

Embroidery UPDATE

July 2006

Embroidery Spotlight



Extreme Jeans

Denim has once again brought embroidery to the front and center of style in America and around the world. Every few years, embroidered denim comes to the forefront of ready-to-wear and creates a boon to embroiderers.

Today's all-over denim embroidery makes the jean pockets of the 1970's look tame. The earliest denim embroidery consisted of simple pocket designs such as shooting stars and loops and lines. The contrast of those small, single color renditions with today's multimedia creations is extreme.

Fashion Follows Function(ality)

Part of the reason for the change in style is the change in the capabilities of embroidery equipment. The early multi-head embroidery machines that stitched the original 70s jean pockets had only a single needle and a small embroidery field, so the designs were usually pocket size and had only one or two colors.

Today's multi-needle machines allow a much larger area to be decorated in a single hooping, making elaborate embroidery a viable, cost-effective option. The addition of other decoration methods such as stones, bleached-out areas and other methods have evolved over the years, making today's jeans individual works of arts.

How Does the Jean Scene Help Embroiderers?

Commercial embroiderers can cash in on the popularity of decorated denim. Make your customers aware that they can have their own unique designer jeans, jackets and denim accessories. Display and wear decorated denim and be sure to include customizing that isn't available from ready-to-wear stores. Make sure they know you can personalize denim with their own ideas, using the same techniques seen in ready-to-wear.

Check out the hot items at high-end and mainstream retail stores. Catalogs are another valuable resource to tap into popular retail embroidery looks.

Dream Jeans

You can use decorated denim to establish your skills as the embroiderer of choice. To make your customer aware that you can customize the jeans of their dreams, wear embellished denim in your shop or on sales calls. Put stylized initials on pockets and use multiple techniques, such as embroidery, stones and studs. You can even create bleached and distressed areas just like designer jeans selling for hundreds of dollars.

Inside this issue are ideas, tools and techniques to help boost sales. Our customer service department is happy to help you with any questions about these techniques. Just call us at 800-528-8305.

Contacts

Jackie Woods
Sr. Vice President
Great Notions Inc.
jwoods@greatnotions.com

Deborah Jones
Vice President Sales & Marketing
Great Notions Inc.
djones@greatnotions.com

Ruth Vangrowski
Customer Care Manager
Great Notions Inc.
rvangrowski@greatnotions.com



EZ Glitzer

Stones and other glitz currently adorn embroidered apparel in stores and catalogs. Do you have the tools to apply these popular auxiliary embellishments such as stones or studs? Check out these two pages about simple, inexpensive tools that can add excitement and charm to a wide variety of items.



EZ Glitz Eclipse



Slits and Glitz

Use razor blades to slit denim jeans. Add stones randomly for a designer look in a minimal amount of time.

Experience the Thrill of the Drill

Apply artwork in bleach using the pink drill.

20 designs
created especially
for denim - \$69

Denim Collection
Pack #111718

Love the distressed look? Our special drill is the best kept secret in the world of embellishment. Embroidery jumps off of fabric areas that have been lightened using the drill and regular household bleach. Suitable for use on a wide variety of fabrics, you will be amazed at what you can do in minutes with the embellishing drill.



2
SWAROVSKI



Deluxe Stand
for Applicator

Offer 2

"I Want It All" Kit

- EZ Glitz Applicator Wand - \$22.95
- Eight Applicator tips
- EZ Glitz Carousel - \$87.99
- Stocked with 34 colors of EZ Glitz in 3, 4, and 5mm sizes plus 2 mixes in the popular 4mm size - Genuine Swarovski crystal
- 15 storage containers
- Tweezers
- Deluxe Stand for Applicator - \$10.00
- 5 FREE BONUS DESIGNS created for Glitzing - \$40

\$160.94 value - Just \$99.00



EZ Glitz Applicator Wand

EZ Glitz Carousel

Offer 1

"Travel With Glitz" Kit

- EZ Glitz Applicator Wand - \$22.95
- Eight Applicator tips
- EZ Glitz Eclipse \$39.99
- Go-anywhere kit contains 22 colors and 2 mixes of 4mm stones in 6 secure storage cups
- Deluxe Stand for Applicator - \$10
- 5 FREE BONUS DESIGNS created for Glitzing - \$40

\$112.94 value - Just \$69.00



EZ Glitz Applicator Wand

Deluxe Stand
for Applicator

Offer 3

Experience the Thrill of the Drill!

Apply artwork in bleach using the pink drill. You can create backgrounds, write names and create more special effects on fabric using bleach. The drill is a lightweight, cordless power drill and it comes complete with a charger and five included tips.

****Learn all the techniques with the included DVD.****

Drill - \$34.99
DVD - \$15.00

**\$49.99 value
- Just \$39.99**



Call 800.528.8305



Ask Stitching Stacy

Q: My daughter wants me to embroider her favorite jeans, and I don't want to tell her I don't know how. Is this something I should tackle?

