

Jackie MacDonald is Creating a "Home and Heart Brand" with Sweetfire Road

Jackie, a self-described "Virginia girl" who grew up in a close family, didn't have a chance to get to know her grandmother Marian, who passed before she was born. Instead, she learned about her grandmother through her charm bracelet. "That charm bracelet was a way to know my grandmother's story," Jackie says.

Just like each of the charms on that bracelet are symbols that tell her grandmother's story, Jackie weaves symbolism and iconography in her fabric collections to give quilters and sewists the chance to tell their own stories through her fabrics.

Jackie's story begins with her love and appreciation of domestic arts, even as a child. "My paternal grandmother, Margaret, was a 'fabric and domestics' lady at the local department store," she says, and brought home fabric swatches for Jackie to play with. In college, Jackie majored in home economics. "It helped me learn ways of being self-sufficient and creative."

Her professional career began with stints working in merchandising for furnishing and home goods catalogs before transitioning into product design. After moving with her husband and young son from Virginia to Maine, though, she switched gears and started her own design business – Sweetfire Road. "I wanted to create art that took you on a journey home," she says, explaining the genesis of Sweetfire Road. "'Sweet' comes from my mom and grandmother always



Jackie MacDonald of Sweetfire Road

leading with love and kindness – I wanted to honor that. And 'fire' represents creating art with passion."

Evoking an Experience

Throughout her life and career, Jackie has sought to connect with people and evoke an experience – for others and for herself. She began sewing by making pillows, curtains, and bedspreads out of a desire to create a warm and welcoming home. "[Sewing] let me create a home that expressed 'me' even when my job didn't."

But it was a surface design immersion course that spurred Jackie to start designing fabrics that let quilters evoke experiences of their own through her designs. "Fabric design saved me," she says, describing the process as "product development the way I dream it should be."

Starting With a Story

"A story provides the backbone for a cohesive collection," according to Jackie. When it came time to design Enchantment, "I had been watching way too many Jane Austen movies!" she laughs. Jackie loved how Austen's heroines found creative, unspoken ways to express themselves and became fascinated by the hidden meaning of things, especially the secret language of flowers that was so popular in Edwardian and Victorian culture.

With Enchantment, "I imagine our heroine taking notes about her garden," Jackie says. "For the bouquets in Enchantment's focus floral print, I chose to draw flowers with specific meanings."

The supporting prints in the Enchantment collection continue the romantic theme. Paper Butterflies is a nod to lacy Victorian valentines, while Diary Keys depicts ornate keys that reference locking away treasured secrets. "Winged Messenger is my favorite print from Enchantment," Jackie says proudly. "It's something that that I've been wanting to draw since I first started designing."



SFR 0026 Under the Oak Tree Tote
15" x 15" MC Friendly



Just like the story creates the foundation for Jackie's collections, it also informs the color palette she chooses. "I'm obsessed with color!" she chuckles. "I find color combos that I love and keep notes on them," explaining that she'll pull from those saved combinations when she's developing each collection.

Creating Connections

With Enchantment, Jackie hopes to give quilters a language in fabric to tell their own unique stories. "I would love to see people feeling like they can embellish my fabrics and try new things – like adding bits of lace to their quilt blocks, like I did for one of my Blockheads blocks, or fussy cutting the prints to pull out things that have meaning to them," Jackie says, adding that seeing her fabrics used in quilts and sewing projects "tickles me to bits! It creates an instant connection with a person that I don't even know."

Connect with Jackie via her social media channels on Instagram and Facebook (@sweetfireroad) and on her website (sweetfireroad.com).

Enchantment

Sweetfire Road DESIGN Co.



Inspired by classic regency novels such as *Emma*, *Persuasion*, and *Sense & Sensibility*, I designed my new collection for Moda Fabrics, *Enchantment*, based on the imagined story of a young lady, her garden, and the secret meaning of the flowers she grows therein.

Created to charm even the most discerning nobility, *Enchantment* features 30 coordinating prints in a soft & romantic palette. There are four new signature quilts to enjoy, as well as a dreamy tote for the bookish romantic.

