



BASICGREY.

Sweet Serenade

The Sweet Serenade collection captures the refinement of bygone years, where tea was served with crumpets and your dinner guests retired to the parlor for sparkling conversation. Full of refined grace and delicate simplicity, you'll love adorning your projects with Serenade's layers of petticoats, bustled tea gowns and prim parasols.



No 30341 11*
Parchment



No 30342 11*
Parchment



No 30343 11
Parchment Opal

To be Creative

"I think it's important to do what you love, be inspired by others, but be true to yourself."



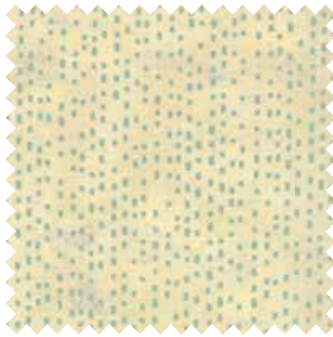
№ 30343 14*
Opal



№ 30346 15
Opal



№ 30344 11*
Parchment



№ 30347 11*
Parchment



№ 30344 16*
Aged Parchment



№ 30346 18*
Aged Parchment



№ 30343 17*
Aged Parchment



№ 30347 16
Amberlight



№ 30348 15*
Amberlight



№ 30345 17*
Amberlight



№ 30340 11*
Parchment

Q & A

1. How did BasicGrey and Moda get hooked up? How long have you been designing fabric?

My mom has been a quilter her whole life and was always a huge fan of Moda. BasicGrey has been in the scrapbooking industry since 2004, and about five years ago the idea of launching into the fabric industry was brought up. About that same time I met Moda at a tradeshow and knew instantly they would be the perfect fabric partner.

2. Do you work out of your home or do you have a separate design studio?

I have a home office as well as an office at BasicGrey's headquarters located in Layton, Utah. My home office is definitely not inspiring at all to me, but it gets the job done. I am currently building a new home and have plans to make my new home office-AMAZING!

3. What keeps you current with trends in color, design and projects?

I have a team of amazing designers who are constantly scouring pinterest and pretty much any and all design blogs out there. I'm also always on the look out for the next big thing, and I love scouring through magazines and the web. At BasicGrey, our goal is to bring our customers fashion-forward design, playful charm and that modern aesthetic of today's crafter.

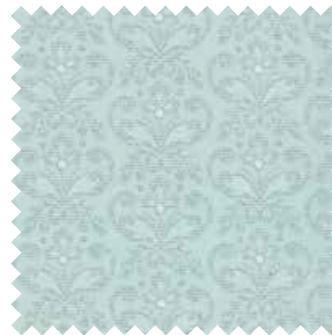
4. Where did you find inspiration for this line?

Sweet Serenade was initially a scrapbook collection, called Serenade, which launched in the summer of 2012. We wanted to capture a sophistication and refinement but keep it simple at the same time.

5. When you design a new line do you have projects in mind. Are you amazed at what quilters do with your fabric.

We typically wait until we see the final fabric selections to start working on projects. There may be ideas floating around, but it's hard to decide on a project without being able to see the actual colors and patterns.

Crafters, in general, never cease to amaze us. Perhaps the best reward has been watching what quilters and sewers create. One of our favorite projects has to be the adorable penguins Brenda Hawkes designed for us last year (who by the way is my cute and talented mom).



