

CREATING MEMORIES - SPECIAL EDITION 2024

For this year's special edition collection I have chosen to realize an idea I have had for quite some time, Seasonal Basics with a mix of small-patterned printed and woven fabrics.

We have called the concept Creating Memories and it is divided into four seasons by color – Spring and Easter Pastels; Summer and Ocean Blues; Autumn, Thanksgiving, Halloween; and Winter Reds and Greens. 16 fabrics in each season.

We have chosen three precuts to go with each colorway. The Fat Quarter Bundle is doublefolded so you can easily see all the fabrics, and the Fat Eight Roll Bundle is rolled into tiny fabric rolls. We have also added a Charm Pack with 32 pieces, and a charming Button Card. To help set the tone for the season, we are also adding Seasonal Chambray Bundles to our Basics.

The fabrics in Creating Memories are useful as a small-patterned supplement all year, but dividing the precuts into seasonal colorways will help you add that extra flair to seasonal shop exhibitions and also give customers the opportunity to plan ahead.

Creating Memories



RELEASE CALENDAR

April 15, 2024

- The catalogue will be pre-released on tildafabrics.com/downloads
- Retailer can download product pictures tildafabrics.com/downloads
- Retail can start to pre-sell. (Pre-selling = take orders, no delivery until release date)

May 2024 - Shipments

- Delivery from your local wholesaler. Please honor the worldwide release date and do not exhibit the collection early.

June 15, 2024 - Worldwide release date (moved)

- Catalogue and Free Patterns will be released on tildasworld.com
- Retailers can start the official sale and send/hand out pre orders
- The whole collection will stay as basics

