



News release

FOR IMMEDIATE RELEASE
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FREESPIRIT ANNOUNCES "I AM AN ARTISAN" JURIED CHALLENGE Kaffe Fassett to curate 12 pieces from special exhibit

Charlotte, N.C. (January 2, 2017) FreeSpirit is pleased to announce the "I Am An Artisan" challenge where 12 quilters can earn the chance to be selected to exhibit a quilt with Kaffe Fassett at the Fall International Quilt Market and Festival in Houston, TX in 2017.

The challenge, curated by Kaffe Fassett himself and other industry experts, celebrates his pinnacle new Artisan fabric assortment from Kaffe Fassett for FreeSpirit, drawing upon Kaffe's undisputed color genius as well as his decades of experience in fashion, knitting, painting, needle arts and patchwork. Artisan is composed of 100% premium two-color print cottons, hand-dyed batiks, and provocative yarn-dyed woven and classic Ikat fabrics.

"Kaffe loves to encourage quilter's to 'have a go' at trying out color, to push their creativity in putting together fabrics, designs and colors that somehow you might not think go together," said Nancy Jewell, director of marketing for Westminster fabrics division. "The 'I Am An Artisan' challenge is your opportunity to push your limits by mixing his batiks with Ikats and cottons, even crossing colorways to create a quilt that really speaks to the true meaning of the word Artisan."

The challenge encourages quilters to showcase the harmony of color and texture so prevalent in the fabrics of Artisan through the creation of 60" x 60" quilt featuring 80% of the new Artisan by Kaffe Fassett fabrics. The jury will look to select quilts that speak to a time when hand crafting resonated a true dedication, appreciation, skill and love of the craft.

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One first place winner will earn a Janome Skyline S9 Sewing + Embroidery machine, a Sizzix Big Shot Plus plus a Sizzix three die assortment and assorted sizes of Warm Co. perfect soft & warm pre-cut battings and fusible products, a total prize package valued at \$4,700 retail. One Viewer's Choice, selected via social media, will receive a Janome Anna Maria Horner M100 Limited Edition sewing machine and a selection of battings and fusible products from Warm Co., retail value of \$1,400. The third winner will be Honorable Mention. All three will receive a beautiful Showcase Ribbon and of course 15 yards of new Artisan by Kaffe Fassett for FreeSpirit fabrics.

The contest runs from January 2, 2017 – June 2, 2017. For more information visit www.freespiritfabrics.com or contact your local quilt shop or info@westminsterfibers.com.

About FreeSpirit

FreeSpirit is a brand under Westminster Fibers, Inc., a division of Coats, and is one of the leading brands offering high quality fabrics and well-known in the textile industry for its creative, unique fabric designs and talented, trend-setting artists. FreeSpirit offers some of the finest fabrics in the market to inspire sewing creativity and speaks to a new generation of sewing enthusiasts.

About Kaffe Fassett

Kaffe Fassett is a world-renowned artist, textile designer, and author, and his use of color is widely regarded as visionary. His work has been exhibited at museums worldwide, including the Victoria and Albert Museum in London. He is a fabric designer for FreeSpirit, the primary knitwear designer for Rowan Yarns, and the author of more than 30 books. He lives in London. For more information, see his biography, Kaffe Fassett: Dreaming in Color, or visit kaffefassett.com.

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Editor's Note: Images of Kaffe Fassett, Kaffe Fassett for FreeSpirit logo, Artisan logo and Artisan lifestyle photography are available upon request.

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