

Bring the Summer Vibes with Strawberry Lemonade by Sherri & Chelsi

by Linzee McCray @seamswrite

If you love to sew but can't quite get your daughter to share your passion, take heart. For years, Sherri McConnell's devotion to quilting was met with polite indifference by her daughter Chelsi Stratton. Even after they talked about designing fabric together, Chelsi's enthusiasm for sewing was minimal. But once Chelsi's drawings were translated into fabric, it didn't take long for that to change. "It turns out there was really no way to design fabric without falling in love with it," she says. "It sparked so much creativity and designing quilts adds even more."

This fervor for fabric and the creativity it inspires is evident in the 18 collections they've produced for Moda, and they're as enthusiastic about their Strawberry Lemonade line as they were about their first, Bright Sun, in 2015. "It's so cheerful and gives off that summer vibe," says Chelsi. "The colors are quirky and I love that. We're at a point where we're stretching ourselves, building off our typical colors."



Chelsi Stratton & Sherri McConnell

Designing Women

Designing fabric is a shared process and the two text, call, and visit back and forth, mulling over inspiration, imagery, and potential color palettes. The majority of the illustrations come from Chelsi's hand-drawn sketches, and she'll work up six or seven ideas to share with her mom. Once they're leaning in a particular direction she puts the images into Illustrator, where she colors them and creates geometric motifs. "I enjoy drawing so much, and have never found it to be a chore," says Chelsi.

With each new line they independently design patterns— Chelsi under the name Chelsi Stratton Designs and Sherri's under A Quilting Life, which is also the name of her longstanding and beloved blog. Vintage blocks, family quilts, and a desire to rethink construction of traditional blocks all provide inspiration for Sherri's quilts, while Chelsi's patterns often result from "playing around" with a





block digitally. They're both looking forward to sharing their new patterns—five apiece—almost as much as the fabric.

“When I get the sample yardage I like to make something small as quickly as I can, so I can tell how the colors will go together in my quilts,” says Sherri. “Depending on how they look I may shuffle the fabrics in my quilt designs.”

“You can count on mom to have a pillow, placemat, or table runner made within five minutes of the fabric showing up at the door,” Chelsi says with a laugh. “And you can also count on her to say ‘This collection is my favorite!’ each and every time!”

It's a Family Affair

The family's quilting connections extend beyond the mother-daughter duo to Sherri's son and Chelsi's brother Billy, a former schoolteacher. He'd helped Sherri with her occasional A Quilting Life segments on YouTube and suggested they make more. The very next day, thanks to the pandemic, his school shut down and they began filming segments from Sherri's home. Soon thereafter he proposed a podcast that included Sherri, and the A Quilting Life podcast has since aired nearly 90 episodes. The threesome discusses everything from sewing room organization to retreats to technology in quilting.

Messages and questions from listeners often provide inspiration for show topics, but it's the comments about the show's effect that are most meaningful. “We've heard from people all over the world, some in places that were locked

down even more than we were, about how they started sewing again or that the podcast got them through the pandemic,” says Sherri.

“I never saw this happening,” says Chelsi. “I wouldn't have wanted to do this without my mom, but the fun and awesome family dynamic extends to my brother and husband and three children, too. Great family support is a huge part of our story.”

They also credit Moda with helping them grow as designers. “I felt so strongly about working with Moda when we first started out,” says Sherri. “They give us creative freedom and allow us to flourish. We appreciate that so much.”

For more with Sherri & Chelsi visit their websites chelsistratton.wordpress.com & aquiltinglife.com and follow them on social media @aquiltinglife and @chelsistratton Listen to their podcast on Youtube at youtube.com/AQuiltingLife.

Billy McConnell
& his dog, Jack



Chelsi's Family from left to right
Mason (husband), Finn, Harper,
Chelsi, & Ashton



Strawberry Lemonade

by Sherri & Chelsi

“...when life gives you lemons, make lemonade...”

A warming breeze, blue skies, and vibrant florals show summer is about to blossom. *Strawberry Lemonade* presents a slice of warm summer days sitting on the back porch with the perfect companions: a glass of freshly squeezed lemonade, and vibrant new blooms. This **bright and cheery** collection reminds us of that season filled with fond memories of swimming at the local pool, backyard gatherings with family and friends, laughter and song, and picnics at the park.

Strawberry Lemonade offers a lush pallet with soothing shades of orange, pink, green, aqua, and teal that echo the vivid hues of a garden during the early summer months. We hope you enjoy sewing with this collection, and don't forget to grab a glass of *Strawberry Lemonade* too!



CSD 157 Botanical Remix
68" x 81" F8 Friendly

KIT
37670

CSD 155 Sunshine Girl
75" x 88" FQ Friendly



Chelsi Stratton
Designs

CSD 107 Hearts at Home II
49" x 58" HB Friendly



CSD 156 Miss Magnolia
82" x 81"



CSD 158 Summer Slice
60" x 72" FQ Friendly





PS37670 Mini Charm Pillow or Table Mat 18" x 12" MC Friendly

A Quilting Life
Designs

QLD 234 Coastal Summer
72 1/2" x 72 1/2" F8 Friendly



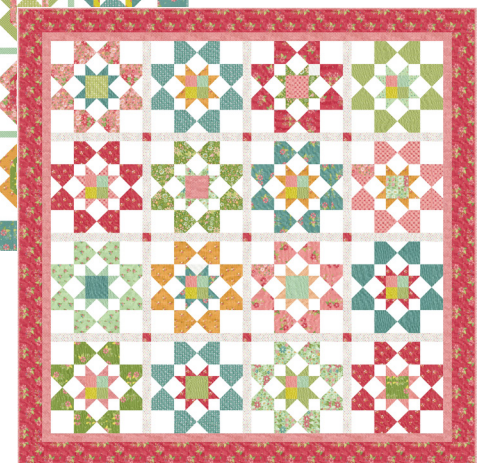
QLD 237 Vintage 2
62 1/2" x 75 1/2" F8 Friendly



