazine American Patchwork & Quilting editor Jody Sanders to present a Schoolhouse session connecting trends in the magazine to what shop owners could use in their store. Jody also shared some facts about how magazines fit into consumers' lives. [Click here to get those facts.](#)

During the AQR Schoolhouse "15 Marketing Tips in 30 Minutes", editor Heidi Kaisand snapped this classroom picture to illustrate the point that many retail experiences need to include an element of entertainment. [Download the handout here.](#)



[illegible]

COME SEE US IN BOOTH 2334
AT FALL QUILT MARKET

Maze

Follow Patrick Lose Studios on Facebook and Instagram

Brimfield Block by new designers Kim Martucci and Nisha Bouri (paperpieces.com) illustrates the continuing craze of English Paper Piecing (EPP). Perforated EPP shapes from Paper Pieces offer versatility to the pattern, letting you increase the number of fabrics used in each block.



Yoko Saito, a longtime Japanese favorite designer, shared inspiration behind her favorite project from each book published in English by Stitch Publications (distributed by Martingale, martingale-pub.com).



Introduce young sewers to appliqué with Sew Quirky designs by Mandy Murray (sewquirky.com.au). Frankie the Frenchie (stitched onto choice of pillow, tote or wall hanging) shows Mandy's whimsical and trendy style.

Joanna Figueroa of Fig Tree & Co. shows how two versions of one quilt—[Nine Patch Waltz](#)—can look completely different. She mixed a little bit of charcoal Moda Crossweave in with her Ella Ollie collection for Moda Fabrics to get a scrappier look.





FreeSpirit


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Demo Alley

A new feature at Quilt Market was an area devoted strictly to demonstrations by designers and manufacturers.



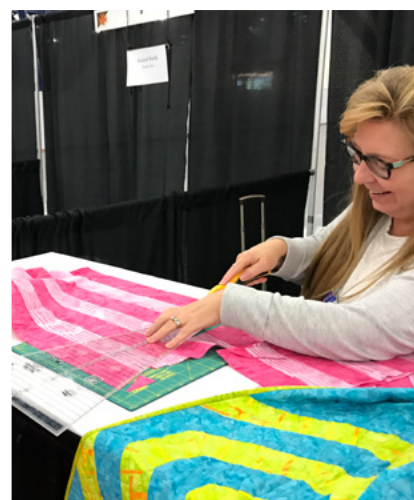
APPLIQUE AND QUILT-AS-YOU-GO

Susan-Claire Mayfield of [Gourmet Quilter](#) shows her Metro Tiles pattern, which uses [Hoffman](#) batiks to applique and quilt one small block at a time.



YOUR NEXT BOM

Toni Steere of [Wing and a Prayer Design](#) shares tips about block-of-the-month programs.



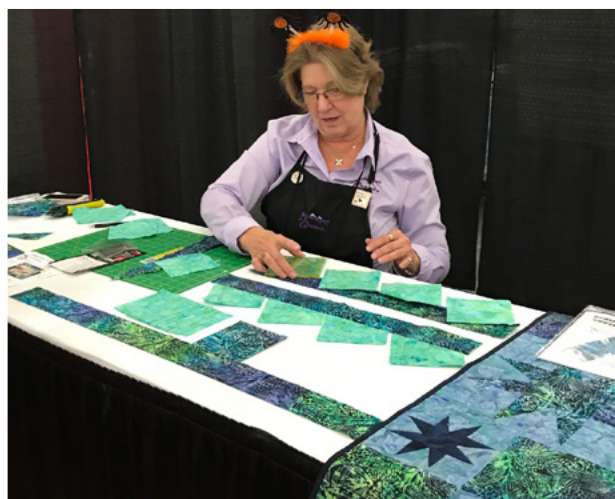
LOOKS HARD, BUT IT'S NOT

Tammy Silvers of [Tamarinis](#) shows how using strip sets and the Creative Grids 30 Degree Triangle can make a complex-looking quilt in no time.



FUSING FUN

Debra Haney, left, demonstrates fusing with Wonder Fuse, a super lightweight fusible web from [Clover Needlecraft](#).



SEEING STARS

Kari Nichols shows how to make easy star point units using the Creative Grids [Strippy Stars Tool](#) and [Island Batiks](#).



Lil' Sprout flannel Too!

by Kim Christopherson of Kimberbell Designs

Cuddle Bug Baby Quilt 31" x 35" by Kim Christopherson,
a free downloadable pattern available when fabric ships at maywoodstudio.com

