

Riley Blake
DESIGNS

INTRODUCES


Sew
Kewpie®



AVAILABLE
APRIL 2021
R-4



Cloud Kewpie Main



Blush Kewpie Kooks



Coral Kewpie Faces



Daisy Kewpie Kultivating



Daisy Kewpie Vines



Coral Kewpie Main



Cloud Kewpie Kooks



Cloud Kewpie Faces



Coral Kewpie Kultivating



Coral Kewpie Vines



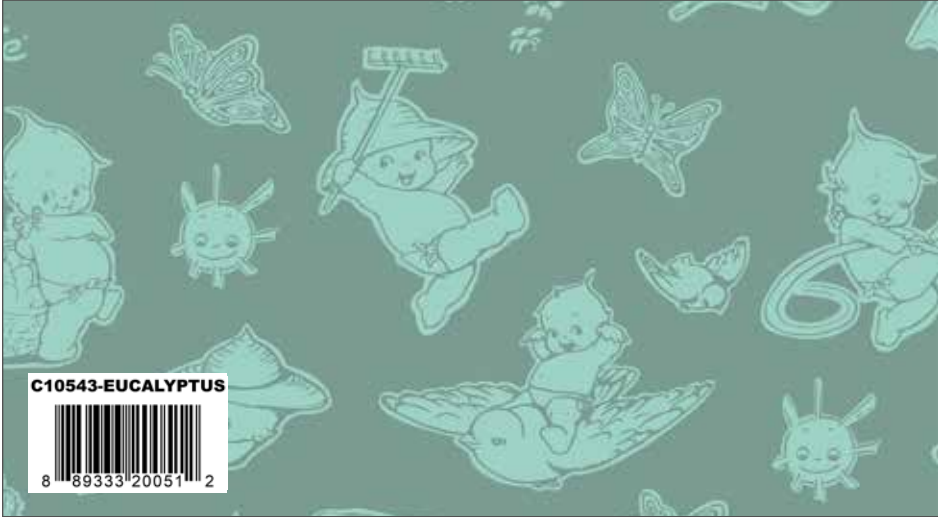
Sage Kewpie Main



Songbird Kewpie Kooks



Songbird Kewpie Faces



Eucalyptus Kewpie Kultivating

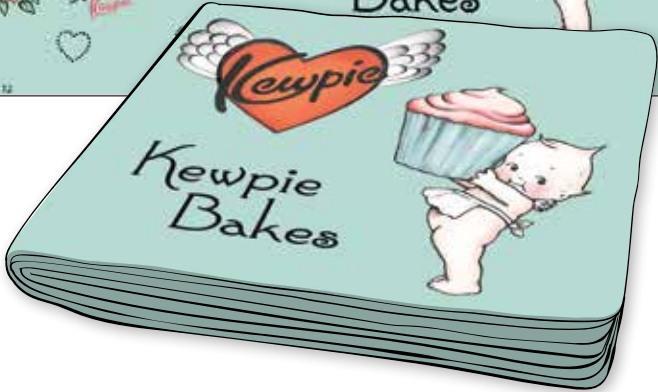


Sage Kewpie Vines

Sew Kewpie Soft Book Panel



Sew Kewpie Soft Book Panel
Scaled to 27% | Actual Size is 24" x 43½"



Kewpie Reusable Tote

Sold in packs of 10 | Size" 12 1/2" x 14 1/2" x 5 1/2"

