

SOHO *Chic*

Sandy Gervais

Ten years ago I took my first trip to NYC and fell in love with the energy and uniqueness of SoHo. I dreamt of being twenty again, having an apartment in SoHo and living the city life. With this as my inspiration, I designed SoHo Chic, with a contemporary color palette of chartreuse, plums, teals, greens and chocolates mixed with traditional prints and elegant florals.

In reality my twenties are long gone. Instead of an apartment in NYC, I will happily enjoy my SoHo quilts here in my Iowa home as I dream of life in the big city. What will your dreams be for *SoHo Chic*?



No 17740 15
Chartreuse



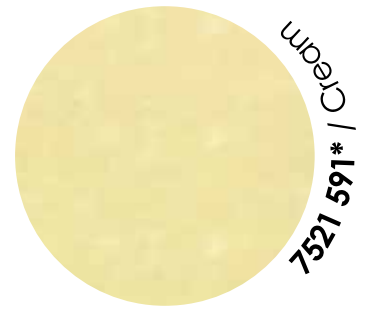
No 7521 593
Orchid



No 17742 17*
Water



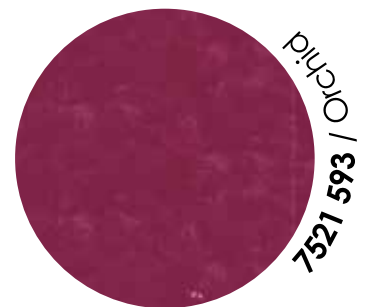
No 17740 12*
Bittersweet



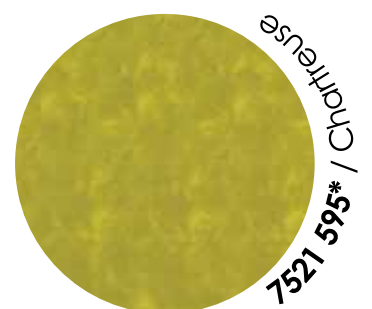
7521 591* / Cream



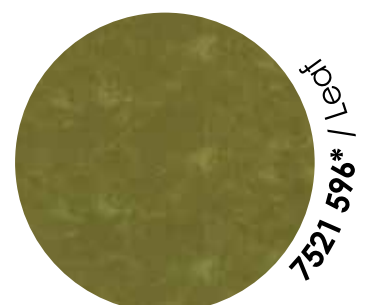
7521 592 / Bittersweet



7521 593 / Orchid



7521 595* / Chartreuse



7521 596* / Leaf



7521 597 / Water

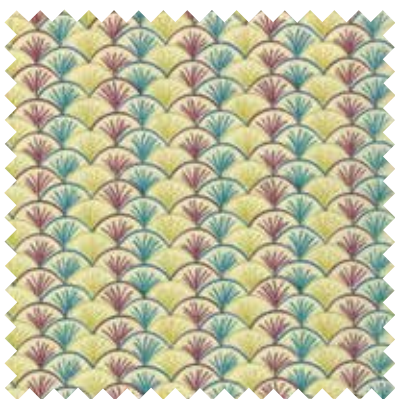


7521 598 / Teal

Sandy Solids



No 17740 11*
Cream



No 17741 11*
Cream

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

I attended my first market in St Louis. I was showcasing my pattern company *Pieces From My Heart*. At that time the projects on my patterns were mostly very small wall hangings that were hung in groupings. The designs were very folksy. Many of them were embellished with sticks and tin cut into shapes.

I was approached by Mark Dunn and Cheryl Freyberg during this market – they liked my “look” and asked if I would like to design a line of fabric. This was in 1992 and Moda had started to print their own lines of fabrics. Up until then they had been a notions and fabric distributor.

