



Olivia

by Gudrun Erla of G.E. Designs

Striking autumnal colors combine with dramatic patterns in this collection by Gudrun Erla of G.E. Designs. In addition to quilts, this group is perfect for so many projects with its distinct home dec flavor and fashionable colors. The theme pattern contains unique 6" symmetrical blocks with fifteen blocks in each repeat. Since this pattern can be sold as running yardage, you may want to consider selling it at a “per row” price. Here are a few ideas to use these fabulous blocks!

1. Use them as quilt blocks or as the center of quilt blocks.
2. Use rows of blocks to trim tablecloths, shower curtains, window treatments or frame to use as a table runner.
3. Use one or a group of four blocks to accent totes, backs of jackets, pockets or dresses/skirts.
4. Cut blocks into equal segments (4, 6, 8) and sew identical segments back together in a kaleidoscope style.

The block pattern is supported by a stunning ogee pattern that will create visual motion wherever it's used. Two floral patterns – a mid-scale and small scale – are pretty designs that perfectly balance the other more defined patterns. A multicolor, structured stripe contains all of the dominant colors and will look great as tote handles, quilt sashing or binding. Two quiet, tonal prints round out the collection – one is a subtle tile design and the other is a soft linen texture. *7 patterns/20 sku's.*

From the bookshelf...

- ✿ *Strip On* by Gudrun Erla of GE Designs. Gudrun's newest book includes ten quilts made with assorted strips. Most quilts feature instructions for various sizes. The cover quilt features *Olivia!* Some of the quilts in the book feature projects using Gudrun's previous lines although *Olivia* can easily be substituted in any of them.
- ✿ *Fast & Furious* by Gudrun Erla of GE Designs. The 17 projects in this book are all made using the popular “quilt-as-you-go” technique and can easily be created using *Olivia* fabrics.

To the pattern rack...

- ✿ *Quilts for Olivia* by Gudrun Erla of GE Designs. This is a full color pattern in a letter-size booklet format. It includes four separate projects that feature and printed blocks and coordinate patterns from Olivia. There are three different size quilts – twin, lap and wall - as well as a table runner. This pattern features innovative ways to use the printed blocks in each of the projects.

And, don't forget your display!

Create a focus for your display using Gudrun's new pattern and book. Be sure to make a model of a project to show how to use the block print and then offer kits for that project. Cover a table with one of the linen texture coordinates and stitch a row of floral blocks around the top or hem as a border. As full bolts can sometimes be a bit intimidating, you may want to consider cutting a few block rows apart across the width. Sell as individual rows to encourage customers to try them in a project. Create simple kits by packaging one row of blocks with two coordinates to make an easy table runner. What an inexpensive and easy gift idea! Schedule demos to show the many ways that a customer can use these beautiful and versatile blocks!

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253 W. 35TH STREET, 11TH FL • NEW YORK, NY 10001 • 212.244.6596 (P) • 212.760.1536 (F) • www.redroosterfabrics.com