

PHOTO: HOLLY HICKMAN



## Bobbins and Bits

Pat Sloan



Pat Sloan on her Inspiration behind Bobbins and Bits. I do not come from a family who sews. My mother didn't sew, neither did my grandmothers or my great-grandmothers. **“Where did you come from?”** my mom often asks.

**R**eally... where did I get this need to play with fabric? I learned to sew clothing in a 9th grade Home Economics class in Brussels, Belgium. It was love at first stitch! I must have had the most amazing teacher as I know my clothing was awful. However, I don't remember her ever being negative about my projects. During those years, my mom bought me ALL the fabric I wanted. My parents bought me a "Genie" Sewing machine, because they saw I not only loved to sew but needed to sew. Later when I left for college, they bought me another machine. After all, a girl could not go to college without a sewing machine!

Yep, my parents.....the BEST PARENTS IN THE WORLD.

Because of this love for all things sewing, I wanted to do a "sewing" themed fabric line. Bobbins and Bits celebrates my obsession with scissors, bobbins, and all the little bits that go along with sewing. Pure happy colors are my signature colors. And I am in love with putting batiks and cottons together. I am excited to offer you a happy "sewing" themed fabric line with florals and hidden items... can you see the bobbins in the flowers?

### Pat Sloan's tips for Online Communities

#### Pat, you are considered to be the social media guru in the quilt world. Why is that?

With a degree in computer science, my first career was in computers. Yep, I'm a geek! My love of the Internet is legendary. I have been involved with building quilt communities online since 1999, and I love it.

For me, it is all about SHARING. For my fabric lines I start the excitement with partial photos of the line. This is followed with a timeline of when it will be at your shops and then finally the pattern information in photos. Also, I host giveaways to build excitement and have my friends make projects in their various styles using my fabrics. All these types of online "sharing" events help to generate excitement about the potential of the fabric and adds interest for the readers. For instance, I also include extra information about my Aurifil thread lines that match the fabrics.

#### What are some tips for quilt stores to use social media as merchandising tools?

On your facebook page, blog, newsletter you can create some easy collages—using such aides as picmonkey.com which is fantastic and free. Here are a few examples of what can be done with the Bobbins & Bits line:

(All of these posts should be in separate steps to add to the excitement.)

\*Show the Bobbins and Bits logo, some individual fabric pieces and the edge dots.

\*Show patterns and any additional project ideas.

\*Show the fabric as it arrives in your shop: Such as: pictures of the unopened boxes, then photos of you unpacking the boxes, and finally, putting the bolts on the shelves.

\*Have your staff pick a favorite print or color and share why.

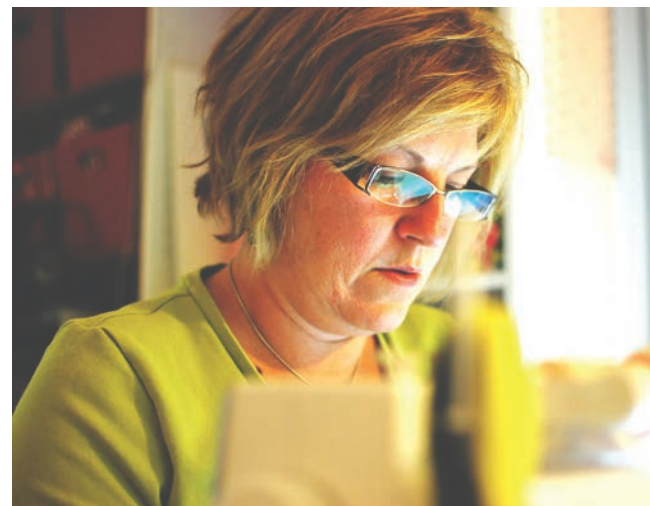


PHOTO CURTESY OF PAT SLOAN

\*\*\*Get people excited with great photos and YOUR excitement about the fabric. It does take a tiny bit of planning to remember to take those photos... but it is SO worth it for the excitement factor.

\*If you are having a class, why not also offer an online sew along? You will have finished all the class preparation, so capitalize on that and take the class viral! Post the information on your blog and facebook page. People cannot always get to the shop, but they want to belong. They want to be a part of all the fun.

#### As the host of the American Patchwork and Quilting Radio show, you get the chance to interview quilters from all over the world. Tell us a little about this.