AUGUST 2024 DELIVERY

IG | @sweetfireroad #enchantmentfabric

moda FABRICS + SUPPLIES®

KIT
43170

WS 55 Pen Pals | 70" x 67" | KIT43170
by Wendy Sheppard



A



D



B



E



F



C

Patterns by Sweetfire Road

A) SFR 0022 Everlasting | 73" x 73"

JR Friendly

B) SFR 0023 Gardener's Heart | 48" x 48"

C) SFR 0024 Gathering Acorns | 46" x 57"

D) SFR 0025 Stepping Stones | 57" x 70"

AB Friendly

E) JM5012EC10 Auriful Thread Box

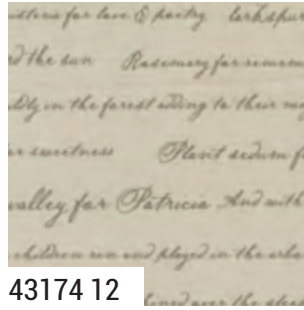
F) SFR157 Dove & Acorn Zipper Pull | Mul 3

Enchantment Sweetfire Road DESIGN Co.

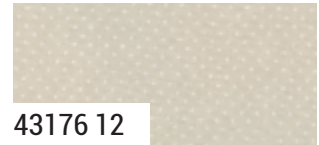
9900 182 PORCELAIN



43170 12*



43174 12



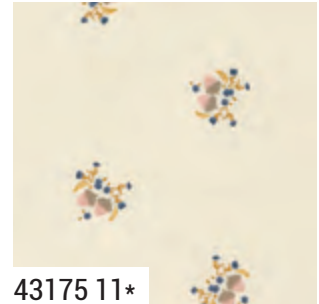
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43176 21



43172 12*

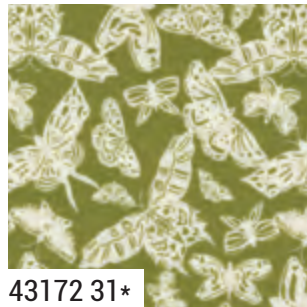


43175 11*

9900 242 LINEN



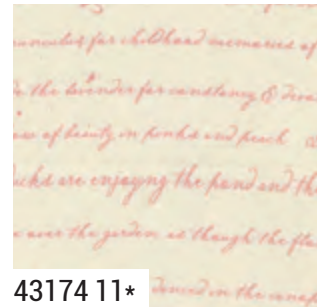
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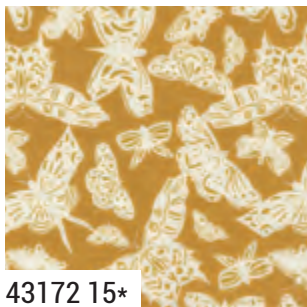
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43173 11*



43174 11*



43172 15*



43176 15



43175 14



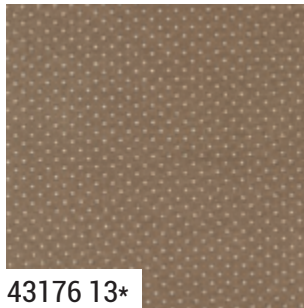
43171 15*

9900 129 WEATHERED TEAK

Bella Solid Coordinates



43171 13*



43176 13*



43173 13

moda

AUGUST DELIVERY

Enchantment Sweetfire Road DESIGN Co.



43170 16*



43171 16*



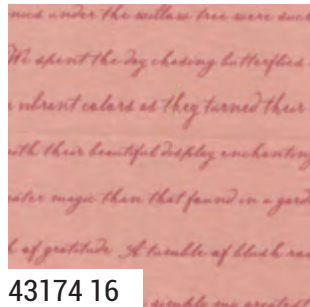
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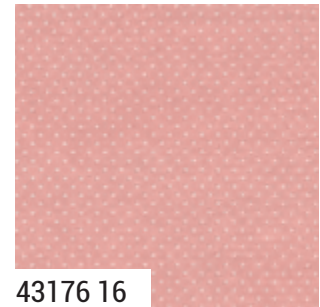
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43171 17*



43170 17*



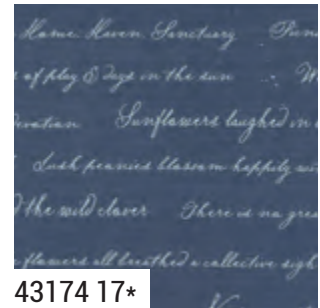
43172 17*



43173 17*



43176 17



43174 17*

43170

Asst. 15

Asst. 10

Low Cal 10

AB

F8

JR

LC

MC

PP

KIT

AUGUST DELIVERY

•30 Prints •100% Premium Cotton
 JRs, LCs, MCs & PPs include 30 skus plus two each of 43170, 43171, 43172- 12, 16 & 31.
 Bella Solid Coordinates are not included in assortments or precuts.

9900 195 BUNNY HILL PINK

9900 458 LICHEN

9900 218 INDIGO

Bella Solid Coordinates