No. 30344 13*
Opal



No. 30342 13
Turquoise



No. 30343 15
Turquoise



No. 30347 15*
Turquoise



No. 30344 14
Turquoise



No. 30345 16
Turquoise



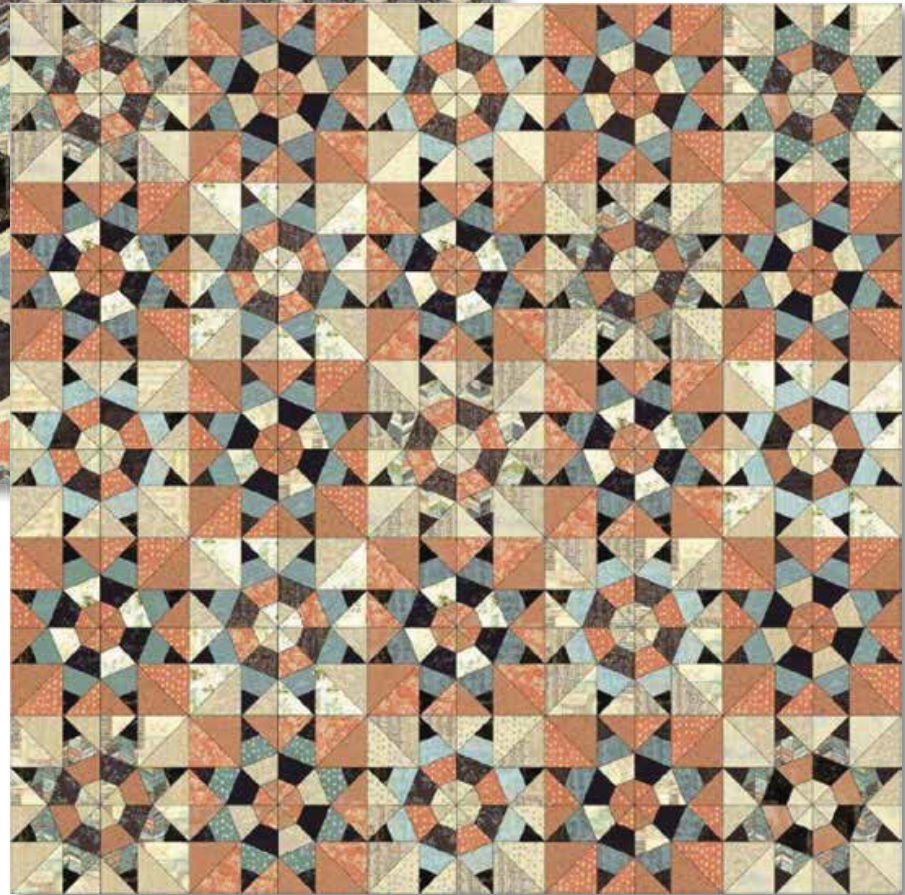
No. 30341 13*
Turquoise



No. 30348 14*
Turquoise



1 BG PAT8113
BG PAT8113G
Dowager
Size: 60"x60"



2 BG PAT8112
BG PAT8112G
Avalon
Size: 60"x60"

Grunge



№ 30150 188
Parchment



№ 30150 193
Amberlight



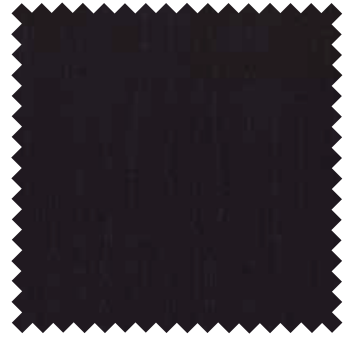
№ 30150 192
Turquoise



№ 30345 13*
Charcoal



№ 30341 12
Ink



№ 30346 13
Ink



№ 30345 12
Ink



№ 30348 12*
Ink



№ 30342 12*
Ink



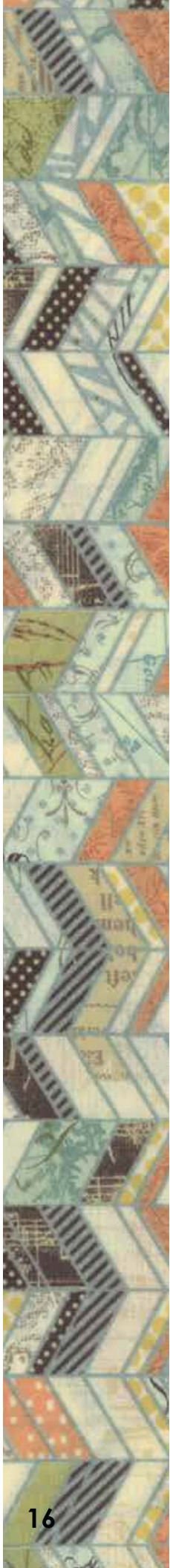
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Ink



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№ 30347 14*
Ink





Q & A

6. How do you translate an idea into a fabric line? What steps do you take?

After our scrapbook collection has launched we look at all the papers and work our design magic from there. Some of the designs have to be rescaled and colors may be altered, but overall we want the fabric collection to look and feel very similar to the scrapbook collection.

7. Deadlines – do you fear them or do they motivate you to create?

I both fear deadlines and get motivated by deadlines. Unfortunately deadlines rule the design world, and at BasicGrey there is never a day without multiples deadlines and new ones quickly approaching.

8. Do you sew and how much do you get to?

I have four young, super active kids and a business that keeps me very busy. So as much as I would love to sew and craft, there never seems to be enough time in the day. I do have a stash of BasicGrey's fabric collections, and hopes that one day I will have the time to become a quilter.

9. What is your favorite music, movie, TV show, food?

I don't discriminate with music. I looked up my iTunes account to see if anything really stood out to me, and I have equals downloads of almost every genre. But one of my go to favorite artists is always Joshua Radin. In the car I'm boring and usually listen to NPR or Fox News.

My favorite movie is Sliding Doors. Sometimes I wonder how my life would be different, or how I would be different had things gone differently or had I made different choices. Had I taken one road instead of another, had I not met this friend or lived in that neighborhood. It's just crazy to me how the myriad of twists and turns in life land us in the places we are and shape us into the people that we have become.

I don't have a lot of time to watch TV, but if my kids are watching I pretty much make them stop when Shark Tank is on. I love the concept of start up companies and how they come up with their ideas, why they love their products and what is different about their business model. I also love any and all cooking shows.

Food: I'm a total foodie; I'm always looking for the latest and greatest recipe or restaurant. Urbanspoon is one of my favorite apps when I'm traveling. Yes, I'm totally that person that will share dinners, just so I can try more than one thing at a meal.

10. My Idea of a great vacation trip is?

I categorize traveling into vacations and trips. Vacations are where you go somewhere warm and tropical (Hawaii, Costa Rica, Mexico) and just relax. You don't have anywhere to be and the only thing on your to do list is to read a good book while sitting on the beach with the waves all around.

Trips are when you visit a new place and want to see anything and everything. You feel like you have run all over the place all day long and are exhausted at the end of the night. I think of trips as learning experiences and great ways to be inspired, but hands down I would be pick a "vacation" over a "trip" any day.