I'm very proud to have Moda as a sponsor of my radio show with American Patchwork and Quilting Magazine! All the shows are recorded so you can stream them in your shop. You can play the shows during your sew-ins and encourage your

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01



02

01 PS 169  
PS 169G  
Crush  
Size: 54" x 70"

02 PS 170  
PS 170G  
Sew Happy  
Size: 40" x 52"

03 PS 168  
PS 168G  
Stitched  
Size: 42" x 46"

04 PS 171  
PS 171G  
Pop!  
Size: 28" x 38"

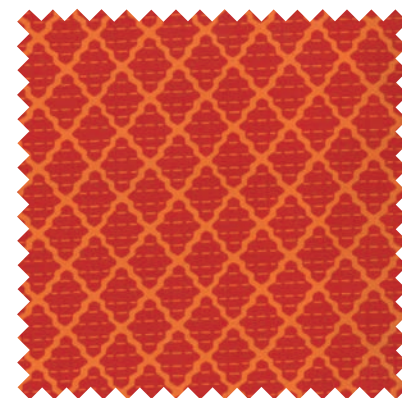
Visit Pat's website  
for more color ways.  
[www.patsloan.com](http://www.patsloan.com)



03



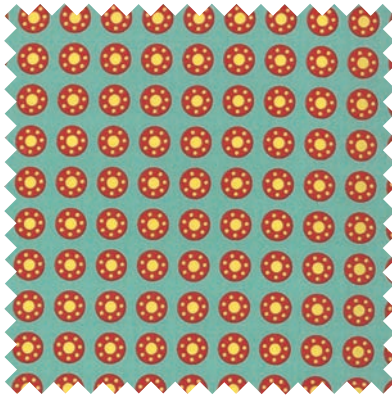
04



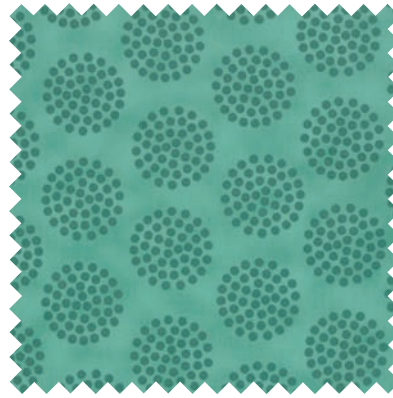
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Cherry Red



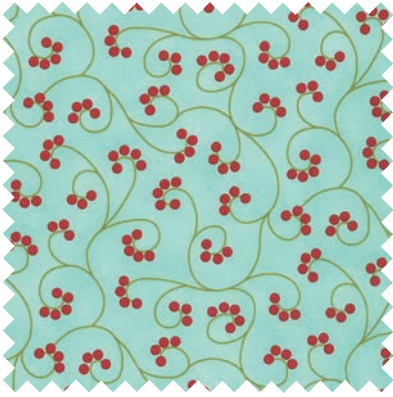
№ 43020 16\*  
Aegeon Blue



№ 43023 16\*  
Aegeon Blue



№ 43022 27  
Aegeon Blue



№ 43021 15\*  
Aegeon Blue



№ 43024 15  
Aegeon Blue



№ 43025 15  
Aegeon Blue



№ 43022 23  
Cherry Red



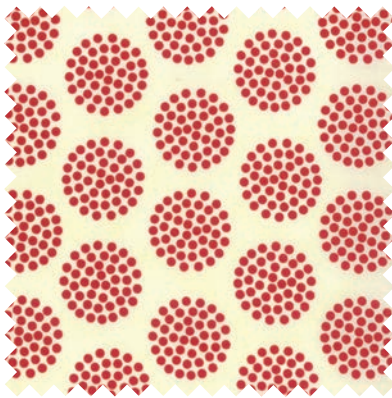
№ 43020 12\*  
Cherry Red



№ 43024 12  
Cherry Red



№ 43023 11  
Fresh Linen



№ 43022 11  
Fresh Linen



№ 43021 11\*  
Fresh Linen

customers to listen on their electronic equipment: computer, iPad, MP3, or iTunes. I interview designers and authors who share loads of great tips. These are all things that are FREE to you and build great excitement about new books, new fabrics, as well as new designers.

**How many different places can you be found on the web?**

Webite  
<http://www.patsloan.com>

Blog  
<http://blog.patsloan.com>

Radio show page  
<http://www.creativetalknetwork.com/>

Facebook  
<https://www.facebook.com/PatSloanQuiltFun>

Twitter @QuilterPatSloan

My internet group  
<http://quiltmashup.com>

Pinterest page  
<http://pinterest.com/patsloan/>

Be sure to send me your Email so you can be added to my shop owner newsletter [pat@patsloan.com](mailto:pat@patsloan.com)! I look forward to hearing from you soon.



№ 43025 11\*  
Fresh Linen



№ 43020 11\*  
Fresh Linen



№ 43024 13\*  
Tangy Orange



№ 43020 13  
Tangy Orange

# Bobbins and Bits

## Pat Sloan



№ 43026 13  
Tangy Orange



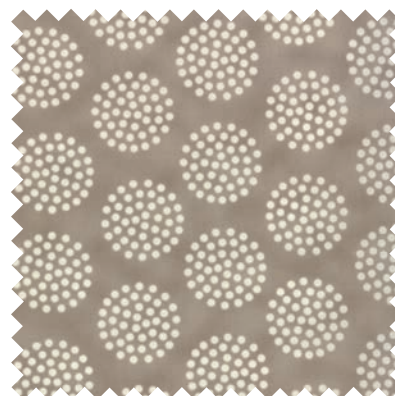
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Nickel



