



the choice of market leaders

**MADEIRA**

**USA LTD**

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## Consider Fashionable Ombré When Planning Your Embroidery This Year

Laconia, NH -- When it comes to fashion leaders, what have Coach, Ralph Lauren and Tommy Hilfiger got in common? They are all featuring an ombré look in their current designs. And what these fashion icons bring to retail stores throughout the world, will surely make its way to the requests of promotional apparel customers throughout the US. Madeira got its first inkling of the trend in *Counselor* magazine, which quotes Jen Cummings, design assistant with Sledge USA, based in Los Angeles, CA: "Cummings...predicts that ombré (a gradient dye treatment) will be big this summer, and the company is doing a lot with stripes and burnout thermals." Sledge USA has showrooms throughout the U.S. and Canada, selling its line to stores such as Lord & Taylor, Bloomingdales and Nordstrom, as well as specialty shops.

Next, we had a request from a designer working with a major shoe manufacturer for a sample of our ombré Classic Rayon 40 weight thread. The designer explained she had been asked by the design firm to provide them with stitchouts in various ombré colors illustrating the unique look of this unusual thread. Finally, a quick look through recent promotions from the ubiquitous fashion icons mentioned above, revealed the ombré dye technique used in fabrics and embellishments.

Voilà! Madeira has launched a campaign called Tonal Trends in order to satisfy the embroidery needs of the decorated apparel marketplace. It consists of three kits – pastel, primary and neutral – each offering five spools of Classic Rayon #40 ombré thread in a sturdy plastic storage jar. Each spool of authentic Madeira ombré thread is 1,100 yards and is made of 100% viscose, which has the highest international Oeko-Tex certification to be free of harmful substances and eco-friendly.

Tonal Trends spool kits are available online at [madeirausa.com](http://madeirausa.com). If ordering by phone, item numbers are 911-PASTEL for "Pastel Petals;" 911-PRIMARY for "Rainbow Rays;" and 911-NEUTRAL for "Natural Neutrals." For customers' convenience, free downloadable designs that are digitized for use with this thread are available online through [madeirausa.com](http://madeirausa.com).

*For more information, please contact Alice Wolf, Marketing Communications Director for Madeira USA at, 800-225-3001, extension 107 or email: [awolf@madeirausa.com](mailto:awolf@madeirausa.com).*

### About Madeira

Founded in Freiburg, Germany, in 1919, Madeira Garnfabrik has always been committed to the production of high quality embroidery threads. In 1975, the company began to shift its concentration from the domestic German market to the global marketplace. Then in 1987, subsidiaries were set up worldwide to streamline the distribution process. Today, Madeira maintains a presence throughout the USA, Europe, Japan and key Asian markets. Madeira USA has added a full line of professional embroidery supplies to its product line-up, creating a one-stop shop for its commercial customers across the U.S. With 12 locations throughout the country, Madeira USA ships to the market from more locations than any other U.S. supplier.

### Shipping from more locations nationwide than any other embroidery supplier

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