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MM Fab licenses with Valencia for new collection

HTT Staff -- Home Textiles Today, 3/16/2012 9:02:33 AM

Malibu, Calif. - MM Fab is launching the Silk Road Quilting Fabric Collection by surface design artist Debra Valencia targeting independent quilt retailers.

Silk Road will be available to order this month and will be shown at the International Quilt Market/Spring in Kansas City, Missouri from May 18-20. The line will ship to retailers in September.

Silk Road will be available in three colorways: navy, punch, and slate. The collection consists of a main print with large decorative medallions with 12 coordinating prints including small medallions, stylized paisleys, stripes, ditsy florals and a chevron geometric. Free project sheets will include ideas and sewing patterns for throw quilts, pillows, placemats and apron/mitt ensembles.

"I really appreciate Debra Valencia's talent, vision and unique set of skills," said David Rothschild, vp of Sales, of MM Fab, Inc. "This licensing arrangement will allow us to utilize her fashion-forward designs and add to our future product offerings, and Debra's creativity and style will become an important part of the value we bring to our customers."

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