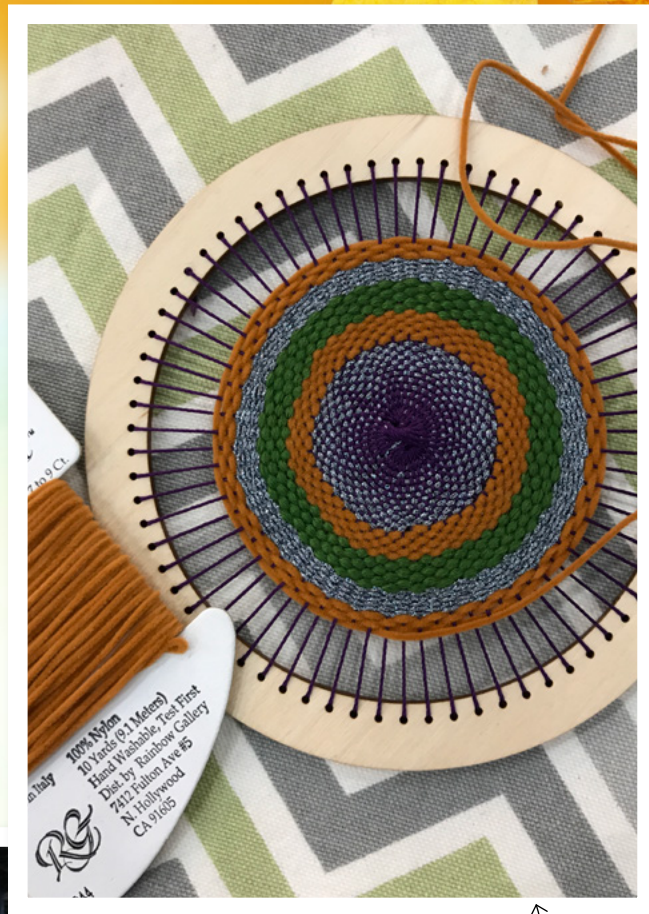
MAYWOOD  STUDIO



FALL MARKET 2017
WHAT'S NEW, WHAT'S HOT

PRODUCT SNAPSHOT

Get a quick glimpse at just a few of the products we saw during Fall Quilt Market. Watch for more in the regular December 2017 issue of American Quilt Retailer.

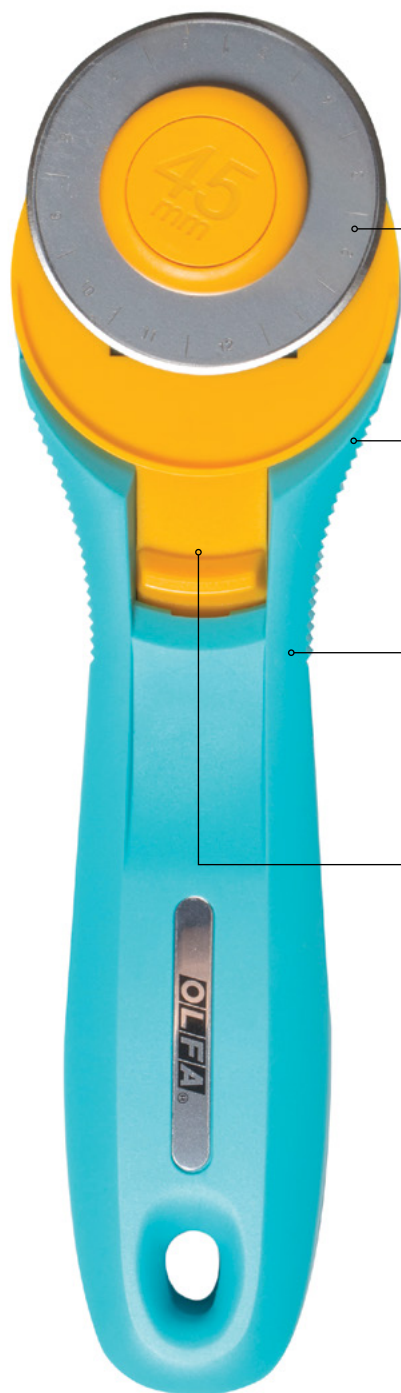


Thin wooden round looms from Purl & Loop (purlandloop.com) are designed to be left in the project after weaving. Five sizes allow you to create earrings, ornaments or wall art.



Stacy Michell of [Shades Textiles](http://ShadesTextiles) uses a demo board to show how her Twice as Nice Quilting patterns work. These blocks are actually appliquéd blocks, not pieced, so you get the look of intricate piecing without having to do curved piecing.

5 REASONS to LOVE OLFA! WE INVENTED THE ROTARY CUTTER



OLFA Splash 45mm
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1

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3

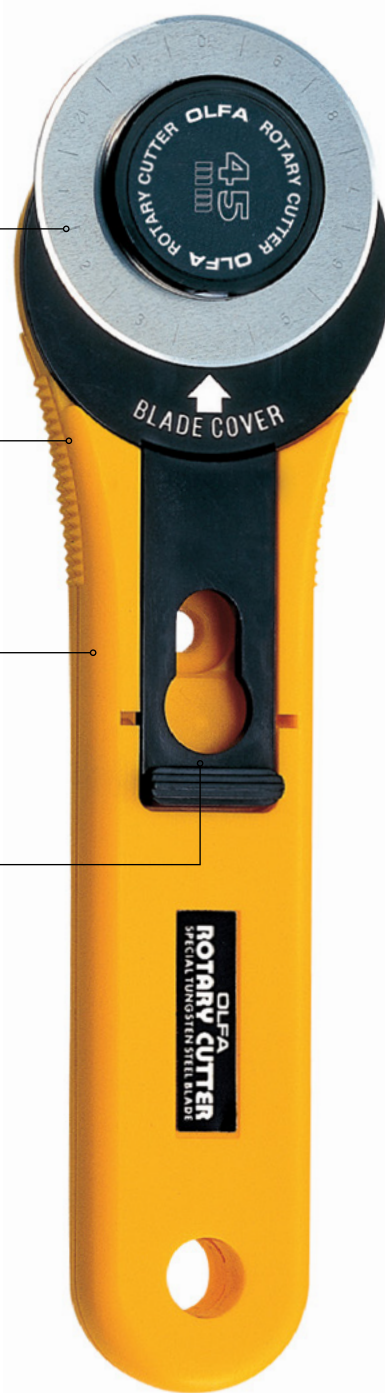
Designed for both right-
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4

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5

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Melissa and Arlene of [The Quilt Company](#) showcase Bunny Town, which has five whimsical houses and made from Poppies fabric collection from Maywood Studio.



