

QUILTS, LTD. | TLAQUEPAQUE NORTH, SEDONA, AZ

GOT STYLE

Magnificent quilts and wearable art for women...Prepare to shop!

What is it about the warm, almost nostalgic feeling you get when you see a beautiful quilt? Is it the masterful artistry and vibrant patterns that are so arresting? Or the sense of the tremendous devotion and painstaking hours it takes to bring one into form? It's probably all of that and more. Now the timeless good feeling we get from quilts can be experienced up close and personal at one of Tlaquepaque's newest shops, Quilts Ltd., located in Tlaquepaque North adjacent to Caravana Clothing & Jewelry.

Besides the easy-to-browse racks of investment-quality quilts primarily inspired by the colors and textures of the Southwest, the luscious shop interior in shades of deep red is also filled with gorgeous wearable art for women. Check out the stylish quilted

jackets, vests and tunic tops. Each are beautifully designed and made from sensuous silks, chenille, shibori woven fibers, patchwork and appliqued apparel. You'll even discover embroidered and embellished garments you won't find anywhere else. Stay a while and try on a few pieces just for fun. You just might walk out with a treasure you'll love for years to come.

Everything at Quilts Ltd. is about color, texture, design and patterns, all made with love and great skill and artistry by seasoned quilters and artisans. The quilts are perfect for the bedroom or as wall art, and you can even venture up to the shop's loft bedroom to see how a particular style might work in your home. Custom quilts precisely made to your specifications are available too. Owner

Trisha Ambrose and her interior design team—her multitalented artist husband, and architect and musician sons respectively, had their hands in it—have created an impressive boutique that is sure to envelop your senses.

"I can't imagine being anywhere else in Sedona," says Trisha. "Our quilts are quite large and the high ceilings in our gallery are dramatic and really show off the pieces. That was the deciding factor for taking the space in Tlaquepaque." No stranger to successful retail operations with the winning formula of combining antique and investment quality quilts with wearable art, her entrepreneurial ventures date back to the mid-1980s when she opened her first shop of the same name in Carmel, California. Trisha's passion for quilts came from her love of and background in fashion design, as well as being a world traveler exposed to some of the liveliest, most colorful and fabric-rich marketplaces in the world. She traveled extensively from Istanbul, Turkey to the mercados of South America. Combining quilts with fashion became her calling and it worked! Eventually Trisha



opened stores in San Francisco, Mendocino and Santa Fe. Now, decades later, she has simplified her life and enjoys great success with Quilts Ltd. in Tubac, Arizona (the popular destination arts town near the Mexican border south of Tucson), and now Tlaquepaque.

With a strong design sense and a keen eye for exceptional artistry, Trisha was also able to leverage her talents into special projects. One she fondly remembers is when local Carmel celebrity and former mayor Clint Eastwood asked her to design the interior spaces and all the fabric art for his newly acquired Mission Ranch Resort. It was a huge project, and today Mission Ranch is world renown and a celebrated California getaway. Her "A List" of celebrity clients who purchased quilts, wearable art, or commissioned work is long and reads like a Who's Who of entertainment royalty: Julia Roberts, Barbra Streisand, Goldie Hawn and Kurt Russell, Paul Newman and Joanne Woodward, Jack Lemmon, Suzanne Somers, Paula Abdul, Kim Novak, Sam Shepherd, Jessica Leigh, Ted Danson and Mary Steenbergen, Joel Grey, Richard Branson, Larry Hagman, Danielle Steele, Bette Midler, and John Travolta...to name a few!

The enduring popularity of quilts knows no geographic boundaries. Yet quilters often tend to render designs inspired by their home environs. This is true of Quilts Ltd. Starting with the more traditional Western quilt patterns like the double wedding ring, lone star, nine patch and Arizona star, each geometric pattern has hundreds of design possibilities. "When I work with the Arizona quilters I usually suggest the direction I think they should be going in. Our focus is primarily Southwestern so they could take a traditional pattern and design it with colors and motifs like Kokopellis, petroglyphs javelinas, bears and all kinds of symbols from this part of the country," says Trisha.

"We also do a lot of custom work, any kind of quilt in any size or design." It's not uncommon for a client to commission a quilt that they remembered as a youngster, or a custom quilt design made to celebrate a special occasion like a significant anniversary, or a commemorative quilt that will endure for generations. The term investment-quality means just that: the premier quality of the quilts you will find at Quilts Ltd. "Our quilts are primarily handmade. A queen-size, handmade quilt takes a minimum of 350 hours to create, and that's a conservative estimate. It's the most undervalued art there is," says Trisha.

Asked if she received any unusual custom quilt commissions over the years, she mentions the time the wife of a recently deceased man had all of his ties made into six quilts and then gave them to all of their kids. And there was the time a man came to her with dozens of t-shirts he had saved from all the rock concerts he had attended. Now he has a meaningful wall hanging quilt to remember the good old days!

Trisha is excited about the new shop in Tlaquepaque. "I think that the clientele here is going to be great. We have a unique store with merchandise that is not available anywhere else." And at the end of the day, who doesn't love a quilt?

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