

Stacie Bloomfield of Ginger: From Artist to Artrepreneur

Creative entrepreneur Stacie Bloomfield is determined to bust the starving artist myth. "There are so many ways forward as an artist," she says, and she has the journey to prove it. From her humble beginnings creating art at her dining room table to leading a team of 24 today, Stacie's story is an inspiring look at how persistence and building relationships with other creatives can "lead to opportunities that make for a full career," as she puts it.

"You Don't Turn Down This Opportunity"

Stacie launched her product-based art licensing business, Ginger, "out of necessity," she says with a laugh. At the time, she was working full time as a barista while her husband was in graduate school. She had a graphic arts degree but wasn't sure how to turn that into a career. "I started an Etsy shop," she said, and tried selling a variety of things, but soon realized that her art sold best. She began building a steady business on Etsy as an illustrator, focusing on nursery- and kid-friendly designs.

In 2011, just a few years after Stacie launched Ginger, Etsy reached out to Stacie to tell her they wanted to include her shop in their Black Friday feature. "I didn't tell them that my second baby was due at the exact same time!" she admits. "My husband said, 'Maybe you shouldn't do [the Black Friday feature],' but you just don't turn down this kind of opportunity," Stacie says emphatically, and she went ahead with the feature in what would turn



Stacie and her family

out to be a watershed moment for Ginger. "I sold more that week than I had in the previous three years combined," according to Stacie, and that opportunity solidified her vision for a creative career. She quit her day job and threw everything into Ginger.

Finding New Paths Forward

About six years into her business, Stacie says, "Etsy started to change, and I knew it wasn't going to be my primary source of income anymore." She began looking at new ways to leverage her art, including through licensing opportunities. Licensing her art for fabric seemed like a natural fit, but "I had never designed a repeating pattern before," she says. Undeterred, she put together a portfolio and sent it to the design team at Moda. "They called me up, and...they didn't like my proposed collection," she laughs. "But they looked at my art and my website and said that they wanted to work with me because there was so much there to work with!"

moda

Gingiber's first collection with Moda Fabrics, Thicket, debuted in 2016. Since then, Moda has released more than 20 Gingiber collections – Bee Garden is the twenty-second. Not only does Moda partner with Stacie to produce beautiful fabrics for the Gingiber brand, but the company also carries many of Gingiber's finished products, including stickers, notecards, tea towels, and more. "Moda has been a real champion" of the Gingiber brand and products, Stacie says.

Nurturing a Creative Community

Recognizing a need for community-building and mentorship in the creative community, Stacie launched the first of her extensive list of "artrepreneur" classes in 2020. Since then, more than 140,000 artists have participated in her courses. "I'm passionate about helping artists in their journey," she gushes, drawing on her own experiences navigating the world of licensing and product placement to help other creatives learn how to leverage their artwork to make money and have robust, fulfilling careers.

"Being a creative can mean a lot of things," she says, noting that it can also be isolating, especially post-pandemic – making it even more essential to connect with other creatives. "I'm very relationship-oriented, and that has led to so many opportunities," Stacie says.

All Abuzz for Bee Garden

The seeds for Bee Garden, Stacie's latest collection, were planted when Gingiber released a tea towel on their website in 2023. Though it was a stand-alone home goods product, the Moda design team loved it so much that Stacie decided to turn it into a full fabric collection.

GINGIBER

"Beehive Medley was the first print that I designed for the collection," Stacie says, noting that for part of the design, she revisited a bee element from her earlier Meadowmere collection. "I believe in leveraging existing art when I can," she says.

According to Stacie, the colors in Bee Garden "are how I like to live my life," going on to say that if you were to look in her home or in her wardrobe, you'd find the same colors. Bee Garden features a warm palette of sun-drenched honey, cream, coral, and cactus green, accented with a soft raven black and pops of metallic gold. "Gold just makes everything better!" enthuses Stacie.

Do What Makes You Happy

Whether it's designing a new fabric collection, mentoring up-and-coming artists, setting aside dedicated time and space – "white space," as she calls it – to rest her mind and allow new creative ideas to percolate, or nurturing relationships – like having coffee every Thursday with the same group of women for the last 10 years – for Stacie, it all comes down to this: "It needs to make me feel happy!" she says. Fortunately for quilters and creatives everywhere, Gingiber is there to spread that happiness in the form of beautiful and inspiring fabrics and products.

To learn more about Gingiber, visit www.gingiber.com and follow along on Instagram at @gingiber.



IMMERSE YOURSELF IN THE VIBRANT BUZZ OF NATURE with our latest fabric line, Bee Garden. This exquisite collection transports you to a sunlit world abuzz with the gentle hum of bees and the rustle of petals. Each fabric is a canvas graced by the joyful dance of honey bees, butterflies, and blooming flowers, captured through Ginger's signature hand-illustrated artistry. A palette of soft creams, gentle greens, and warm golds reflects the honeyed hues of a garden in full bloom, making it ideal for sewing sweet quilts, cheerful apparel, and sunny home accents.

With Bee Garden by Stacie Bloomfield, you can cultivate a space of warmth and delight, reminiscent of lazy afternoons amidst the flowers and fluttering wings as you are inspired to unleash your own creativity with the charm and elegance of the garden realm.