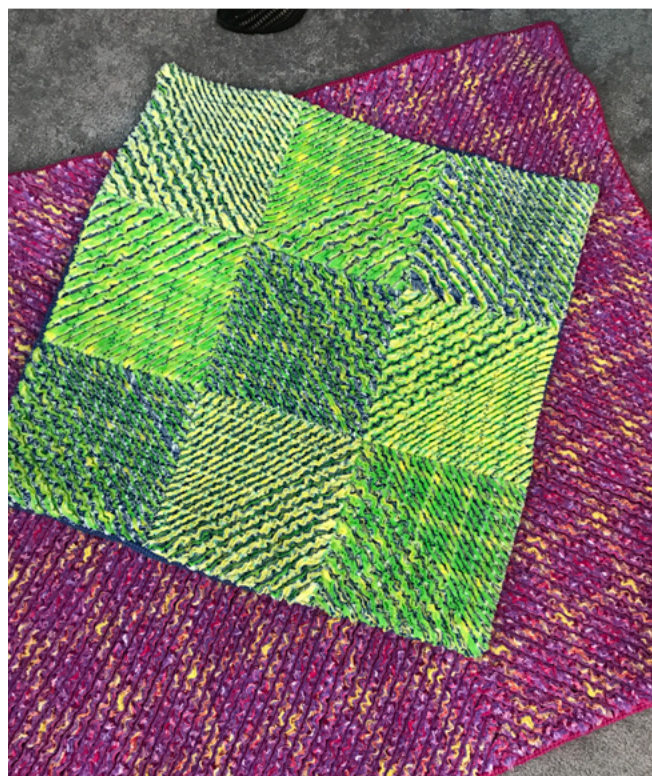
[Wooden Spool Designs](#) owner Debbie Busby featured her pattern Key to My Heart using a combination of wool and cotton fabrics.



Nancy Green of [Pink Sand Beach Designs](#) is always creating classy bag patterns with well-written instructions. Here she showcases Paris Purse, Modern Clutch and Little Glam Bag.



Pre-printed panels are the foundation of these patterns from Bonnie Sullivan of [All Through the Night](#). Customers just need to add a bit of wool and they are done.



Fabric designer [Sarah Maxwell](#) has been playing with her [Color Crush flannels](#) by Marcus Fabrics to create these beautiful chenille pieces.



Market is the perfect time for companies to announce new products and Handi-Quilter did just that with the launch of [The HQ Amara](#). Quilt shop owners enjoyed getting to put it to the test in person.

KETAN

BY KAREN GIBBS

KETAN, pronounced "kay-tan", is a holiday rice from Indonesia, offered in an array of colors for every celebration and is always the food staple that mixes perfectly into any meal. This rice motif and its multitude of colors are the inspiration for the Banyan Batiks mixer program. Ketan offers a beautiful range of 80 prints and similar to the holiday rice that inspired this line, Ketan will mix perfectly into any batik project

Visit www.BanyanBatiks.com to view these stunning batiks and the pattern catalogue. Contact your Northcott Sales Representative to place an order.

Ketan begins shipping **March 2018**.



NEW!

Banyan Batiks, challenges all aspects of the batik design process, from innovative tjaps (pronounced "chops"), original artwork and designer-selected colors, to the finishing of the goods. Banyan Batiks strives to provide the quilting industry with a higher quality batik and a finish that sews like no other.

Banyan Batiks offers distinctive collections by style and color. Each print is designed to fit a collection and holds purpose within the line. Banyan Batiks offers curated collections that are arranged with cohesion and are irresistible when merchandised as a display.



Increase Foot Traffic

Here's how to generate foot traffic in your store without breaking the bank.

BY Rich Kizer & Georganne Bender



Today, you compete in a tough environment where every retailer—brick and mortar and online—is chasing each other's customers. Customers, on the other hand, are trying to find the best shopping fit for what they want to buy. It's impossible to be as profitable as you need to be if you try to outspend your competition, so what's the answer?

If you want to keep your current customers close AND build word of mouth, the number one thing that attracts new customers to your store, ask yourself this question: What could you do, that no other retailer you compete with does, to thrill your customers? Think about what would excite you if you were a customer shopping in your store. And then make it a point

to ask customers our BIG Question: "What ONE thing could we do to _____?" You fill in the blank.

Try, "What ONE thing could we do to improve our customer service?" or "What ONE service could we add to make it more convenient to shop here?" or "What ONE in-store event could host that you would like to attend?"

Speaking of in-store events, they are another inexpensive way to attract new customers. Events make you stand out from your competitors! You can run a 20-percent off sale, but that's not going to get people up off the couch because every retailer does that. But if you run that same 20-percent off sale and add in a costume contest for pets, with a

portion of the day's sales going to a local animal shelter, you're going to have fun in the store. And you are going to attract new customers and sell them something while they are there.

There are many ways to build foot traffic and not spend a lot of money:

- **Use Displays**

Create a display in your front window that's guaranteed to attract attention. Use props, signing, or something that moves. Maybe even put a happy quilter doing her thing in the window.

