

# MAKE YOUR EMBROIDERED PRODUCTS STAND OUT

As embroidery digitizing experts, we here at Idea Custom Solutions know a smartly embroidered garment or accessory for team members or customers is incredibly professional. But logos and monograms are far from the extent of what you can do. Try offering your clients promotional products with more innovative styles.

## INSPIRATIONAL DESIGNS

### Loose Threads

Artist Sheena Liam prefers not to keep all her threads tied up neatly. The Ludlow-based artist stitches black and white images of women, but lets their hair fly loose with embroidery floss threads.



### Unique Materials

Embroidery doesn't have to be relegated to cloth and fabric. Severija Incirauskaitė-Kriaunevičienė shuns conventional materials and embroiders things like buckets, cars, dishes and utensils.



### Silk Embroidery

This company produces beautiful works in silk embroidery. Art of Silk feature landscapes, portraits, still life scenes and more. Each is hand-stitched then traced to create a digital version, from which multiple copies can be made.

We have some experience with this technique and our award-winning annual holiday cards! Here is one example and here is another.



### Story Telling

Lisa Smirnova illustrates that art doesn't have to be stationary — it can be worn on apparel.



### Enhanced Snapshots

Jose Romussi embroiders rainbow-colored lines right on top of vintage photos. He stitches detailed patterns onto ballerinas' outfits so dancers become one with the embroidery.



### Page Turners

Handcrafted notebooks are decorated by Fabulous Cat Papers with scientific illustrations and embroidery, including anatomical drawings, geometric patterns, nature scenes and more.



### Au Naturelle

Irem Yazici (Baobapp) decorates jewelry and other accessories with colorful themes from nature.



### Out of Bounds

Who says you need to stay in the lines? Ana Teresa Barboza creates beautiful embroidered pieces inside the confines of her hoop, but then those threads spill out, creating a tumbling effect that quickly draws the eye.



