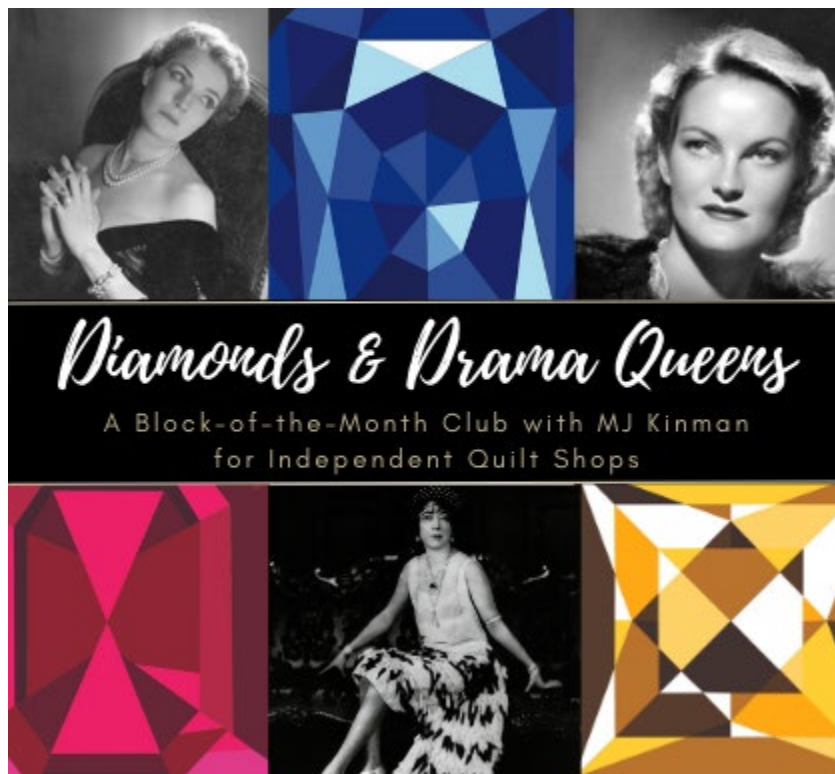


DIAMONDS & DRAMA QUEENS BOM FOR SHOPS: GENERAL ANNOUNCEMENT EMAIL

Note: The images that appear in this document can be found in the Diamonds & Drama Queens Resource Library under "BOM Marketing Materials".



Introducing *"Diamonds & Drama Queens"* *2022 Block of the Month Club*

I'm excited to announce that we've teamed up with MJ Kinman, the creator of giant gem quilts and BERNINA Ambassador, to offer you a special Block-of-the-Month program: Diamonds & Drama Queens.

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Above: MJ Kinman in her quilt studio

MJ's patterns are made with a technique she calls "traditional piecing using freezer paper as your template". This is NOT foundation paper piecing! We won't be sewing to paper. We won't use the flip-and-sew method. And we don't have to claw paper out of the back of our blocks when we're done. If you can put two pieces of fabric right sides together with a quarter-inch seam allowance, YOU CAN DO THIS!

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Above: Treasure Trove – the full-size quilt made with the 9 Diamonds & Drama Queens gem blocks.

MJ told me that the thing she loves most about her work is researching gems for inspiration. Along the way, she's learned that the most beautiful stones often have the

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most incredible histories. They always attract the most eccentric, intriguing, and outrageous characters. She enjoyed those stories so much she created a 9-month package of 18” gem patterns and presentations inspired by these famous jewels and their stories.

A Glimpse of Drama

MJ said narrowing down the list of incredible gems and their stories to just nine was the hardest part of this project



Above left: Huguette Clark (circa 1915); Above right: 9-ct. Belle Epoque cushion-cut diamond from the estate of Huguette Clark

For example, she’s going to introduce us to **Huguette**. As a shy young woman of 19, she instantly became a billionaire when her elderly father died. She and her equally reclusive mother lived in sumptuous mansions and apartments across the United States. They owned priceless art, furniture, and jewels. But Huguette only cared for one thing: a special collection...and it wasn't her collection of flawless white and pink diamonds.

My Invitation to You

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Every month, I'll email you a downloadable PDF file of MJ's 18" gem block pattern. You'll be able to download the pattern and print it out onto freezer paper (which I can provide for you!) and regular paper on your home ink-jet printer.

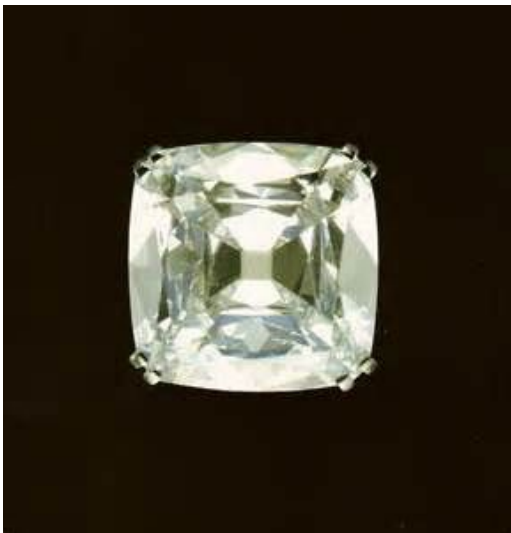
In addition, I'll share a link to the video MJ created for that month. Her presentations are filled with details and images of the featured gem, its history, and the people who were drawn to it.

A Drama Queen Like No Other

Here's one of the "drama queens" that I'm really looking forward to learning more about: **Evelyn Walsh McLean**. She was the owner of the infamous Hope Diamond, as well as a cache of other jewels. Yet her antics were every bit as famous as her gem collection.

She and her husband were famous for throwing wild parties. It was rumored that, during some of these soirees, she'd drape the Hope around the neck of her Great Dane and let him roam among the guests.

However, the quilt block we'll be working on is inspired by another incredible diamond Evelyn owned: The McLean Diamond.



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Above left: the McLean Diamond (photographer: Chip Clark); Above right: Evelyn Walsh McLean (circa 1920) Source: US Library of Congress

The Fun Starts <Insert Date>

We launch our adventure on <INSERT DATE>, a perfect day to start our 9-month wild and wacky journey. [CLICK HERE](#) or the button below to learn more and register now. The price for this 9-month adventure is <INSERT PRICE>.

If you love learning about beautiful gems, join me for Diamonds & Drama Queens! I look forward to having you join us. Meanwhile, as MJ always reminds us, [shine on!](#)

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& Drama Queens

Block of the Month for Quilt Shops