

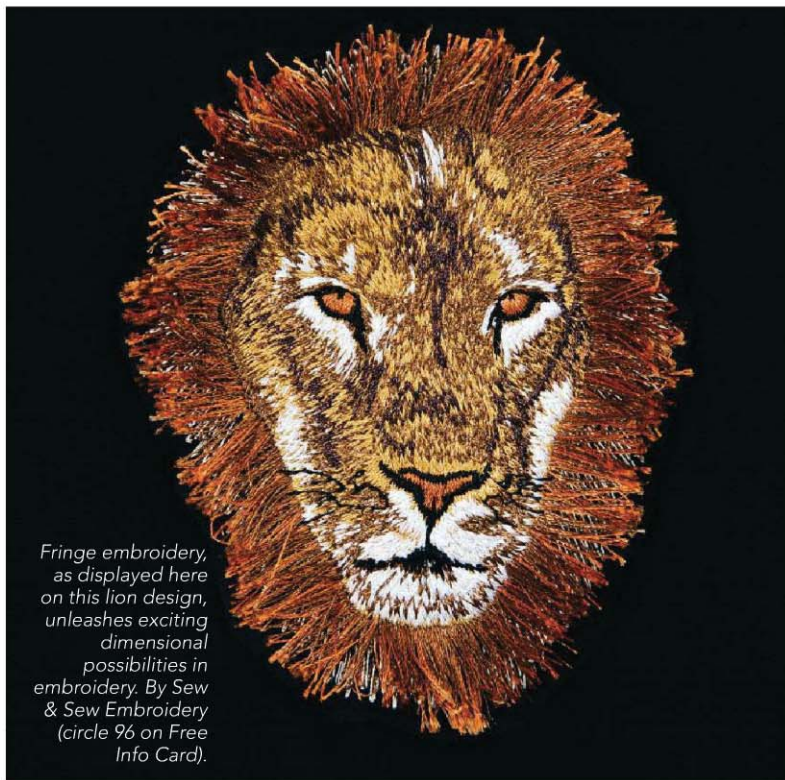
Fringe Embroidery

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.

◆ **In Their Own Words:** "Fringe gives elevation to the logo and more lifelike reproduction as compared to traditional flat embroidery."

— Drew Coufal, owner



Fringe embroidery, as displayed here on this lion design, unleashes exciting dimensional possibilities in embroidery. By Sew & Sew Embroidery (circle 96 on Free Info Card).

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