QLD 177 Four Square
70" x 82" LC or PP Friendly



QLD 235 Getaway
63 1/2" x 63 1/2" HB Friendly

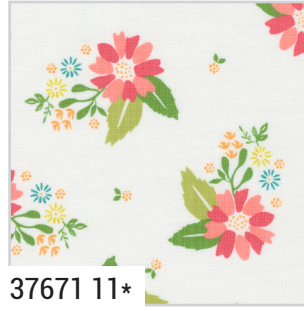


QLD 236 Montage | 80" x 80" F8 Friendly
Also Includes Lap Size 60 1/2" x 78"

Strawberry Lemonade by Sherri & Chelsi



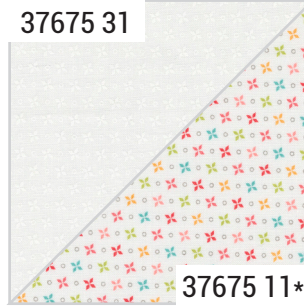
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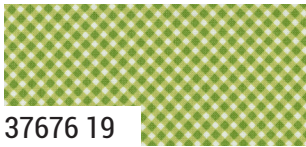
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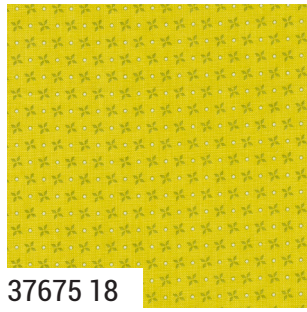


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Strawberry Lemonade by Sherri & Chelsi



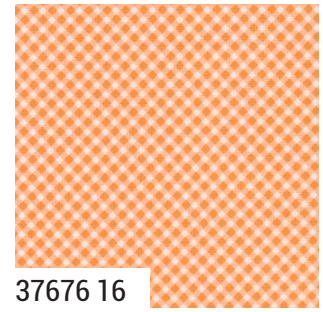
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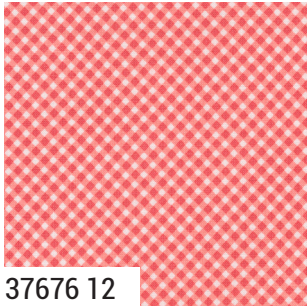
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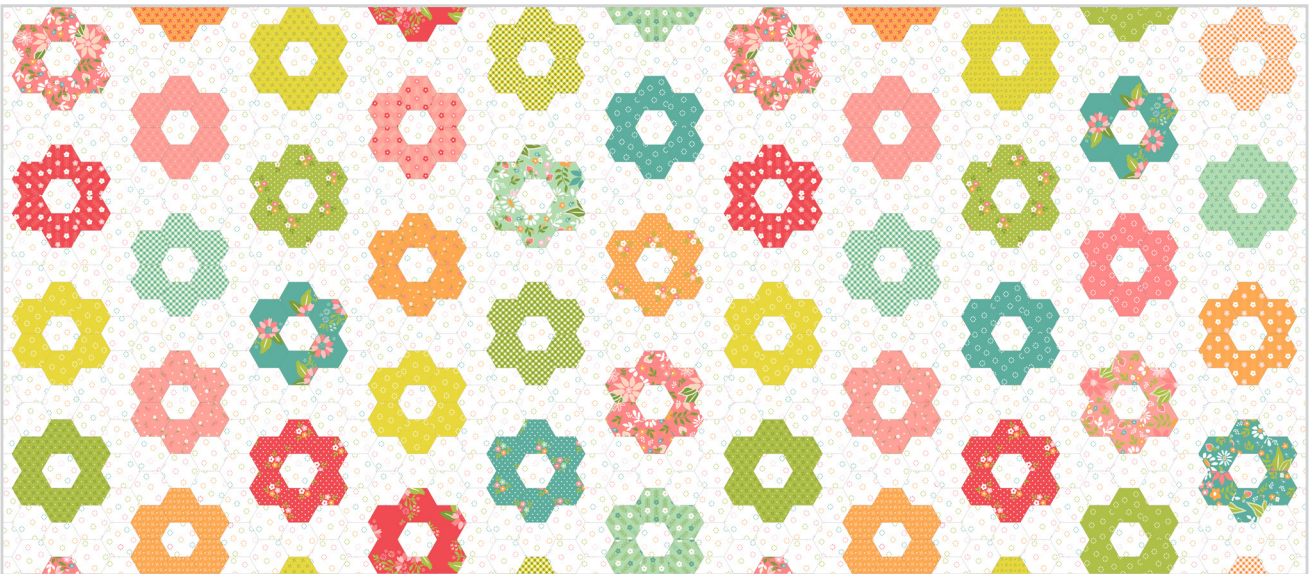
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37671 14*



37672 14*



37678 11 24" x 60" Reduced to show full WOF

37670

Asst.
15

Asst.
10

Low Cal
10

AB

F8

HB

JR

LC

MC

PP

PS

KIT

JANUARY
DELIVERY

*32 Prints •100% Premium Cotton

Precuts do not include 37678-11. HB's, JR's, LC's, MC's & PP's include 31 skus plus two each of 37670 & 37671.

Bella Solid Coordinates are not included in assortments or precuts.

9900 211 CITRINE

9900 162 AMELIA APRICOT

9900 384 CARNATION

9900 258 GERANIUM

Bella Solid Coordinates