A: Sure you should. Denim is an inviting embroidery medium, with a character all its own. Nothing else has the same feel as our favorite jeans. Here are some ideas and tips for embellishing denim fabrics.

Thread

- Consider using Polyester like Isacord for denim embroidery because it stands up well to heavy laundering and to abrasion.
- A thicker thread such as size 30 may give a pleasing effect on some denim designs.
- Thicker threads should be matched to needles with a wider groove and larger eye to accommodate them without friction that leads to thread breakage. Size 80/12 or 90/14 sharp point needles are well suited to denim embroidery.
- If you typically embroider on light-colored fabrics you may be disappointed with your favorite thread color choices. Designs with black highlights, details or outlines that may not be effective and require a thread color substitute on darker denims.

Design Choices

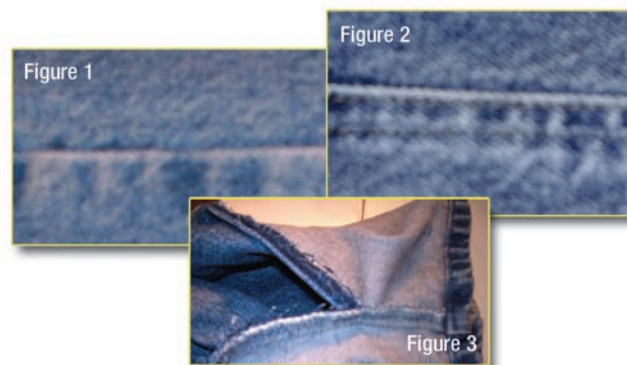
- Choose designs that are lighter rather than heavier in stitch count. Heavy stitch count designs could make the jeans stiff at the embroidery location.
- Consider designs that have open areas that let the denim show through. As the denim ages and changes, the fabric's natural properties will add character to your design.

Stabilizing and Hooping

Denim is sturdy, but you should know that it can stretch - have you ever noticed the difference in the fit of a tight pair of jeans an hour after you put them on?

Fusible or adhesive stabilizers can help control any denim with a tendency to stretch. If you will be hooping your denim, we recommend Fusible PolyMesh™ to reduce the tendency of the denim to stretch. If you prefer to adhere the denim to a stabilizer base, we recommend self-adhesive Stabil-Stick™ Cutaway or Hydro-Stick™ Cutaway.

To embroider a large design on the legs, you will need to open one leg seam. It's easier to open the side of the leg with a standard seam (Figure 1), rather than a flat-fell seam (Figure 2). It is not necessary to open the entire leg seam to embroider, and closing the seam is much easier if you stop ripping about 1-1/2" above the hem (Figure 3). To close, just turn the leg inside out and stitch or sew-serge the seam.



Ask Stitching Stacy your embroidery questions!
email: stitchingstacy@greatnotions.com

The BIGGEST Great Notions Sales Event EVER!



Great Notions will have the same great software and design specials that you are accustomed to on our next **Super Tuesday July 18th**. Great News!...We have extended the savings on our designs for an **entire week!**

Now you can buy designs at Super Tuesday prices all the way through midnight Monday July 24th.

In addition to our Buy-One-Get-One Free pricing on individual designs, packs and pages,

Starting Tuesday July 18, you can enjoy new lower prices on all these products.

Pick-A-Page and 30 packs just \$99

Designs up to 17,000 stitches lowered to \$8

Designs over 17,000 stitches only \$12

At these prices, you can enjoy designs that you want to stitch for yourself, as well as the ones that your customers want to buy. Start making your list now for this Super Week of Savings.

****See Back Page for Specials****

The **OESD Designs-on-Demand DVD** comes complete with **FREE Sizing software** that does a lot more than just resize your designs to perfection. True Sizer software is powered by Wilcom and has great features including:

- Display and print instruction sheets using a wide variety of color charts for popular thread types
- Export jpg images of designs to send to customers, use in documents or flyers
- Recolor background color, and even use fabrics backgrounds

****Get your OESD Designs-on-Demand DVD and get this useful software FREE.**



Explorations Dream Software

If you could dream up the most productive, time-saving software in the world, what would it do? Here are some that we thought of. Just imagine software with all these benefits...

Show it - Don't Sew it!

Show your customers a "replica" of their design on a garment that they have selected, in the colors that they are considering. Show printed proofs to make an initial selection before making a pre-production sample.



Remove Double Layers

When two designs are merged, instantly remove stitches from the area overlapped by the second design. Save unnecessary stitches and reduce bulk.

