

ANNUAL

Simple Whatnots Club

Collection 9 • Esther's Heirloom Shirtings

by Kim Diehl



◀ Pleased as Punch
30½" x 30½"



▲ Esther's Garden Box
14½" x 14½"



▲ Laundry Line
36½" x 36½"



◀ Breezy
18½" x 18½"

◀ This and That
18½" x 21½"

▼ Farmer's Market
20" x 20"

Available
for order by shops
July 2019.
Delivery of fabric
December 2019.



◀ Hickory Dickory
18½" x 22½"



▼ Cracker Crumbs
20½" x 20½"



Henry Glass & Co., Inc.



One Colorful Collection of Fabrics, Two Fun Stitching Programs!

Henry Glass Fabrics and Kim Diehl are pleased to offer two annual stitching programs available exclusively to quilt shops! Participation in the **2020 Simple Whatnots Club 9 and Esther's Bloomers Stitch-Along Program** is easy—simply purchase the complete line of Kim's *Esther's Heirloom Shirting* prints (available for order July 2019, with delivery of fabric December 2019) and pattern handouts for both programs are yours. That's it!

Simple Whatnots Club 9 includes eight fun-to-stitch patchwork quilts, with one design including applique for added variety. Small project sizes (typically 40" square or less) make these quilts approachable and easy to finish. Pattern handouts feature clear, concise project directions, and often include extra snippets of information providing sewing tips, recipes, occasional crafty things, and hints for living with quilts. Consider including these handouts in kits, offer monthly club meetings for group sewing time, or use them in workshops to increase traffic into your shop—we simply ask that you don't sell them individually.

To tailor the club to fit your shop's individual needs, we encourage you to create your own guidelines when offering the *Simple Whatnots Club* to your customers. Consider releasing all club projects at once, choose to feature the projects individually at approximately six-week intervals throughout the year, or develop your own unique format!

To further sweeten the pot, we'll choose one project from each annual *Simple Whatnots Club* collection and make it big. Watch for this bonus project to be released on the Henry Glass website approximately mid-summer each year.

Because many quilters enjoy large projects, we're offering a second stitching program for even broader customer appeal. Kim's *Stitch-Along Program* provides easy-to-follow directions for a

large patchwork throw quilt, divided into six doable installments. With the purchase of Kim's complete collection of prints, the complete set of project directions are yours! Consider forming a Stitch-Along club using the handouts for stitching sessions, include them in kits, or plan a series of workshops using the installments as a teaching guide. Again, we simply ask that the patterns aren't sold individually.

Yardage requirements for each program are pre-cut friendly and frequently include a variety of fat quarters, fat eighths, and chubby sixteenths (Kim's term for half of a fat eighth). For greater ease in ordering, *yardage guidelines* for each program will be available on the Henry Glass website **July 2019**.

To simplify your participation in these stitching programs, as well as providing greater ease in restocking your inventory, Henry Glass is extending the length of time that the line will be available for purchase. Eventually all good things do come to an end, but the beauty of Kim's scrap-basket-style collections is that they're designed to be interchangeable and blend well with a variety of other prints. This means that as your on-hand inventory dwindles, it's easy to substitute other prints you have on hand.

Accessing the patterns is easy. Handouts for each program will be **available for download** on the Henry Glass website **December 2019** using a provided password—print and use them as often as needed!

For additional information regarding the fabrics and programs described above, please contact your local Henry Glass sales representative or your favorite distributor.



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www.henryglassfabrics.net