№ 43024 17\*  
Nickel



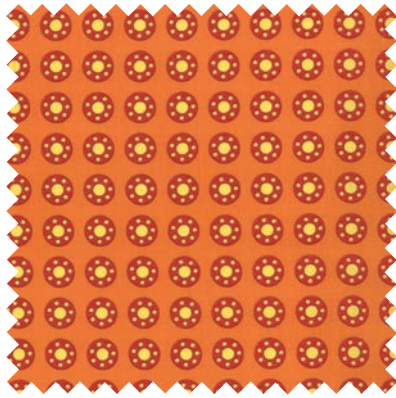
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Nickel



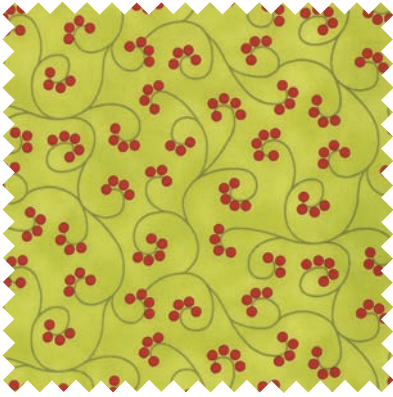
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Nickel



№ 43022 13  
Tangy Orange



№ 43023 13\*  
Tangy Orange



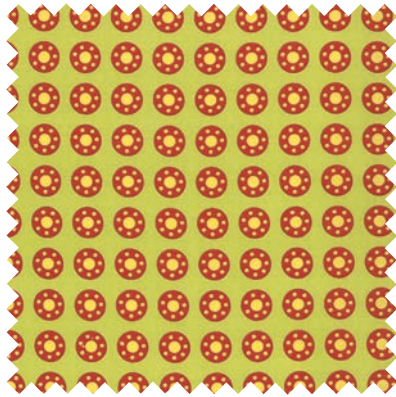
№ 43021 14\*  
Willow Sprigs



№ 43020 14  
Willow Sprigs



№ 43022 25\*  
Willow Sprigs



№ 43023 14  
Willow Sprigs



№ 43025 14\*  
Willow Sprigs



№ 43026 14  
Willow Sprigs





No 43037 116  
Agean Blue



No 43030 11  
Agean Blue



No 11086 47  
Agean Blue

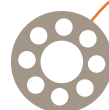
No 43032 47  
Agean Blue



No 43033 60  
Agean Blue

# Bobbins and Bits

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No 43036 112  
Agean Blue



No 43030 125  
Barely Blue



No 43031 24  
Barely Blue



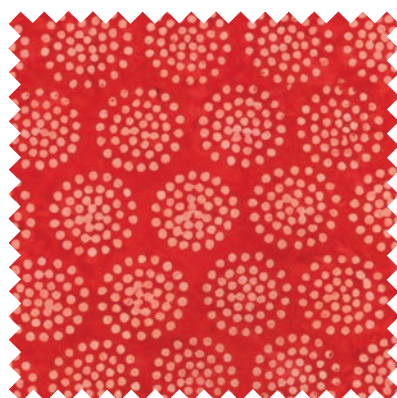
No 43034 73  
Barely Blue



No 43037 118  
Barely Blue



No 43036 101  
Red Aqua



No 43035 86  
Cherry Red



No 43036 103  
Cherry Red



No 11086 38  
Cherry Red

No 43032 38  
Cherry Red

**PRINTS**

43020

Asst.  
15

Asst.  
10

Low Cal  
16

AB

JR

LC

PP

JR's, LC's & PP's include two each of 43022 and 43024  
•100% Premium Cotton •30 Prints

*Delivery: September, 2013*



No 43031 34  
Multi



No 43034 83  
Multi



No 43036 113  
Multi



108"  
No 43037 121  
Multi



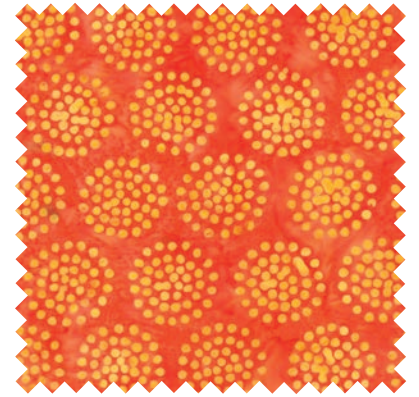
No 43030 17  
Tangy Orange



No 43031 30  
Tangy Orange



No 43034 79  
Tangy Orange



No 43035 94  
Tangy Orange



No 43036 104  
Tangy Orange



No 43037 120  
Willow Sprigs



No 43031 32  
Willow Sprigs



**BATIKS**

43030

Asst.  
10

AB

JR

LC

PP

Delivery: September, 2013

JR's, LC's & PP's include two each of 43032, 43034, 43035, 43036 & 43037  
• 100% Premium Cotton • 24 Batiks, 3 108" Quilt Backs