FLOWERS FOR FREYA
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Even during challenging times, women of the feed sack era made beauty part of their everyday lives. Whether they filled a jam jar with snapdragons and sunflowers, and set it on the windowsill, embroidered a pair of bluebirds on a potholder, or chose just the right colors from an overflowing scrap basket to stitch into a quilt, mixing something lovely into the humdrum of daily life sparked their creativity and lifted their spirits.

And so it does today. Now, more than ever, glimpses of beauty can remind us of all that is good in the world. Flowers for Freya fabrics are based on feed sack prints and are perfect for creating items—bags, zippered pouches, dresses, and of course, quilts—that will lift your spirits and those of the people you love, making everyday moments a little brighter.

“Happiness held is the seed; happiness shared is the flower.” (John Harrigan)