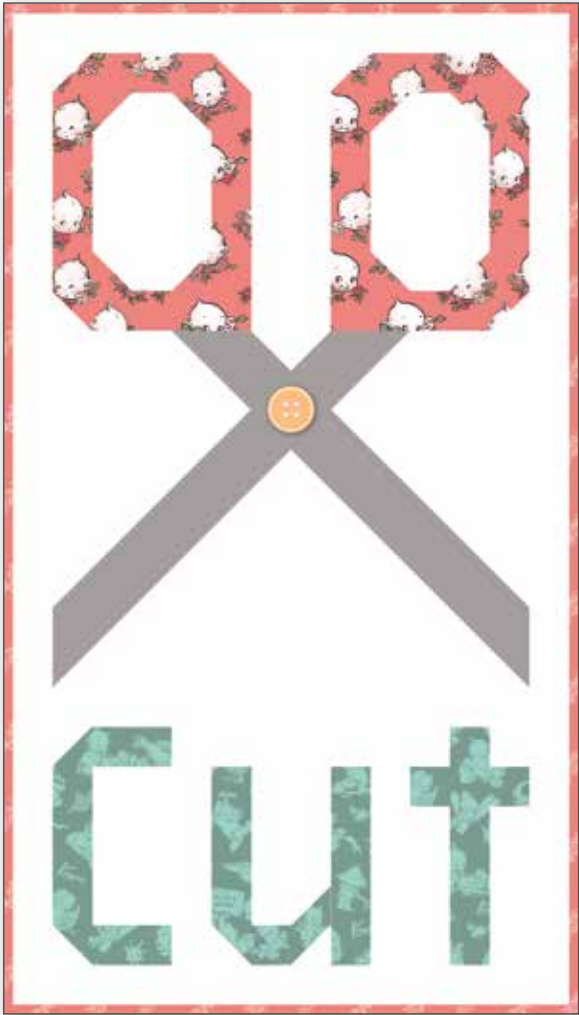


Sew Cute with Kewpie Sewing Doll Kit

Kewpie is back in all her glory with the Kewpie Love collection by Riley Blake Designs. Stitch up a set of accessories for her with a fabric panel that includes a quilt, butterfly pillow, and 4 outfits. Kewpie doll included. Doll is 8" tall.



Cut. Press. Sew. Quilt. by Lori Holt of Bee in my Bonnet



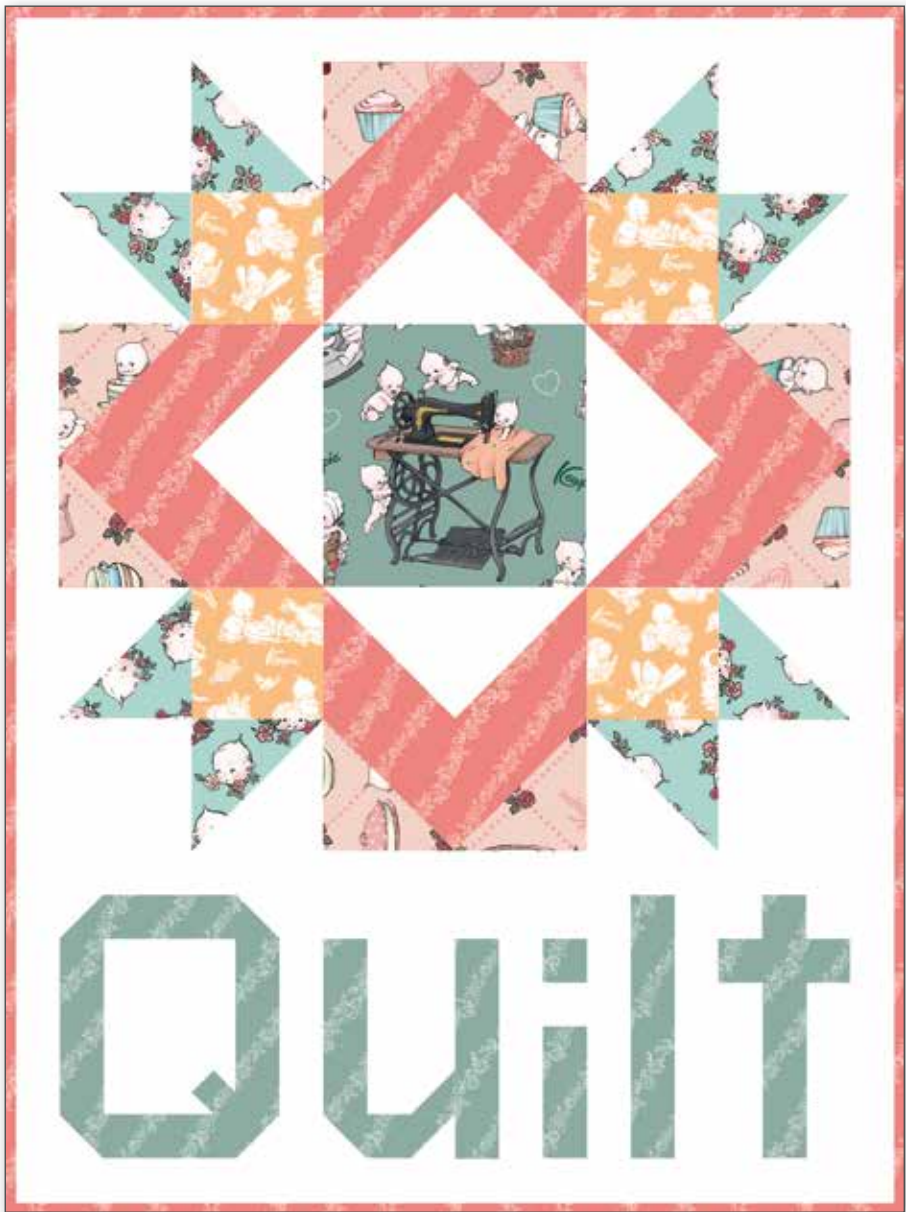
Quilt Size 14" x 25"