- **Offer Coupons**

Studies show that 96% of consumers use coupons, 81% of consumers use coupons regularly, and 85% of consumers look for coupons prior to visiting a retailer. If you have a store full of customers, bounce 'em back!

The Enchanted Garden BOM featuring Floragraphix Batiks IV - April 2018

Fabrics and Quilt by Jason Yenter



Quilt size 48 1/2" x 64 1/2"

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- **Email Blasts**

Send email blasts on a regular basis, at least every 15 days. Remember to use more photos – BIG photos – and less copy to capture the reader's attention in 20 seconds or less. Make the photos clickable links that take the reader back to your website.

- **Utilize Social Media**

Encourage the conversation on social medias. Facebook and Instagram are perfect marketing vehicles for to help you get the word out about your store or event. If you want to attract a younger customer you may want to experiment with SnapChat as well. The trick with social medias is to post it at least once a day, every day, and answer every comment followers make.

Facebook offers lots of free opportunities to attract customers, including Facebook Offers, Facebook Live, contests, and polls. The Facebook Events option even allows you to post information about your own in-store events for free, and invite your followers to check it out. You'll want to back up all of your efforts on Facebook by spending at least \$2.00 a day in Facebook ads.

There are plenty of things you can do that are no cost or low cost to build foot traffic and increase your store's visibility – but it does take effort. Hold a brainstorming session with your team and talk about things you can do to right now attract shoppers!



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RIGHT: Create inspiring displays mixing garments, quilts and other items to entice your customers into your store like this one at [Michael Miller](#).



LEFT: [Sew Many Creations](#) created an interesting display for showcasing bags in this crates. **BELOW:** A simple clothesline with [Moda](#) charm squares highlights a Sweetwater fabric collection.



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A vibrant, multi-colored graphic of a city skyline is positioned at the bottom of the poster. The buildings are rendered in various shades of blue, purple, pink, red, orange, and yellow, with a textured, watercolor-like appearance. The skyline is set against a black background, and the colors bleed into the white background at the bottom.

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Benefits of Market

Director of Publications and Public Information, Bob Ruggeiro, shares insight into why attendees enjoy coming to Quilt Market.

We here at International Quilt Market are thrilled to be part of this very first, special digital edition of *American Quilt Retailer* covering the fall 2017 show in Houston!

I know that many of you reading this attended the show, and you're likely still buzzing about all the products you saw, the educational lessons learned, and the people you met. But if you did not attend Market, here's some reasons why you should!

Stock Your Shelves

International Quilt Market is the only wholesale trade show specifically geared for the quilting industry. Where else would you be able to order new and existing products from hundreds of the biggest fabric companies to the smallest of independent pattern makers? Everything you could possibly need to stock your store is available in a dizzying array of options. And you don't have to be a quilt store to benefit! Any business that sells textile, sewing, and crafting supplies or uses them to create their own products will find something on the show floor.

Shopowners rest a moment as they take in all the wonderful colors and textures of Market.



Networking/Socializing

Recent years have seen a huge uptick in business relationships forged and conducted online – which has a lot of advantages for those who are not in geographical proximity to one another. But that can never replace the benefits, both tangible and otherwise, of face-to-face relationships and true in-person communication. At Market, you'll be able to enhance existing contacts and make new ones on the show floor.

Education

The main purpose of Quilt Market, of course is for you to find and order goods for your store. But we also believe in the power of continuing education to not only to boost your store sales, but to make you a more effective business owner. We have scores of Take and Teach classes for you to bring a new project or class back home. There are also Business Seminars on subjects ranging from legal and copyright issues, POS systems and accounting, effective marketing, social media, store promotions and displays, and employee relations.



Sitting with a sales rep and ordering the newest fabrics is part of some shop owners' Market plan.



Meeting friends in the aisles and making connections is an important part of the event.



Large booths, like this one from FreeSpirit Fabrics, showcase their fabric designers work. Their display gained them an award, placing first in the Multiple Booth category.

And Finally...Get Inspiration!

What's the end result of a customer coming into your store? To make an amazing quilt, of course! At Market, you can see hundreds of quilts from artists around the world in every style, technique, color, and subject imaginable. Get inspired by what your customers are making and pushing the art of quilting forward.

So, there are many reasons to attend International Quilt Market in person! Join us for our 2018 spring show May 18-20 in Portland, Oregon, and our fall show November 3-5 (note later dates) back in Houston, Texas. And follow @QuiltMarket year-round on [Facebook](#), [Twitter](#), and [Instagram](#).



[Abbey Lane Quilts](#) went home from Market having earned the Double Booth award with this stunning booth.

Designers use their booths at market to showcase their patterns, giving lots of inspiration to quilt shop owners.



and the winners are

Single Booth: Violet Craft
Double Booth: 2 Abbey Lane
Multiple Booth: FreeSpirit Fabrics
Merchandising: Sallie Tomato
Sneak Peek: Sizzix
New Exhibitor: Tilda Fabrics
Creativity: Amanda Herring for Riley Blake
Notions and Tools: Cricut



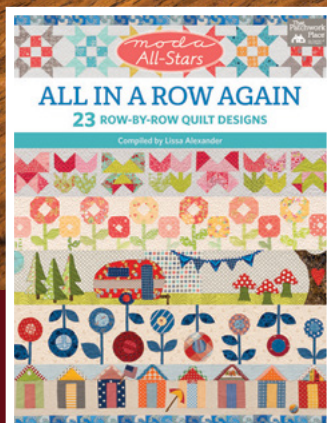
[Sizzix](#) used humor and creativity to showcase their stuffing tool and gained a prize in the Sneak Peek category.

