

Three Twists to Fleece Decoration

Planning a fleece apparel program? You may think you're limited to a traditional embroidered logo; however, decorating expert Drew Coufal, president of Sew & Sew Embroidery, has three twists on the embellishment that will set your client's logo apart.

Consider adding a light tack-down/low-density fill pattern behind the logo to help matte down really thick fleece material. (Smaller elements and small text, in particular, will frequently get 'eaten up' by the fleece fabric and not look acceptable as a final product.) A thread color that matches the fabric does not show when your client is wearing the item, yet it provides a more stable background for your main stitching. This technique does not add much additional stitch count to a logo, and can help avoid using a water-soluble topper and/or having to steam that out during the cleanup stage, saving additional labor and time on the backend of your project.

For a simple, low-stitch-count application, try reversing out your stitches to create a tonal embroidery that almost has a puff appearance. Instead of filling in the letters of a word with a standard satin stitch or

tatami stitch, do a fill block and omit the fill area for the space that makes up the letters or logo so that the fleece fabric shows through, creating the letter from the fleece material. Because the fill mattes down the fleece, the letters that are made from the fleece material tend to look 3-D.

Burn an image into the fleece with a laser. Shops with a Laser Bridge machine in their inventory have the option of laser etching on fleece, which provides a high-end look not easily reproduced by competitor shops. This method burns/etches away the fibers of the fleece, creating a tonal image. You can get a similar effect by using standard embroidery;

simply running a tonal thread in a fill pattern for the design elements and matting down the fibers will create an appearance similar to that of a laser-etched garment.

Fleece Trivia

Polarfleece is the original fleece fabric, developed in 1979 by Malden Mills. It is typically used for non-technical garments, and it's only available at Malden Mills. Polartec, also developed by Malden Mills, was created for today's high-performance technical garments and provides enhanced durability, warmth, wind-resistance, breathability and weather protection.
source: www.fabricstockexchange.com



Looking for a low-stitch-count embroidery technique on fleece? Consider something like this reverse-stitched design, created by Sew & Sew Embroidery (circle 129 on Free Info Card). It creates an effective tonal embossed effect, similar to laser-etching, with visual heft and no additional resources required.