Quilt Size 17" x 21"



Quilt Size 18" x 22"



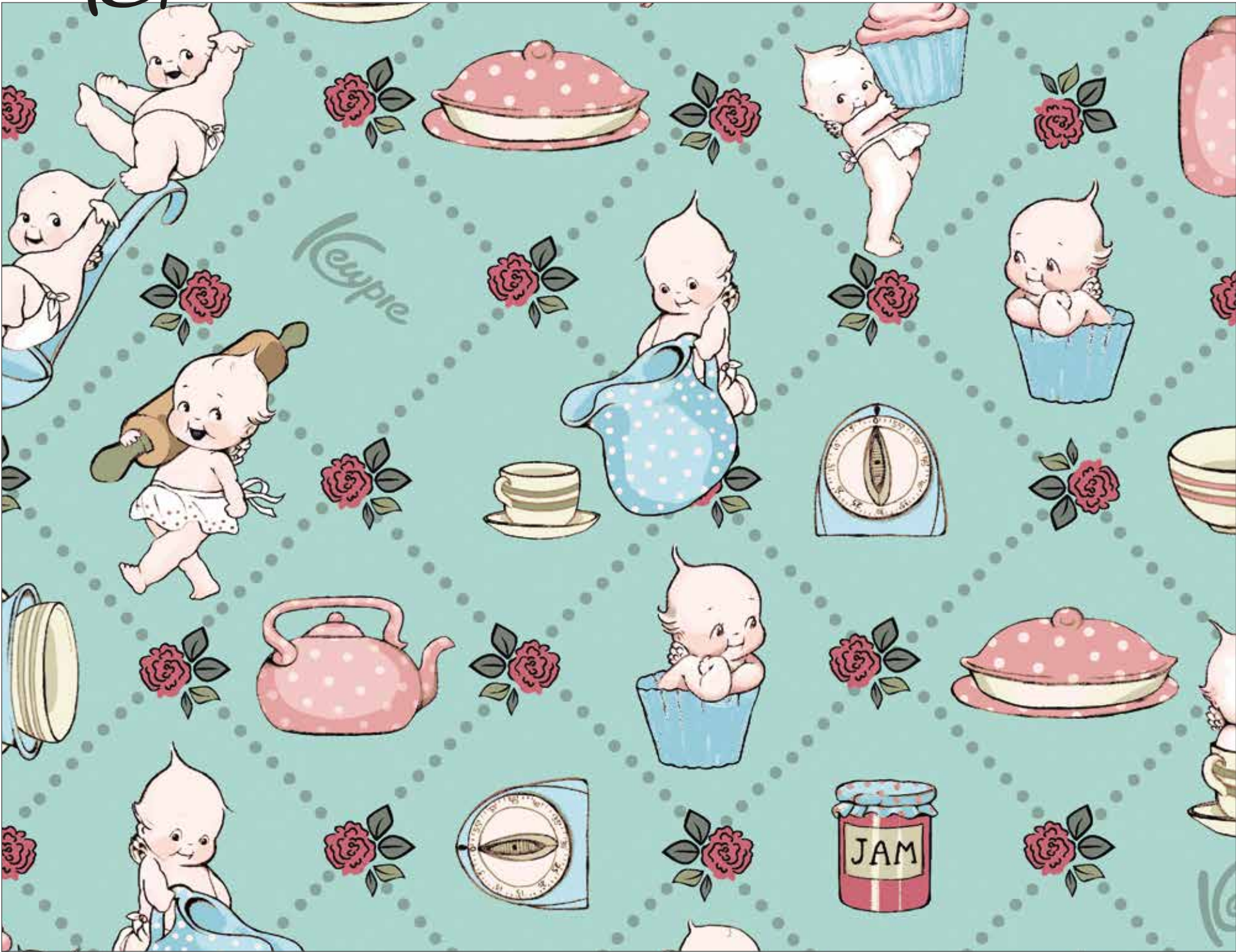
Quilt Size 20" x 27"

