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Basicgrey

As the mother of young children and creative principal of the design company Basic Grey, Rachel Brenchley doesn't have much time for stitching. But growing up with a textile-loving mother was a huge influence.

"My mom's sewing room was as big as any room in the house," says Rachel. "I remember sitting on her lap, cutting out Barbie clothes. She pieced quilts and made amazing braided rugs. Her eye for color is incredible."

Rachel studied art and graphic design in college and worked in the field before staying home with her three children. To engage her creative side, she'd paint while the kids napped. These paintings became the basis for a venture into scrapbook papers. In 2004, just weeks after Rachel attended her first trade show, her husband guit his job to become her business partner. Three years later she started designing fabric for Moda and has completed eight lines.

While Basic Grey's success is gratifying, Rachel puts plenty of effort into balancing business with family life. "I work a lot at night when the kids are sleeping," she says. "And we've learned to schedule what we call "forced vacations" a year in advance. No matter what's happening, we take them. We've gotten better at leaving our computers behind and enjoying the kids."

Although time for sewing is limited, Rachel enjoys being part of an industry that brings pleasure to her family.

"My mom is the most avid fabric collector," says Rachel. "When we signed up to design for Moda, she just squealed. Her excitement is so much fun!"\_\_\_\_

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