



what's inside

Living Color by Peggy Davis
6 SKUs, November 2026
Elizabeth's Studio
elizabethsstudio.com



4 Members' Favorite Benefits

Are you using your FabShop membership to the fullest? Review the many benefits, see if you're missing anything, and start taking advantage today.

6 Promotional Calendar Ideas

Use these calendars to help you plan themed events and classes in your shop.

10 SELLING SEWING MACHINES SOCIAL SELLING SEWING MACHINES

A New Thread in a Familiar Fabric

If you missed the early wave of online machine sales, this is your moment, says Amy Baughman. She lays out how and why to get started with social selling.

14 THE FINE PRINT

Shoplifting Prevention for Small Retailers

You can make a big difference to your shop's bottom line by taking a commonsense approach to shoplifting prevention. Brian Powers leads the way.

18 TAKE CHARGE

Diversify Your Income Streams Online

Additional income streams from online platforms can help buffer your shop against income shortfalls, and Lisa Furleigh suggests how to monetize five of them.

22 FabShop's Retailers' Networking Dinner Party at h+h americas

Relive some memories of the fanfare and fun—or see what you missed—with other FabShop members at the recent trade show in Chicago.

24 STITCHING A NATION

Quilting Through 250 Years of American History

Deb Messina traces how quilting evolved right along with the American nation and then brainstorms ideas for months of birthday celebration to come in your shop.

30 New Fabric Finds

There's something for everyone in the fabric collections previewed here, drawing inspiration from flora and fauna and the farm and more!

ON OUR COVER

IN THE BEGINNING FABRICS

Dragons—Steampunk Dynasty

After the success of his Steampunk Menagerie collection, Jason Yenter combined that theme with his long-selling dragon collections—for something more epic!

34 TEACH. STITCH. INSPIRE.

Adding Garment Sewing to Your Quilt Shop

ONE BOLT AT A TIME

Drawing from a panel discussion at the h+h americas show, Teresa Coates advises on how quilt shops can become trusted resources for garment sewing too.

36 TECH TALK

What Google (and AI) See When They Look for Your Shop

How can you make certain that AI tools recommend your shop when someone asks a question your business could answer? Kimberly Nichols spells out how.

40 SIMPLY SUCCESS

COMMODITIZATION AND DIFFERENTIATION

Compete on Value, Not Price

Communicating why your tools perform better and elevate creative results is how you move beyond competing on price. Steve Butler explains.

41 Advertiser Index

42 Pattern Connection

Patterns to entice your customers to create!

44 Fabric & Quilting Market

DATA & STATISTICS

Take a look at these industry insights and trends gleaned from market research companies in the sewing and quilting sector.