Fabric Requirements

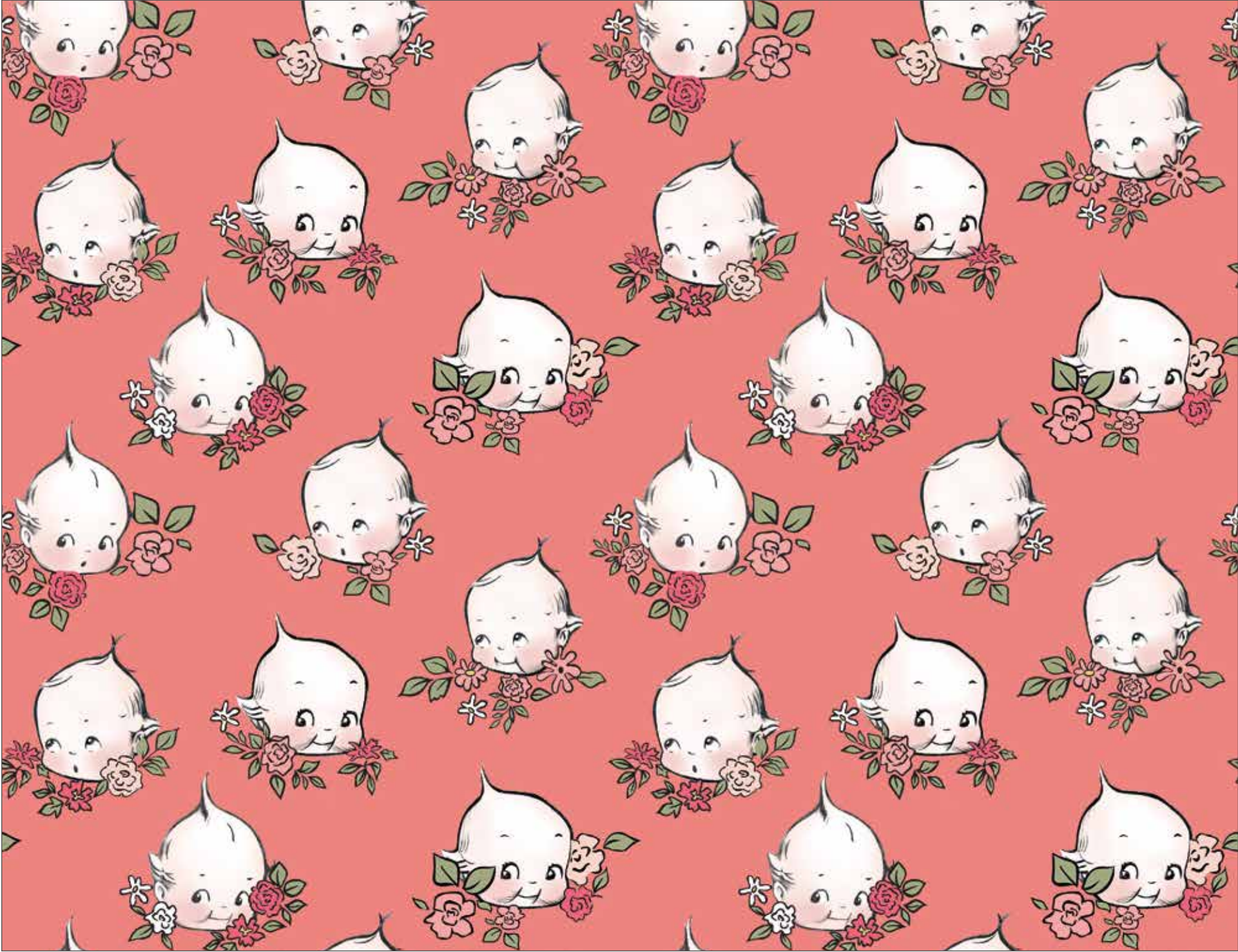
<p>"CUT"</p> <p>1/2 Yard C120 Cloud</p> <p>Fat 1/4 C120 Riley Gray</p> <p>Fat 1/8 C10542 Coral Faces</p> <p>Fat 1/8 C10543 Eucalyptus Kultivating</p> <p>1/4 Yard Binding</p>	<p>"SEW"</p> <p>1/2 Yard C120 Cloud</p> <p>Fat 1/8 C10541 Blush Kooks</p> <p>Fat 1/8 C10543 Eucalyptus Kultivating</p> <p>Fat 1/8 C10544 Daisy Vines</p> <p>Fat 1/8 C10544 Coral Vines</p> <p>1/4 Yard Binding</p> <p>Scraps for thread, spool & machine controls</p>	<p>"PRESS"</p> <p>1/2 Yard C120 Cloud</p> <p>Fat 1/8 C120 Riley Gray</p> <p>Fat 1/8 C10540 Sage Main</p> <p>Fat 1/8 C10544 Daisy Vines</p> <p>Fat 1/8 C10544 Coral Vines</p> <p>1/4 Yard Binding</p>	<p>"QUILT"</p> <p>5/8 Yard C120 Cloud</p> <p>Fat 1/8 C10540 Sage Main</p> <p>Fat 1/8 C10541 Blush Kooks</p> <p>Fat 1/8 C10542 Songbird Faces</p> <p>Fat 1/8 C10543 Daisy Kultivating</p> <p>Fat 1/8 C10544 Sage Vines</p> <p>Fat 1/4 C10544 Coral Vines</p> <p>1/4 Yard Binding</p>
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Pre-order the P018
Cut. Press. Sew. Quilt.
Pattern



