

# AMERICAN QUILT RETAILER

HELPING THE CREATIVE TEXTILE RETAILER IMPROVE BUSINESS PIECE BY PIECE

What's up  
with cupcakes?

Portland  
Market Review  
2008

*Oh so  
sweet!*

FREE-to-use pattern  
*What's up, cupcake?*

JULY 2008  
VOL. 14 ISSUE 82  
Illustration by Susan Fogarty

"Market review," continued from page 25

"Cupcake Party Time Quilt" by Paris Bebe Fabrics and "Cupcakes" by "Gotta Love It" Designs are two designs for cupcake quilts. Quilts Illustrated makes a pattern for a cupcake tote bag and Portabellopie Boutique Patterns and Taylor Made Designs both have darling cupcake pincushion patterns. Also a new company called Maw-Bell Designs displayed yet more cupcake-themed patterns.

At first glance you might not think "cupcakes" will provide a big boost in sales, but perhaps what you're providing here is fulfilling a far greater need.

### Feel pretty

Sandi Henderson of Portabellopie, one of the fresh new designers in the marketplace, has a new line of "pretty" fabrics from Michael Miller Fabrics. Her "Farmer's Market" and "Ginger Blossom" lines (shown on our cover and in our "sweets" jar on page 24) are clear-colored and intentionally coordinated to not look too coordinated. This is something that is not so easy to do, but so very effective in sewing projects.

Amy Bulter, now an industry veteran designing sophisticated, pretty fabrics, debuted her "Midwest Modern" line from Westminster Fiber/Rowan. Two of these are also shown in the "sweets" jar on page 24.

"Audrey's Garden," the first line from Beth Ferrier for P&B Textiles is both "pretty" and "sweet" with quaint flower nosegays and homey doilies. See her fabric and other "pretty" examples on this issue's cover.

### Sewing for others

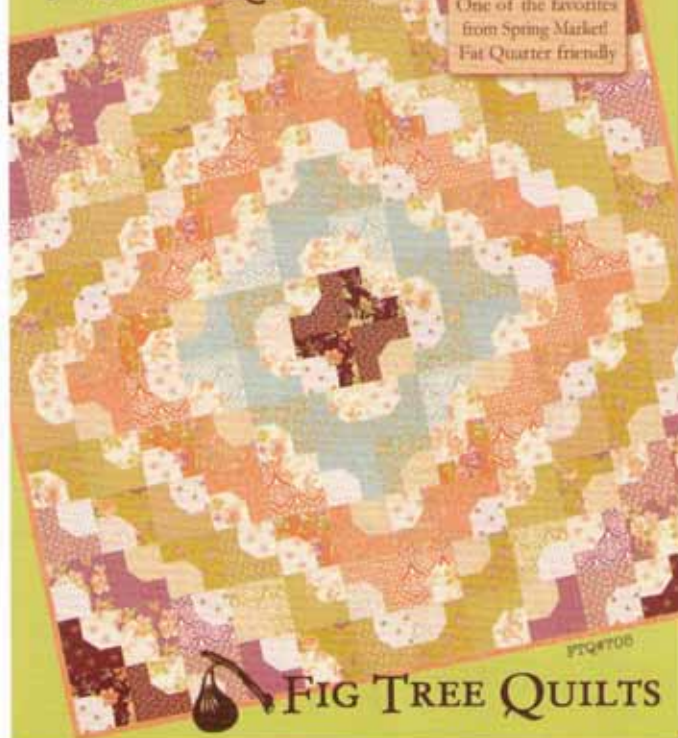
Young mothers and grandmothers are rediscovering how much fun it is to sew for children and the industry is responding. Although any pretty fabric will translate well into children's



Top to bottom: "Little Lounge Around" and "Little Sleep Well," Favorite Things Pattern Designs; "Claire," Portabellopie Boutique Patterns; "Playdate Dress," and "Sandbox Part & Starfish Stencil," oliver + s; "Little Charmers," Indigo Junction; "Seat Cover, Bag & Pad," Kwik•Sew Pattern Co.; "Milk & Cookies," Fig Tree Quilts; "Posie," Fig Tree Quilts; "Embellished," Pink Fig

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