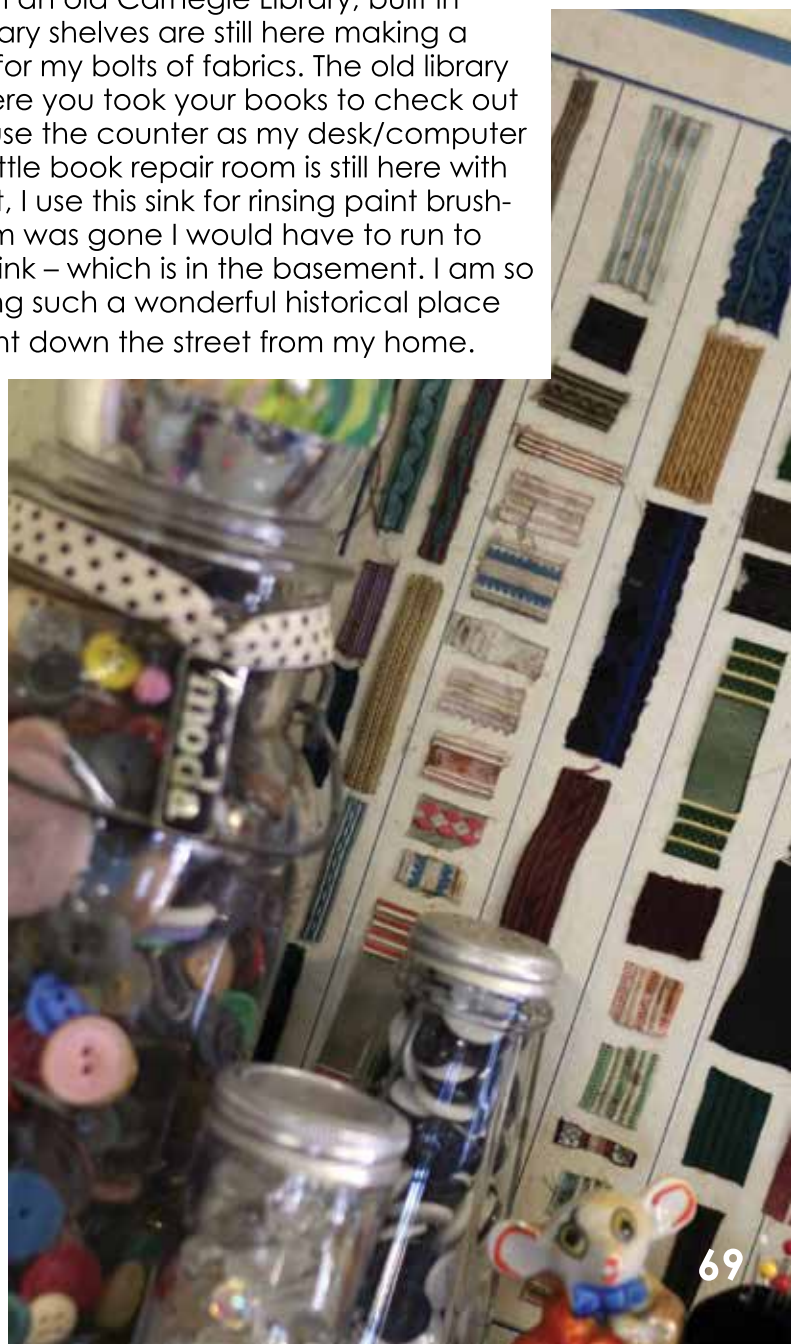
After designing fabric the projects on my patterns evolved into all kinds of projects including larger full sized quilts. – The bigger the quilt – the more fabric, I loved it! I am glad I said YES and the rest is history!

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

My studio is in an old Carnegie Library, built in 1904. The library shelves are still here making a great place for my bolts of fabrics. The old library counter, where you took your books to check out is still here. I use the counter as my desk/computer station. The little book repair room is still here with sink still intact, I use this sink for rinsing paint brushes. If this room was gone I would have to run to the nearest sink – which is in the basement. I am so spoiled having such a wonderful historical place to create right down the street from my home.



PH 585 /PH 585G Plum Crazy Quilt & Tablerunner Size: 32" x 32", 8" x 32"