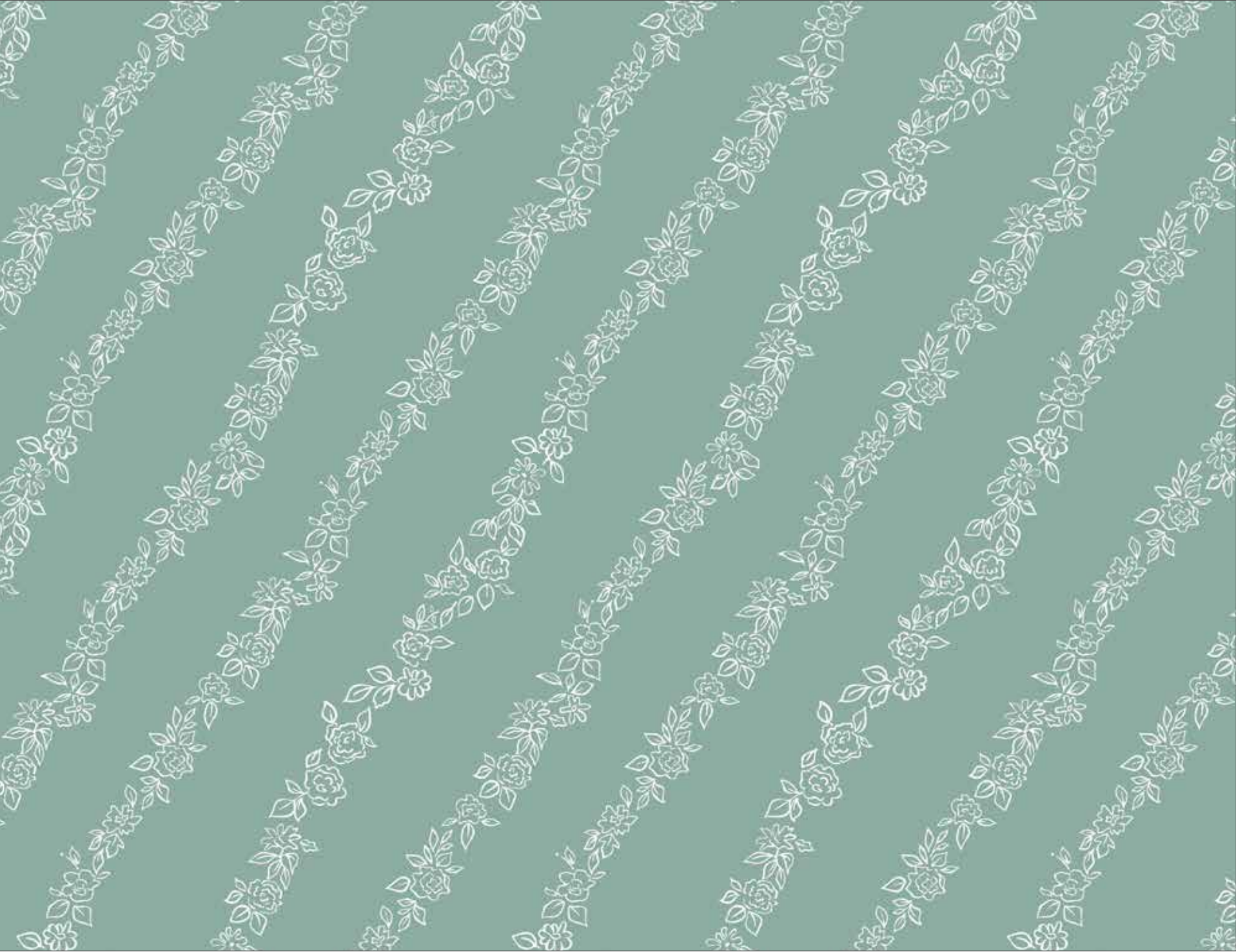
C10541 Songbird Kewpie Kooks



C10542 Coral Kewpie Faces



C10543 Coral Kewpie Kultivating



C10544 Sage Kewpie Vines



C10540 Sage Kewpie Main

Shown as Repeat 44" x 36"

About the License

Kewpie® is the adorably cheerful and charming character brand whose very name is synonymous with cute!

Kewpie® was one of the world’s first global licensing sensations, created more than a century ago by artist and writer, Rose O’Neill. Rose O’Neill, known as “America’s First Female Cartoonist” was recently inducted into the 2019 National Women’s Hall of Fame, recognized for her work as an Artist and Women’s Activist. A prolific illustrator, *Smithsonian Magazine* wrote that O’Neill “revolutionized the intertwining of marketing and political activism”, referring to her fight for women’s right to vote, support of racial equality and advocacy for the poor.

Originally launched as a comic published in 1909 in Ladies’ Home Journal, O’Neill’s Kewpie illustrations and stories featured these “little cupids” doing good deeds in funny and unexpected ways. Rose O’Neill described a Kewpie® as the baby form of a Cupid – “a sort of little round fairy who is always searching for ways to make the world a better and a funnier place.”