The perfect season to stitch

Celebrate the season with new books from Martingale—rich details, inviting photos, and how-to you can count on.

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**BOOTH
2226**



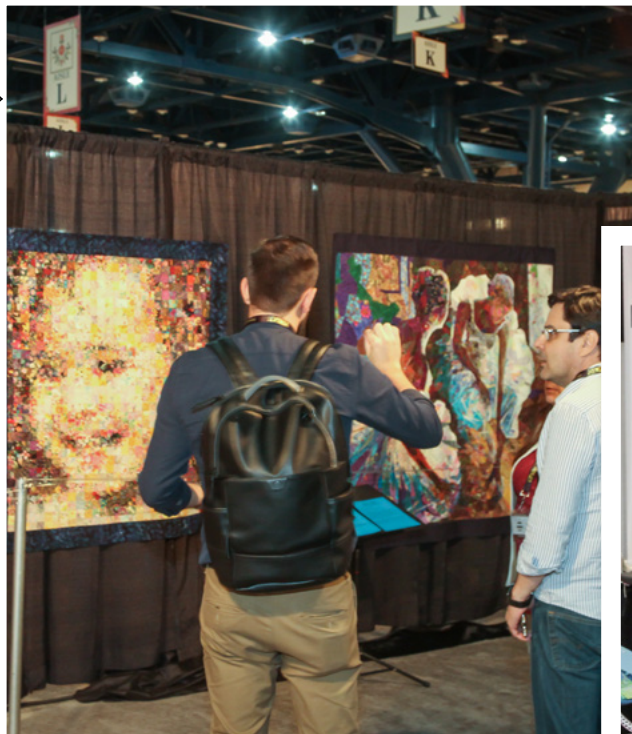
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Create with Confidence

Getting to take in the stunning quilts on display is a bonus reason for attending Market.



Market is the perfect time to test products you're considering for your store.



Booths are filled with examples of finished quilts that help shop owners make decisions on what patterns to purchase.

Tools and notions are on everyone's shopping list and this year Cricut took the award for best booth in this category.



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FALL MARKET 2017
CELEBRATIONS

WHO'S WHO AT MARKET

One aspect of Market is getting to rub elbows with industry celebrities and to meet them in more casual settings.

STITCH PUBLICATIONS

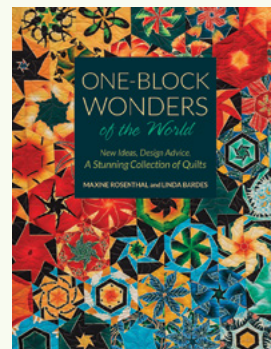


[Stitch Publications](#) publisher Priscilla Knoble presented a slide show telling the story of designer Yoto Saito of Japan during a reception.



Yoko Saito, third from left, gathers for a snapshot with fans during an evening event hosted to honor her work.

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by Maxine Rosenthal &
Linda Bardes



by Jeanette White &
Erin Hamilton



by Angela Walters



by Jera Brandvig

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AURIFIL THREADS

[Aurifil](#) works with many leading quilt industry designers. Each of them showed their appreciation to the company with a block design in this quilt that was gifted to Angelo Gregotti, and his daughter Elena during the company celebration.



Aurifil celebrates 10 years in the United States in 2017 and celebrated that milestone during Quilt Market.



Visit the [FreeSpirit website](#) for more information on this new collection of fabrics, including a video showcasing the inspiration behind the fabric.



FREESPIRIT FABRICS

Nancy Jewell of FreeSpirit Fabrics gets the celebration started in welcoming Morris & Co. to their portfolio of designers.



QUILTmania Inc.

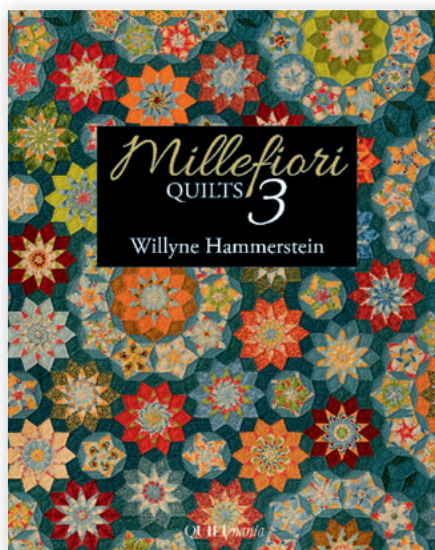
presents

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and our **NEW RELEASES...**

After the international success of her first two books, Willyne is back in this third volume with a wealth of 18 new quilts. In this work she continues to explore the richness of the Passacaglia design in brilliant compositions that are skillfully coloured; her imagination has no bounds!



Mary and Joe Koval, antique dealers and collectors of vintage quilts, offer us in this moving book their story of love for quilts that has endured nearly 40 years. A book in two voices, lavishly illustrated with a hundred photos, it is a treasury of inspiration, full of warmth and stories lived!

More to browse on **Quiltmania-inc.us**

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WHOLESALE INFO

NORTHCOTT FABRICS

Banyan Batiks was introduced during Quilt Market, including an evening of celebration with [Northcott](#).