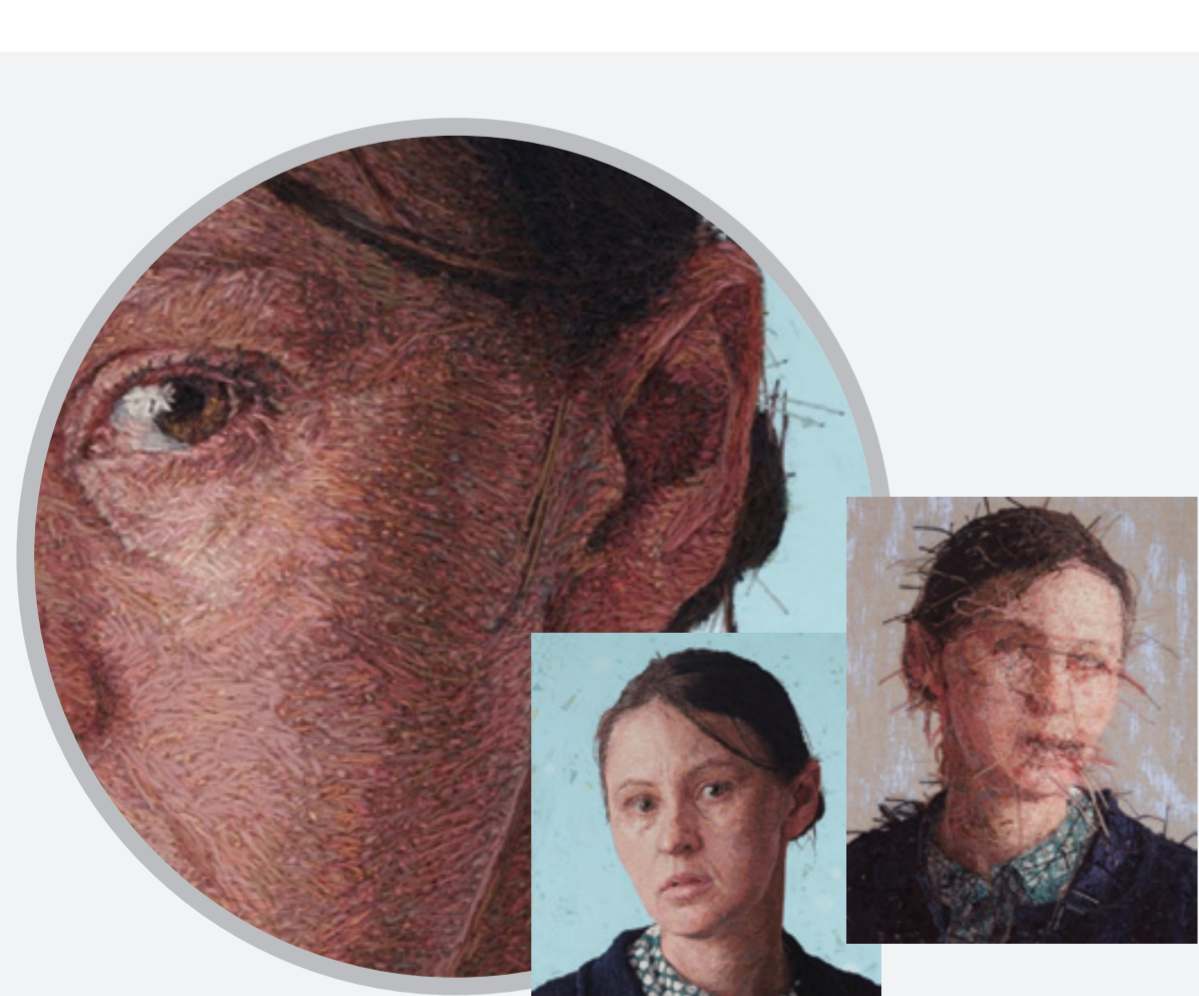
### Mixed Styles

Artist Linda Gass tries to display the changing environment through her work, but she does this by blending embroidery, quilting and other techniques to produce stunning multimedia representations of her subjects.



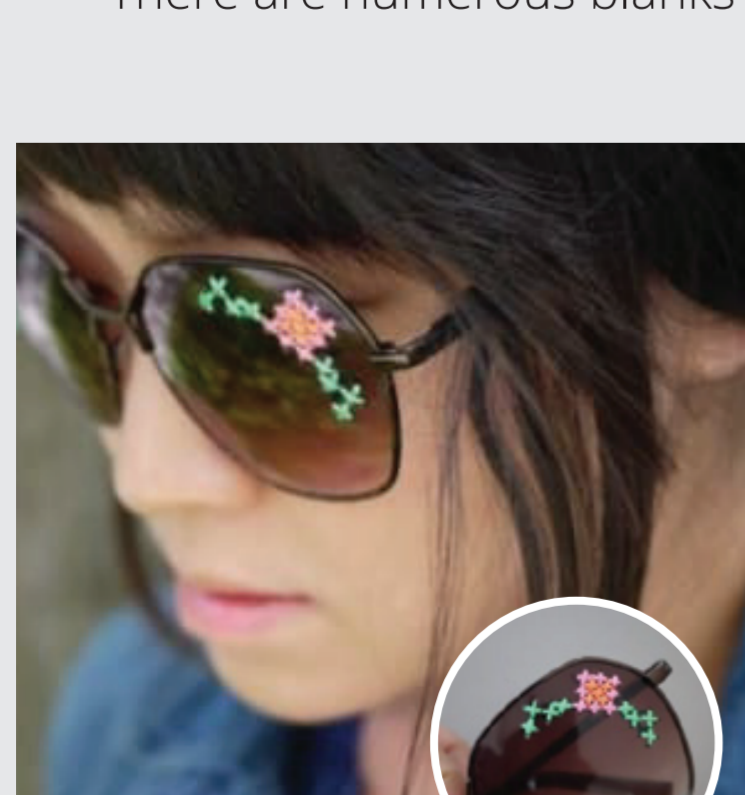
### Flipped Over

Turn your embroidered items inside out like Cayce Zavaglia. She pairs each finished piece with a complementing painting of the reverse side of her embroidery.



## DESIGNS TO SELL

There are numerous blanks you can accent with embroidery to create products people will talk about and request.



SUNGLASSES



TOTE BAGS



PHONE CASES



Or even take advantage of the upcoming holiday and embellish some pumpkins with thread!

We hope you enjoyed some of these eye-catching approaches to embroidery. If you need help with your embroidery digitizing to fulfill customer orders, reach out to Idea Custom Solutions. Our award-winning team will make sure you stand out with clients and deliver products that will delight! Check out our work.

**YOUR SUCCESS. THAT'S THE WHOLE IDEA!**

www.ideacustom.com | marketing@ideacustom.com | 847-930-3209

