

Join the *Stitches* Social Site

Join the 1,900 *Stitches* readers who are networking daily on the *Stitches* magazine Social Site (www.stitchesmagsocialsite.com). Nominated for a Jesse H. Neal Award for "Best Use of Social Media," the *Stitches* Social Site is an active community of



Stitches readers and other decorators who post photos of their work, blog entries and videos. Most importantly, members network with each other in live chats and in our many groups and

forums, on topics from digitizing to mobile embroidery to sourcing products. What are you waiting for? Join us online today!

S·T·I·T·C·H·E·S

Embroidery's Voice & Vision

Advertising Specialty Institute

Chairman

Norman Cohn, MASI

Vice Chairman

Matthew Cohn, MASI

President & CEO

Timothy M. Andrews, MASI

Senior Vice President/Sales

Christine Lovell, MASI

Vice President/Sales

Ron Ball, MASI

Associate Publisher

Ed Koehler

Account Executives

Vince Deissroth; Jeannine Garrison; Cindi Mann; Barry Melito; Phyllis Mutnick; Jim Padilla, BASI; Suzanne Rozick; Mary Sells, MASI

Stitches Editorial Advisory Board

Jim Auclair, Owner

FixYourStitch Embroidery Machine Repair

Erich Campbell, Digitizer/E-commerce Manager
Black Duck Inc.

Lauren Cocco, Senior Merchandiser and Embellishment Specialist

Vantage Apparel

Samanta Cortes, Owner

Fashion Design Concepts Inc.

Ginny Fineberg, Owner and President

Sandpiper Embroidery

Gerri Finio, Embroidery Artist

Studio187.net

Jay Fishman, Owner

Wicked Stitch of the East

Steve Freeman, Owner

Qdigitizing.com

Joanna Grant, Director of Sales

Affinity Express

Colleen Hartigan, Vice President of Sales

Madeira USA Ltd.

Joyce Jagger, The Embroidery Coach

TheEmbroideryTrainingResourceCenter.com

Anna Johnson, Owner

Super Embroidery & Screen Printing Inc.

Deborah Jones, Owner

MyEmbroideryMentor.com

Jimmy Lamb, Manager of Communication

Sawgrass Technologies

Bonnie Landsberger, Owner and Digitizer

Moonlight Design

Fred Lebow, Director of Non-Wovens

Cotswold Industries

Ed Levy, President

Digitize4u Inc.

Howard Potter, CEO

A&P Master Images

Michael Savoia, Owner

Villa Savoia Inc.

Lee Romano Sequeria, Co-owner

Sparkle-Plenty.com

Andrew Shuman, General Manager

Rockland Embroidery Inc.

Don and Marty Stover, Co-owners

SEW YOUUnique Custom Embroidery Inc.

Jane Swanzy, Owner

Swan Marketing LLC

Marie Zeffer, Owner

Sew Much Thread

Dana Zezzo, Vice President of Sales

Pro Towels Etc.

Gayle Zreliak, Founder and President

EnMart

About the Cover

The intricate tiger design on the cover of this month's issue was created by Los Angeles-based DLT Designs & Production using a Proel LaserBridge embroidery laser from Bito USA. DLT co-owner Erica Young designed the sophisticated tiger look for La Banga, a new boutique in downtown Los Angeles that specializes in chic, mid- to high-end women's fashion.

To create the design, a tiger-striped pattern fabric was placed inside the jacket. The embroidery machine sewed the outline and details of the tiger, tacking down the fabric inside. The laser system then cut the leather to create the stripes and other details. When weeded, the tiger pattern material showed underneath to create the stunning effect.

"The fabric simulating the tiger skin is a synthetic silk, which added a touch of glare creating a pleasing contrast between the soft leather and the reverse appliqué," says Bito president Ed Balady, noting the laser enabled DLT to keep the stitch count relatively low. "The total stitch count was only 5,557 stitches and despite its sophisticated look, it's simple to digitize because it's primarily outlines of stitch contours," Balady says. "The finished dimensions were approximately 12 inches by 8 inches. It was embroidered and laser cut on a flat-bed embroidery machine in one continuous process."

That process involved an operator mounting a hooped garment. The garment was then embroidered (bean and running stitches were used), after which the laser automatically positioned itself over the hoop and cut the design in the fabric. The operator weeded the excess fabric. The digitizer began the design process by creating the embroidered tiger design and then programming cutlines for the appliqué. "This is where some of the designer's artistry comes into play," Balady says. "The goal was to use appliqué to enhance the overall look without overwhelming the design."

For more details about the cover, visit: www.stitches.com. — *Christopher Ruvo*