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BUSINESS GROWTH & SUSTAINABILITY

**BUILDING & NURTURING
RELATIONSHIPS**

INSPIRATION & CREATIVITY

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BEHIND THE SCENES

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This fall, Moda has 4 new designers, 20+ fabric groups from your old favorites, 7+ amazing quilt kits, Cake Mixes®, Cupcake Mixes®, Fun Stuff and a plethora of patterns to whet your appetite! To see the latest collections and more, visit modafabrics.com. Connect with us on facebook, instagram and be sure to follow our blog and bakeshop!

Check out collections by our new designers Crystal Manning, Kristyne Czepuryk, Natalia and Kathleen, and the Victoria and Albert Museum.



Wild Nectar

CRYSTAL



MANNING



First Romance

Kristyne Czepuryk of



William Morris

A new quilting collection inspired by the archives of the Victoria and Albert Museum exclusively for Moda Fabrics.

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What's Happening

From one end of the George R. Brown Convention Center to the other, our editors looked for exciting things to share with you.

[Listen to this video](#) as

Alex Anderson talks about Quilters Select products that are exclusive to independent retailers.



The hottest fabric in Patrick Lose Fabrics' booth was Kooky Creatures. [Hear it from Patrick yourself!](#)





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Walk away from the [Moda](#) booth with a great idea for a front-window display using wooden hoops and fabric strips.



AQR October issue cover girl Edyta Sitar of [Laundry Basket Quilts](#) stopped by our booth for a quick photo!

learn about new events

Martingale Publishing and Moda Fabrics are hosting an event for shop owners in 2018. Want to learn more? [Check this out.](#)



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Designer Roseann Kermes and Olfa manager Yvonne Busdeker share tips and product information in this [great booth demo](#).



Blue and white fabrics were seen on the show floor—in both classic designs, as well as contemporary, including in the [Timeless Treasures](#) booth.



Transform [Belagio](#) trims from plain to unique with the use of Sharpie markers.



Wool continues to be a favorite fiber of artists and manufacturers, including these bright wools from [Weeks Dye Works](#).

Kari Carr of New Leaf Stitches shows off her newest fabric collection from Hoffman California Fabrics. Click here to [watch her video](#) and check out how she shows off the multiple prints included in each bolt.



The Moon Rabbit

by Paintbrush Studio Fabrics



"Moon Rabbit", 55" x 55" quilt designed by Pine Tree Country Quilts for Paintbrush Studio Fabrics.



Quilting is art. That message was evident in several booths, including with this Alexander Henry display.



Maragret Brewster Willingham is passionate about her applique techniques and loves sharing her knowledge with you. [Watch here to learn a few tips.](#)



Kimberbell announces new rulers. [Check out our video](#) showcasing them at Market.



Hexagons in all sizes are the craze! Jill Shaulis of [Yellow Creek Quilt Designs](#) shows of her latest work in this vintage wood frame.

ARISTOCATS

Pattern By Ann Lauer

Using prints from Ann's newest collection "Cat-I-Tude", this pattern (in 2 color ways) is available for purchase Feb/March 2018 Ann's website at grizzlygulchgallery.com.

CAT-I-TUDE

By Ann Lauer of Grizzly Gulch Gallery

Just imagine your favorite feline, with a elegant coat sprinkled with gold. No wonder she has a "cat-i-tude" - she's simply beautiful!

This collection won us over immediately. Ann's cats are exquisitely painted in rich, rich colors and available in a easy-to-use panel or two graceful allovers.

Mix with Ann's flowing textures and geo squares - and you'll see that the design possibilities are infinite. The details on these prints are extraordinary, just like the cats that inspired them.



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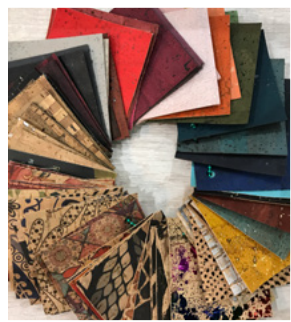
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Wondering how a product works? Being at Market allows you the opportunity to see demos of those products-- like a pounce from [Full Line Stencils](#). [Watch video here](#).



[Brimfield Awakening](#) is pushing EPP (English Paper Piecing) fans to new heights with this stunning block.



Cork is taking the market by storm with a range of colors and patterns. [Fabric Funhouse](#) was showing the material made in all shapes and sizes of bags.



Display ideas are everywhere for your store, including this simple repurposed use of a photo holder in the [Quiltworx](#) booth.

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6 Lessons for Your Shop from QuiltCon

Attending a consumer show can teach you
BY Sarah J. Maxwell

You've heard the buzz about the modern quilting movement and read the online chatter about QuiltCon. Now it's time to pay attention to those six lessons gleaned from this year's show in Sarasota, Georgia, in February.

QuiltCon is the official quilt show of the Modern Quilt Guild. It debuted in 2013 in Austin, Texas, and now alternates between an East and West location. The 2018 edition will return to Pasadena, California. The Sarasota show exhibited 350 quilts selected from more than 1,500 entries. Almost 100 vendors and exhibitors shared the floor with a dazzling array of modern quilts. Scores of educational classes, seminars and lectures occurred over four days. But shop owners can leten a lot by simply watching and talking to those attending the show.

