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Design Express

The graphic services newsletter for promotional products pros



The Evolution of Embroidery Design

The art of embroidery began with a single thread making a single stitch. It started with mending an item of clothing with a patch and developed into an industry of contemporary embroidery where software was created to stitch complex logos and monograms. The detail and art has come a long way so let's say "cheers" to the success of embroidery design!

Kelly Glass

Vice President, Marketing Idea Custom Solutions www.ideacustom.com

Idea Custom Solutions Comes to Long Beach, CA

March 25-27, ASI Show!, Booth 647

Vice President Joanna Grant and Sales Executive Jay Busselle will be there to answer your questions about our newest digital services, including website, mobile and social media design that can drive new revenue and improve customer loyalty. See samples of our award-winning embroidery digitizing, vector artwork and image editing.



Hand embroidery is the basic and earliest



Machine embroidery mimics hand embroidery by using a computer and digitized patterns.

HISTORY OF EMBROIDERY

5th-3rd century BC

Embroidery is dated back to 3rd century BC and began as a process to patch, mend and reinforce clothing.

Throughout 300-700, the edges of trimming were used on a garment in Sweden. To this day, it is not cretain if this was used to reinforce two pieces or create decraitive embroidery. This led to decorative withing which is now known as the art of embroiders.

16th century

brought to local towns to turn out masterpieces of workmanship in fabrics, figures, patterns, knots and other fashions.



7th century



Embroidery was recognized as the "craft of two hands" and was a sign of high social status. Gold and silver thread were used. Shoes, robes, tunics, horse trappings, slippers, leather belts, flags, uniforms and handkerchiefs were embroidered.

19th century

By the mid-1800s, teams of French women embroiders began using a combination of their own skill and machine looms.



WILCOM

Early 1900s



In 1910, Eastern Switzerland manufactured the first embroidery machine. This is the most importan and largest financial milestone in the industry. It resulted in 18 percent export revenue for Switzerland.

1982



1982, Melco introduced the first multi-user system where more that one person could use it.



In 2012, the embroidery industry reached a revenue of \$667 million and 281 businesses.

1980s

first computer graphics embroidery design system to run on a microcomputer. It became the first computerized embroidery machine which was marketed to home sewers.

1982, Melco creates the first gitized embroidery system fo nbroidery machines: digitrac.

1990s

Computerized machine Imbroidery grew by 50 percent In the industry.



More News and Tips

Browning Hunting apparel is new to the industry

Love is in the air. Did your business make the cut?

Poll results: social media is what?

14 Ways to Track Your Competition

There is an entire line of professionals dedicated to tracking the competition for Fortune 500 companies and many organizations have departments dedicated to watching every move of other companies in their industries. But that doesn't mean monitoring the competition is too expensive or time consuming for small companies. It is an essential part of a solid business plan that will improve your operations, customer service and marketing. And because of all the tools available, there is really no excuse for not monitoring your competition. Read on to learn how to get started.

What Super Bowl 2014 Taught Small Business Owners

As a small-to medium-size business owner, the saying "you win some, you lose some" may be all too

Sources:

http://www.merriam-webster.com/dictionary/embroidery http://en.wikipedia.org/wiki/Machine embroidery#History http://www.ebay.com/qds/The-History-of-Embroidery-

/10000000177631828/g.html

http://www.wilcom.com/About/Blog/BlogArticle/tabid/123/ArticleId/47/An-introduction-to-Computerized-Embroidery.aspx

http://www.ibisworld.com/industry/commercial-embroidery-services.html

Design Showcase

Vector Artwork

A customer wanted a logo for her church. She requested the logo include people of all races building stairs to heaven, as the sun and clouds beamed onto them. She also indicated the business name be in the clouds and a verse be beneath the stairs. This is the output:



Embroidery Digitizing



Input

familiar. Blood, sweat and tears are put into a business in hopes of seeing it become successful but not everything works perfectly or comes easily.

Peyton Manning and the Denver Broncos showed us on Super Bowl Sunday that sometimes being ready mentally or physically doesn't fully prepare you for what's to come. A strong defensive line, a couple of failed throws, a picked-up fumble and an interception led the Seattle Seahawks to a 43-8 victory against the Broncos.

According to Yahoo! Small Business to avoid failure, small businesses should be careful of these missteps. Read the blog post.

Reputation Management Drives Revenue for Small Business

We all do it—use a search engine to find a local business and learn more about them. That's why good reviews online can refer hundreds or even thousands of customers to your company. But negative reviews, news and employee comments can be disastrous to your reputation and your bottom line. There are numerous opportunities today for your brand to be trashed on review sites, social media, etc. So it is critical to be proactive in managing your online reputation and to establish a positive presence that can counter anything that is published in the future.

Sites such as Yelp, YP.com, Citysearch, Frommers, TripAdvisor, Google+ Local, Foursquare, Angie's List and others (some of which are industry-focused like Edmunds.com for car dealers) are based on usergenerated reviews for local businesses. Read the blog post.



Output

If you have any designs created by our team that you would like to share in this newsletter, send them to us at marketing@affinityexpress.com.



Check out our product design videos on YouTube













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