Resize and Change Stitch Count

- Resize designs and change stitch count for the new size in these formats: CND, GNC, EMB, ART. (Other formats may be resized without changing stitch count.)
- Preserve the integrity of the original design with automatic Pull Compensation and Density adjustments on CND, GNC, EMB and ART files.
- Save to most popular embroidery formats

Organize Designs with Filing Assistant

- Catalog your designs and view by name or icon
- Batch convert to multiple formats
- Open zipped files just by dragging them onto the workspace!

Automatic Lettering Preview

- Twenty five included fonts - many more available

Manipulate Designs

- Free rotate to any angle
- Copy, Paste
- Mirror Image
- Delete Portions
- Automatically combine colors

Thread Charts

- Colorize designs according to popular thread brands
- Keep track of your own thread color stock

Most Popular Optional Modules

- Applique
- Decorative Effects
- Reshape
- Slow Redraw



See a preview of any name you type in all available fonts



Lettering Effects

Call 800.528.8305 and ask one of our CARE representatives how you can get a copy of this dream software and your FREE instructional CD.

Pre-cut Method

A close-up photograph showing a person's hands holding a bright green, wavy-edged paper cutout. The cutout has a complex, undulating shape with a central notch. The person is wearing blue denim jeans, and the background is a solid light blue color.

A photograph showing a large, three-dimensional green letter 'H' and a dotted line outline of a letter 'S' on a dark, textured surface. In the background, there are some metallic objects, possibly part of a machine or a display.

Fabric Block Method

...and so are these fresh design ideas for back-to-school sales. Set your school spirit merchandise apart from the competition by adding Glitz. Just show it and it sells itself to junior high and high school kids that are wearing stones and studs on all kinds of clothes and accessories.

Our Top Ten Technique and Marketing Ideas for Back-To School

FAVORITE TECHNIQUES

Idea 2 - Add a single row of crystals inside the letters for an effect that's a real standout.

Idea 4 – Hoop a piece of quilt batting between a T-shirt or sweatshirt and a piece of cutaway for an embossed effect. Just cut away the cutaway and the batting outside the outline of the letters.

MARKETING IDEAS

Idea 1 – Soft, lightweight backpacks are hot this year. Pick up some at www.sanmar.com

Idea 2 – Make samples and give them to one or two students to wear at school functions. An active kid is your best salesperson.

Idea 3 – Call on the school’s band director. Sell travel shirts to the band, you can ask the director for the names of teachers who head up other school groups. Call on staff members in charge of academic clubs such as the chess team, the Spanish Club and others who are possibly overlooked by your competitors.

Idea 4 - Call on private schools with a focus on extracurricular activities, parent's clubs and sports activities rather than uniforms. Parents' clubs often have matching shirts with their child's name embroidered on the sleeve. In the case of prep schools, the child's name and year of graduation may be embroidered.

Idea 5 – Drill teams and pep squads often have Big Sis – Little Sis programs in which an older girl mentors a younger girl. It is traditional for these “sisters” to exchange gifts. Inexpensive embroiderable options are popular. Make sure the sponsor knows about your services.

To help you get a jump on Fall school sales, we have also created hard-to-find school spirit and mascot packs – see them at www.greatnotions.com.

Call 800.528.8305





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800.528.8305
www.greatnotions.com



2751 Electronic Ln.
Dallas, TX 75220



Super Tuesday, July 18, 2006!

1 Explorations Software	2 30% OFF ALL Software	3 Glitzer & Drill Special	4 FREE Embroiderer's Buddy	5 Alphabet Pack Special
				
Buy Explorations and receive a FREE instructional CD. (\$49 value) Only \$399	Get 30% OFF on ANY Great Notions software program.	"I Want It All" Glitz Kit - Just \$99 "Travel with Glitz" Kit - Just \$69 "Experience the Thrill of the Drill" Just - \$39.99	Receive a FREE Embroiderer's Buddy Tool OR...Embroiderer's "Little" Buddy Placement Tool on all orders over \$100.	Plain Block Appliqué Alphabet or Denim Collection Only \$69.00 (regular \$99.00)
See the article on page 5		*See the article on pages 2-3*		**Buy 1, Get 1 Free on packs does not apply to this offer.**

****HALF PRICE on designs during Super Tuesday week between July 18 - July 24 ONLINE!****

*****5% DISCOUNT on all call-in (800.528.8305) or faxed orders (214.357.1738) before 10 a.m.*****

*****And, as always, BUY 1, GET 1 FREE on packs, pick-a-page and individual designs.*****

Call 800.528.8305!

Orders are shipped UPS ground only. Encrypted CD orders, e-mail, orders downloaded from the website or next day air orders will be full retail price. Free items must be of equal or lesser value than purchased items. Super Tuesday is not valid with any other offer. All prices are in US dollars. Products are available in commercial formats only. Super Tuesday hours are from 7 a.m. - 5 p.m. Central Time. Orders can be faxed to 214.357.1738.