MARCH DELIVERY



BEE GARDEN

BY GINGERBREAD





BEE GARDEN BY GINGERBREAD



48410 11M*



48415 31



48414 11*



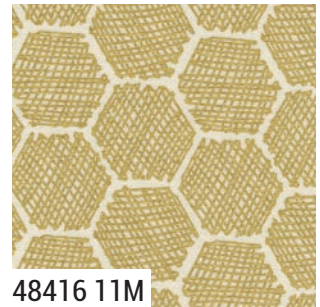
48411 11M*



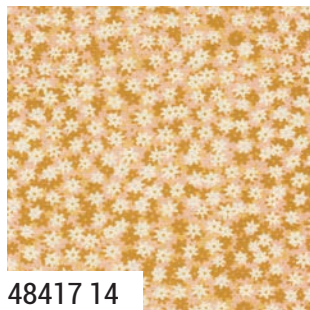
48412 11M*



48413 11M



48416 11M



48417 14



48413 17M*



48415 17M



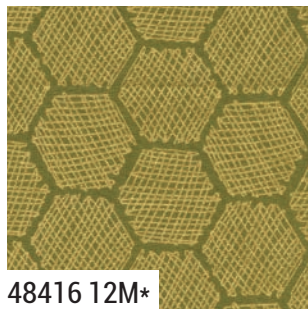
48417 16*



48416 16



48413 12M



48416 12M*



48412 12M*

9900 182 PORCELAIN

9900 298 CAMEO

9900 175 TERRAIN CACTUS

Bella Solid Coordinates

moda MARCH DELIVERY



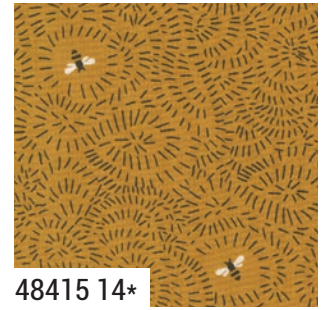
BEE GARDEN BY GINGERBREAD



48414 14*



48411 15M*



48415 14*



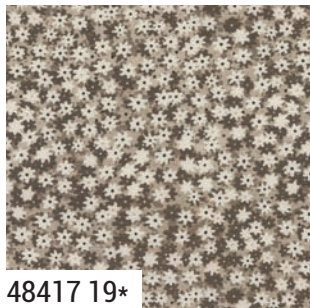
48412 21M*



48410 15*



48415 11M*



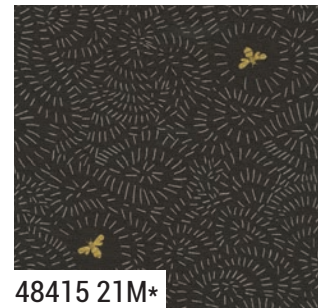
48417 19*



48411 20M*



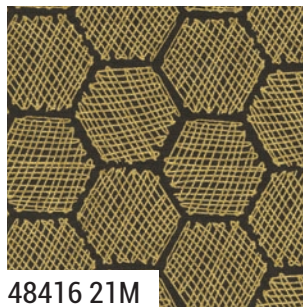
48414 21*



48415 21M*



48410 21M*



48416 21M



48413 21M*

9900 244 HARVEST GOLD

9900 322 DOVETAIL

9900 467 RAVEN

Bella Solid Coordinates

moda MARCH DELIVERY



BEE GARDEN BY GINGERBREAD



48418 11M Panel Size: 36" x 44"

moda MARCH DELIVERY



BEE GARDEN BY GINGERBREAD



48418 21M Panel Size: 36" x 44"

48410

Asst.
15

Asst.
10

Low Cal
10

AB

JR

LC

MC

PP

KIT

PS

MARCH DELIVERY

•20 Metallic Prints •10 Non-Metallic Prints •100% Premium Cotton

AB includes 29 skus Panel 48418-21M cut 36" x 44". JRs, LCs, MCs & PPs include 28 skus with two each of 48410 - 48412 & 48414. No panels. Assortments and precuts do not include Bella Solid Coordinates.

projects



**KIT
48410**

GB 083 Bee Garden 50" x 58"



BEE GARDEN BY GINGERBREAD



GB 084 Summer Garden 52" x 52"



GB 085 Busy Bees 52" x 58"



PS48410 Bee Garden Mini Charm Quilt Block
14" x 14" MC Friendly

tea towels

GB F528 Bee Garden Tea Towel Mul 2



GB F520 Daffodil Tea Towel Mul 2



**GB F510
Bee Tea Towel
Mul 2**



GB F532 Monarch Garden Tea Towel Mul 2

GB F537 Beehive Tea Towel Mul 2

apron + zipper pouches



GB AP106 Bee Garden Apron



GB P102 Busy Bee Pouch Mul 2



GB P111 Bee Garden Pouch Mul 2

stickers + stationary



GB ST2125 Summer Butterfly
Sticker Min 6



GB ST2127 Beehive Sticker Min 6



GB ST2045 Bumble Bee Sticker
Min 6



GB ST2084 Daffodil Sticker
Min 6



C1279 Beehive
Birthday Card Mul 6



C1235 Bee's Knees
Birthday Card Mul 6



GB NP2108 Busy Bee
Notepad

moda AVAILABLE NOW