

Hullabaloo

Urban Chicks



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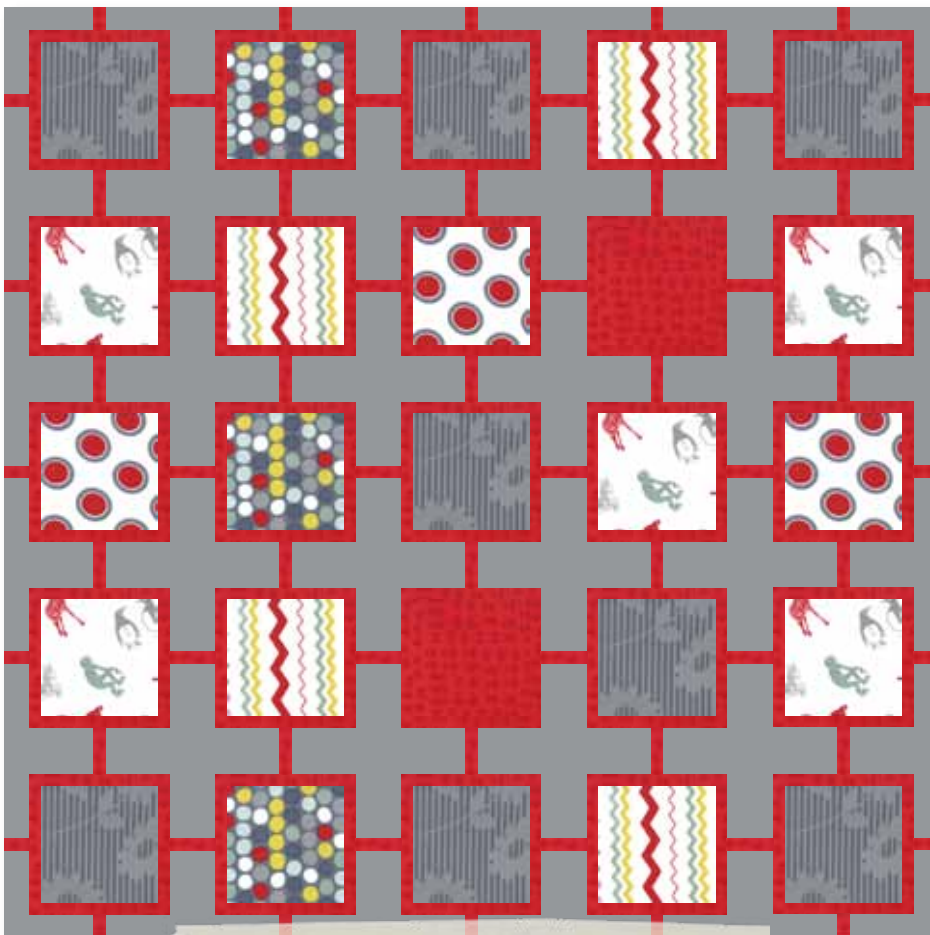
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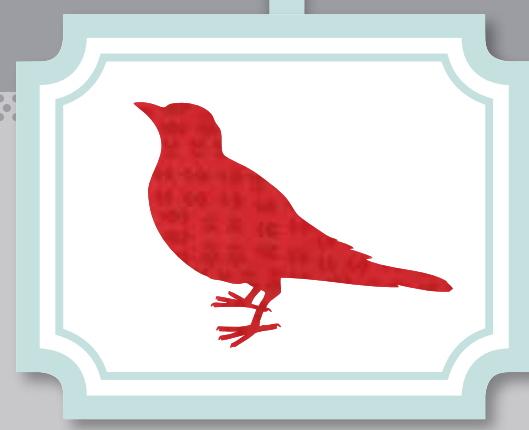
Hullabaloo Quilt 40"x 40"
Pattern available @ modafabrics.com



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Urban Chiks



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The workspace at Moda shared by Alison Scully and Holly Hickman is known as “the fun office.” Mannequins, picture frames, and piles of old quilts and tablecloths are stacked on every surface. It’s part what inspires their vintage-tinged fabric: Hullabaloo is their seventh Urban Chiks line.

Along with fabric, Holly and Alison design magazine ads, Moda Home giftware, and more. Sharing an office has its benefits. “We bounce ideas off one another all the time,” says Holly.

They share sources of inspiration as well, particularly 1960s- and ’70s-era textiles. Both appreciate that Urban Chiks’ fabrics enable them to sew with what they love best. “When you have just a small piece of something old, it’s hard to cut into it,” says Alison. “This way you don’t have to worry, because you can always get more! And we love to read blogs and see what other people make with it, too.”

Neither Holly nor Alison started out as quilters. Inspired by the Cabbage Patch doll clothes her aunt stitched, Holly taught herself to sew on her mom’s rarely used machine: for three years she didn’t realize the feed dogs were down and just pushed the fabric through. She’s taught her 11-year-old daughter to stitch by hand.

Alison learned to sew while studying fashion design in college and she currently enjoys making clothing for her young daughter. Though time is tight, both women try to make a quilt or two each year, particularly when Urban Chiks has a new line. “Our fabric is really a team effort,” says Alison.

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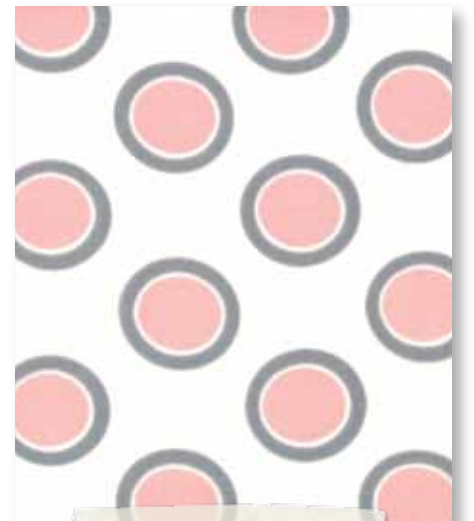
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Urban Chicks

April Delivery

SKUS: 25 PRINTS
CONTENT: 100% COTTON

- ASST. 32400-15 15 YARDS OF EACH
- ASST. 32400-10 10 YARDS OF EACH
- 32400AB BUNDLE: 25 SKUS 18" x 22"
- 32400JR JELLYROLL
(40) 2½" x 45" STRIPS – PK 4
- 32400LC LAYER CAKE
(42) 10" x 10" SQUARES – PK 4
- 32400PP (42) 5" x 5" SQUARES – PK 12