1



3



4

2



1 PH 588
PH 588G
Kaleidoscope
Size: 96" x 96"

2 PH 589
PH 589G
Soho Sampler
Size: 96" x 96"

3 PH 584
PH 584G
Rolling Meadows
Size: 58" x 76"

4 PH 583
PH 583G
Peacock Proud
Size: 16" x 20"





No 17743 11
Cream



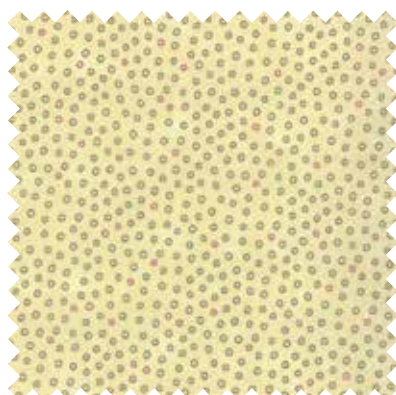
No 17744 11
Leaf



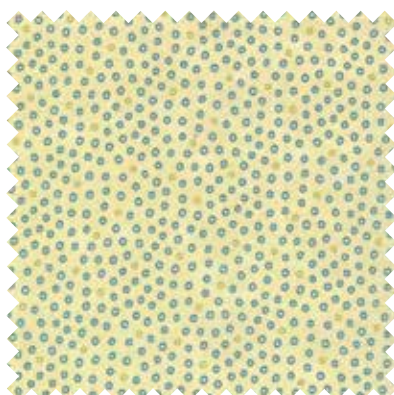
No 17742 11
Cream



No 17747 11*
Leaf



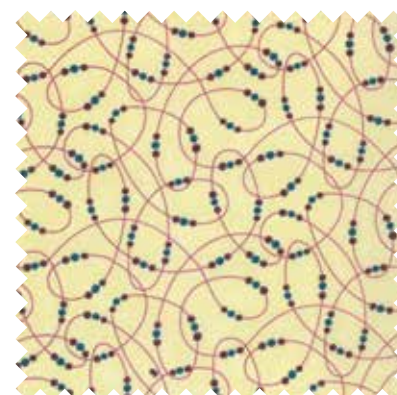
No 17745 11
Cream



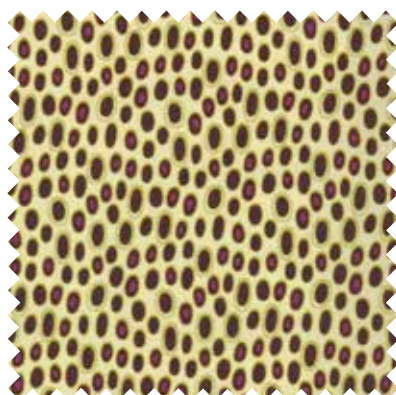
No 17745 21
Cream Teal



No 7521 591*
Cream



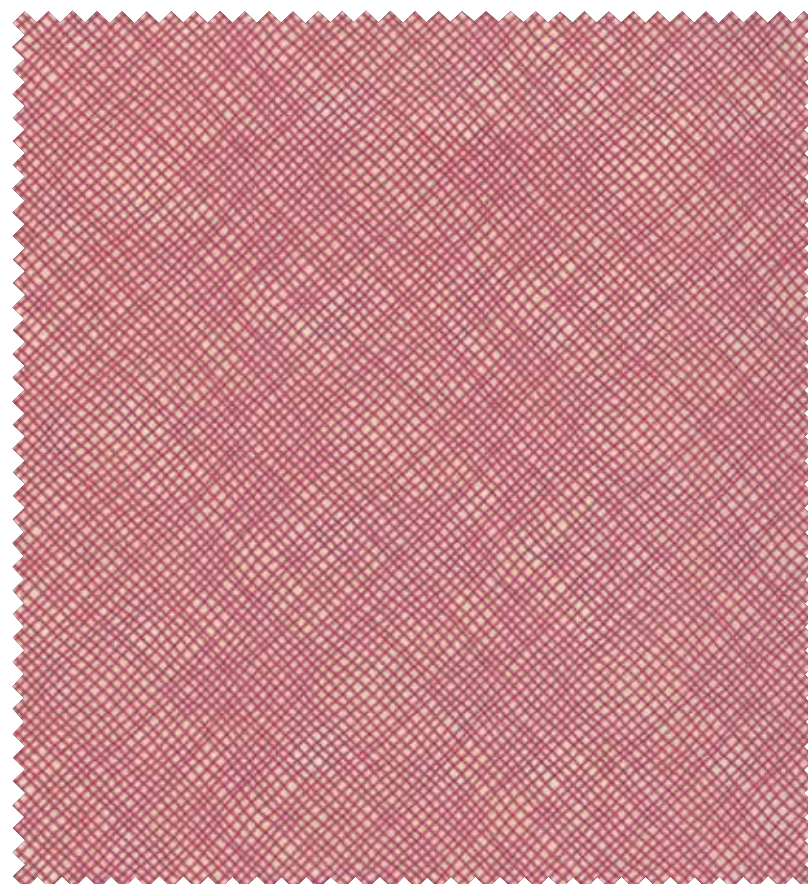
No 17748 11
Cream



No 17746 11*
Cream



No 7521 595
Chartreuse



No 17747 21*
Orchid



No 17744 27*
Teal



No 17744 22*
Bittersweet





No 17746 16*
Leaf



No 7521 596*
Leaf



No 17742 16*
Leaf



No 17745 16
Leaf



No 17741 16*
Leaf



No 17747 17
Water



No 17748 17*
Water



No 7521 597
Water



No 17746 18
Teal



No 17747 18*
Teal



No 17743 18*
Teal



No 7521 598
Teal



No 17740 16
Leaf



No 17748 12
Bittersweet



No 7521 592*
Bittersweet



No 17741 12
Bittersweet



PH 586 / PH 586G *Ring Toss Tablerunners* Assorted Sizes



FYI: piecesfrommyheart.net



PH 587 / PH 587G *Street Flowers* 3" and 7"



No 17747 14
Plum



No 17745 14*
Plum



No 17743 12
Bittersweet



No 17742 12*
Bittersweet



No 17745 12
Bittersweet

17740

Asst.
15

Asst.
10

Low Cal
20

AB

DR

HC

JR

LC

MC

PP

•100% Premium Cotton •40 Prints

Delivery: October, 2013