Lesson one: Keep an

Lesson one Keep an open mind about what type of customer will be open to modern offerings in your store. QuiltCon is a show for everyone—from grandmothers to infants. Vendor and designer Natalie Barnes of Beyond the Run (shown top right) commented on this: “It’s a multidimensional show with a real sense of community and family.” Modern is not limited to a certain age. Events such as QuiltCon are a great opportunity for experienced crafters to engage others in the craft.

Lesson Two People love an opportunity to actually participate in an activity—whether at a conference or in your shop.

Following a trend set by many national shows, several fabric and notions companies exhibited at QuiltCon in an effort to promote their brands. Michael Krueger of Windham Fabrics explained, “Connecting directly with consumers and quilters is invaluable. We learn what they like. For example, everyone in the office assumes a directional print is the kiss of death. With our quilt block activity, we noticed people weren’t worried about which way directional prints were placed.”

Windham had prepared fabric shapes from a variety of hues and encouraged convention attendees to place the shapes >



Rise and Shine

Wake Up and Be Awesome!

Your morning may need an overhaul. Think of those first few hours as preparation before a big match, a time when you can calm your mind, strategize and get your head in the game.



FREE-TO-USE-PATTERN

Build Success from the Start

Joseph J. Maxwell knows what it's like
being a quilter.

Sarah J. Maxwell knows what it's like to be a beginning quilter.

Listening to Sarah J. Maxwell and how she changes with the times...
Reach out to the beginning quilter
She remembers what it is like to be the new-kid-on-the-block and keeps that in mind when she is working with those who are new to the sewing and quilting scene: Sarah J. Maxwell, now a shop owner, quilter and fabric designer, was once a beginner, too.

Sarah had a 1930s quilt made that accompanied her to college. Not only was the quilt a comforter, it was something from home, but it added a bit of cheer to her new sleeping space. Sarah says originally taking the quilt with her was an economy move, it was cheaper than buying a new blanket. Little did she guess that this handmade treasure would set a theme for her adult life. >



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BUSINESS GROWTH & SUSTAINABILITY

Build your store for longterm success by learning strategies that work from experts. Explore opportunities to generate revenue to keep business on track.

BUILDING & NURTURING RELATIONSHIPS

From the quilt shop staff members, to your customers, to your family and community, there are tips and techniques for building relationships that help you run a successful business.

INSPIRATION & CREATIVITY

Shop owners are required to provide inspiration to customers every day, yet they need that inspiration, too! AQR can provide that with ideas for events, classes, retreats and marketing ideas.

RESOURCES

Shop owners have busy schedules and multiple responsibilities. AQR wants to be a one-stop location for information on techniques, products, trends, and opportunities for you to run your business with ease.

BEHIND THE SCENES

Every shop owner knows that many things have to happen before fabric and patterns ever reach the sales floor. Let AQR help you better understand distribution channels and help you work with your vendors.

ON THE SALES FLOOR

Train your staff to learn how to handle customers, upsell products, and build your customer base. And, AQR will guide you to better visuals and displays for selling your products.

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Motifs that appeal to children continue to be a steady staple in the marketplace. Here [Windham Fabrics](#) highlights work by [Heather Ross](#).



Sloths appeared to be the newest animal included on fabric.



Technology keeps moving forward and Gammill was demonstrating their [CreativeStudio 7.0](#) during the show.



Pillows in all shapes and colors are a fun way to showcase new fabrics from [Sassafras Lane Designs](#) for [Windham](#).



[Olde City Quilts](#) continues to show leather being used in amazing bags, clothing and quilts.



Tula Pink presented new [FreeSpirit Fabrics](#) and several new tools through [Brewer](#).





SEE YOU AT QUILT MARKET • HOUSTON, TX • OCT. 2017

 sarah fielke



Jeanne Horton



Heather Ross



Shayla Wolf of Sassafra Lane Designs



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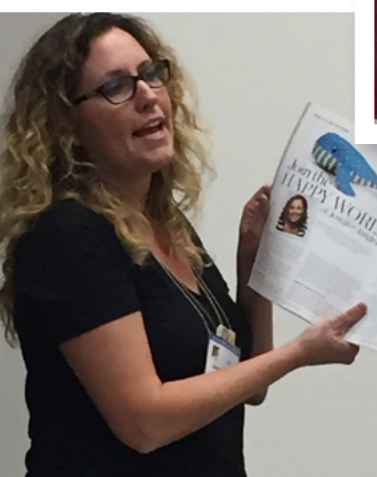


Judy Niemeyer of [Quiltworx](#) never disappoints for having a stunning display of quilts.

[Alison Glass](#) combined fabric and paper in a display to create shape and texture that caught your attention.



Displaying fabrics in a completely different way, like this display by [Amanda Herring](#) of men's ties, causes you to stop and look.



Jennifer Heynen of [Jennifer Jangles](#) shows off her project featured in the October issue of AQR during class.

Editor Jill Mead has fun in the [Quilting Treasures](#) booth with Janet Wecker Frisch's collection, She Who Sews.



A background made of chalk fabric in the [Shannon Fabrics](#) booth makes a unique background to showcase fabrics.



The charm of [Lynette Anderson Designs](#) always draws your eye to her booth.



A simple gateway creates an entrance into the [Abbey Lane](#) booth that makes you want to walk in.

Sometimes adding a colorful object to your display, like these hanging flowers, brings attention to the [Michael Miller](#) fabric and bags you want to sell.



[Marti Michell](#) combines tried and true classic designs with colorful fabric combinations. Her newest Perfect Patchwork Templates set is *Starry Path*.