O’Neill’s tiny-winged, wide-eyed, round-bellied Kewpies – with their distinctive facial expressions and their message encouraging merriment, love and kindness – were an instant hit with both kids and adults. Little did Rose know that more than a century later, Rolling Stone Magazine would write about Kewpie helping to define “pop culture cuteness”.

Riley Blake Designs is excited to partner with Kewpie and bring this timeless, iconic character to fabric.



PRECUTS

Flat Fold Bundle
25 Yards

FFYD-SEWKEWPIE



5-Inch Stacker
42 Pieces



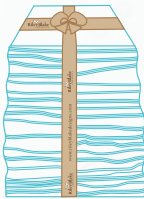
10-Inch Stacker
42 Pieces



Rolie Polie
40 Pieces



Fat Quarter



PRE-ORDER ONLY

ADD ANY LAMINATE WITH 100 YARDS MINIMUM

10-Yard Case Pack

CP10-10540-16



15-Yard Case Pack

CP15-10540-16



Cloud - 1 Yard Bundle
6 Pieces

1YD-10540CL-6



Coral - 1 Yard Bundle
6 Pieces

1YD-10540CO-6



Sage - 1 Yard Bundle
6 Pieces

1YD-10540S-6



AVAILABLE APRIL 2021

100% FINE COTTON 43/44" WIDE • MACHINE WASH COLD • NO CHLORINE BLEACH • TUMBLE DRY LOW • REMOVE PROMPTLY

Riley Blake Designs • 9646 South 500 West, Sandy, Utah 84070

Toll Free 1.888.768.8454 • Tel 801.816.0540 • Fax 801.816.0542

www.rileyblakedesigns.com

Not intended for children’s sleepwear

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MADE IN KOREA