

saving 9

Sequins Reduce Stitches



Streamline your stitch count with sequins. “The sequin shapes themselves fill in designs quickly and, depending on the fixing stitch type(s) used, each sequin only has a couple of stitches total to tack down,” says Drew Coufal, owner of OH-based Sew & Sew Embroidery. Therefore, an all-sequin logo may only have 1,000 or 3,000 stitches vs. fully stitched embroidery containing 8,000 or 10,000, depending on the logo size.

Fringe Embroidery

Developed By: Sew & Sew Embroidery

Decoration Details: Fringe presents a twist on traditional embroidery. The technique is seldom seen in promotional apparel, yet has major potential to create eye-catching designs thanks to its dimensionality and visual appeal. Think of applications for pet-store chains, groomers, zoos (simulating fur and whiskers); salons (hair or eyelashes); carpet companies (rug texture); or lawn care (grass). The process requires only minimal effort. Simply pinpoint an area to be fringed, such as the mane on a lion, and digitize the logo so that stitches composing the fringe are one of the last elements sewn (on top of the rest of the stitched logo). Use long jump stitches to make up the fringe, which can be snipped from underneath and pulled through and trimmed from above to create the effect. The fringe stitching should be tacked down, typically with a running stitch at the base of the fringe in an area covered by the final top embroidery.



Fringe embroidery, as displayed here on this lion design, unleashes exciting dimensional possibilities in embroidery. By Sew & Sew Embroidery (circle 172 on Free Info Card).

In Their Own Words: “Fringe gives elevation to the logo and more lifelike reproduction as compared to traditional flat embroidery,” says Drew Coufal, owner.

QUICK TIPS



➔ **Provide a bond so secure that no stitching is necessary.** Press N Bond from Floriani Commercial Products seals the back of the appliqué, embroidery or patch with a clear, highly fusible coating.

➔ **Make the most of bright fashion trends.** The Transfer Extreme line from Transfer Express (*asi/91804*) has been created in full-color simulated process. These plastisol transfers feature vivid colors and a soft hand.



➔ **Use polyneon 60-weight thread** from Madeira USA for small detail and fine text; it allows for lettering as small as 3 mm in height.

