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New Trendspotting Page on Madeira USA Website Keeps Customers Fashion Conscious

Laconia, NH – In an effort to help customers remain a step or two ahead of their competition, Madeira USA has added a page that recognizes fashion trends and provides thread kits to accompany them. Titled “Trendspotting,” the page currently points out designers’ widespread use of bold, blocks of color in clothing and housewares, and offers three cleverly packaged kits containing an appealing selection of colors. The Trendspotting page resides on MadeiraMart. To visit, go to www.madeiramart.com, click on the Services drop-down at the top of the home page; Trendspotting will be the first option.

Anyone who has taken an art course in school will recognize the surname, Mondrian. While searching for his own artistic identity, this Dutch artist developed a unique abstract style that made use of primary colors. Considered the “father of geometric abstraction,” his influence is easily seen in today’s fashion designers’ use of primary colors set in balanced opposition. Madeira’s Color Blox Kits I and II offer lustrous Classic Rayon #40 in five 1,100-yard spools of color: Color Blox I dynamic and bold; Color Blox II subdued and striking. Each comes marked in a sturdy, clear plastic storage jar.

On the polyester side, a six-cone kit of #40 Frosted Matt, the industry’s first true matte finish embroidery thread, is suggested. Vivid colors come 2,700 yards per cone and will hold up to intense sunlight and industrial laundering. This kit comes complete with color card of actual thread windings of all 161 colors currently available in Frosted Matt, and a card with Helpful Hints for running this unique thread.

Customers will also find seasonal Color Forecast and Design Forecast pages on madeirausa.com. These are located in the Services drop-down tab at the top of the page. Here, fashion industry professional Samanta Cortes keeps customers aware of trends in embroidery and embellishment, while color specialist Roseann Forde shared predictions of upcoming color trends. Both consultants are based in New York City. Adding the Trendspotting page to already existing fashion updates comes full circle in making certain customers are informed and able to easily add “what’s hot” to their inventories.

For additional information, please contact Alice Wolf, marketing communications director for Madeira USA, at 800 225-3001, ext. 107 or awolf@madeirausa.com.

About Madeira USA

Founded in Freiburg, Germany, in 1919, Madeira is a global leader in the production of high quality embroidery threads for the decorated apparel and home fashion markets. The Madeira product line includes the industry’s largest selection of specialty threads, E-Zee Backing & Topping® products, plus a complete line of bobbins and accessories. Today, Madeira services its clients from operations in the USA, Europe, Japan, and key Asian markets. The company ships from 12 U.S. locations, more than any other embroidery supplier nationwide. For more information, visit www.madeirausa.com.

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Alabama ● California ● Colorado ● Florida ● Illinois ● New Hampshire (Headquarters)
North Carolina ● Ohio ● Pennsylvania ● Texas ● Washington