[Benartex](#) highlighted Christmas fabrics in quilts, garments and foot stools.



The Results are In

Total amount of quilting holds steady since last edition.

The Quilting in America™ 2017 survey reports annual industry value is \$3.7 billion

HOUSTON – October 27, 2017 – The results are in for the Quilting in America™ 2017 Survey, and it shows that the annual industry value in terms of consumer spending is \$3.7 billion. Quilting in America™ is presented by **The Quilting Company and Quilts, Inc.**, but conducted independently by ORC International and Advantage Research, Inc.

Highlights of the Survey include that there are an estimated **7 to 10 million quilters in the U.S.**, the total number of households with a quilter is **6 to 8.3 million**, and that each quilting household spends an average of \$442 annually – **that's a 48% increase** over 2014. Modifications to information gathering for the 2017 Survey also reflect an even more accurate assessment than previous editions. “Dedicated quilters are spending more time and money than in the past. It's also exciting to see that over the past few years there has been a tremendous increase in the number of quilters who are utilizing websites, social media, and other digital resources to learn about quilting and buy quilting related products,” says **John Bolton, Senior VP and General Manager, F+W Media**. “I know that quilters create with their hands, but they often speak with their dollars. And I am very glad to see that they are speaking loudly with their purchasing power,” adds **Quilts, Inc. CEO and Founder Karey Bresnenhan**. “I am honored to be involved in such a creative and artistic community. An added bonus is that quilters are just some of the warmest and most generous human beings I've ever come across.”

Within that total group of U.S. quilters are “Dedicated Quilters” who spend \$500 or more a year on their art form and hobby. The average Dedicated Quilter is female, 63 years old, down by a year in age since 2014, and has been quilting for 19 years. She is well educated (70% attended college), affluent (average household income of \$95,900), and leans toward a preference of traditional quilting styles (85%) over modern (37%) and art (20%). Other trends noted among the Dedicated Quilters – who are responsible for 72.2% of entire industry spending – are higher levels of purchases of longarm machines, cotton thread, and pre-wound bobbins. Overall spending by Dedicated Quilters has also increased. Large percentage jumps since the 2014 survey were also seen in those who get information from quilting-related websites (64%, up from 28%),

learn from online classes and videos (52%, up from 30%), and are active in quilt-related social media (50%, up from 14%). They are also spending an average of 2.5 more hours overall online browsing quilt-related websites, and 68% of them are purchasing items online.

Finally, data showed that a younger group of Dedicated Quilters under the age of 45 are a rapidly growing segment of the quilting population. While this important group is often involved in quilting less due to time, work, and family constraints, they still devote an average of 10 hours a week to quilting. Quilters under 45 spend only 10% less than those of a higher age bracket, but do have a higher participation rate of time spent on quilting-related websites and online video viewing.

ABOUT THE QUILTING IN AMERICA™ SURVEY PARTNERS

The Quilting Company, a division of F+W Media, LLC is building off the tradition and excellence of established brands including *Fons & Porter*, *McCall's*, and *Quilting Arts*. The Quilting Company is dedicated to inspiring, educating, and equipping quilters of all interests and skill levels. Our websites, online education programs, video services, live events, magazines and books all serve to meet the needs of the quilter wherever they may be. Building Your Passion Piece by Piece.

www.quiltingcompany.com

Quilts, Inc. is the producer of the wholesale industry trade show International Quilt Market (fall edition since 1979, spring since 1981) and consumer show International Quilt Festival (Houston edition since 1974, Chicago edition since 2003). The Houston Festival is the largest quilt show in the U.S. and regularly attracts more than 55,000 attendees from 35 countries. We're Quilts!

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A Quilter's Story: by Karen Sievert

THE LOST QUILTS

C

ount your Blessings, not your woes

It's a saying I've heard throughout my life but it took a tragic event for me to realize how truly blessed I am. On September 16, 2016, our home caught on fire. Thanks to quick action, our family escaped without injury. However, our home and belongings were destroyed. Unfortunately, my quilt studio was also located in the house. I lost all that I'd created and worked so hard for over the past 20 years. Yet, it was my work as a member of the quilting community that made me see how truly blessed I am. Quilters from all over came together and provided me with love and support. They were incredibly generous, sending fabrics, sewing machines, supplies, and even clothing! Gammill provided me a new machine so that I could begin quilting again. This community helped me to see that all was not lost; that hope, faith and love could provide me with the courage to press on!

Read more at gammill.com/lostquilts.



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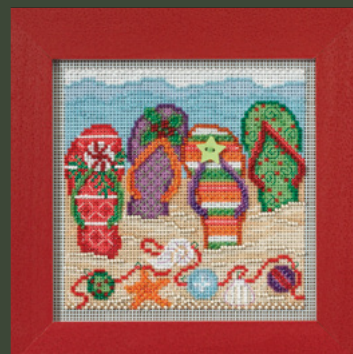
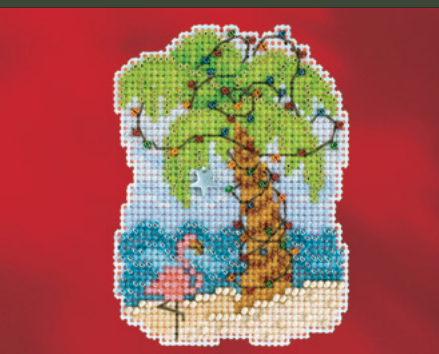
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