

## Strategic Intelligence for Bodywear Industry Leaders

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SIBIL newsletter

Sunday 15 July 2012



ISSN 1994-2419

**SIBIL**intimate

Issue Week 35-2012

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*THE ATTEMPT being made by a thread supplier to introduce its products to the bodywear manufacturing sector provides opportunities as well as challenges. The most obvious opportunity is to personalise garments produced with fabrics and prints that are readily available to all. This can provide a USP and, at the same time, boost brand image and facilitate brand identification. The proposed use of novelty threads for embroidered tulle inserts also introduces a new design option for collection development. Further, since few manufacturers will want to buy embroidery machines to decorate their products with patterns that cannot be reproduced by sewing machines, the concept provides opportunities for commission embroiderers. The challenge is to manufacturers' management capabilities, since the introduction of a new process will complicate control of work in progress and of sourcing supply lines as well as of marketing approaches to maximise the advantages of the process. All in all, however, the potential advantages of customized embroidery could well justify an effort to overcome the challenges.*

Jean-Pierre Adeline



**BACKGROUND NEWS**— developments to bear in mind

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1235 Madeira

SIBIL newsletter

Saturday 25 August 2012

### MADEIRA: embroidery threads proposed to enrich bodywear

WITH the objective of promoting the use of its products by the intimate apparel and swimwear sectors, the leading European producer of embroidery threads, **Madeira**, has produced a sample collection of decorated fabrics, using grounds from the most prestigious producers of warp-knitted and circular knitted materials for the bodywear industry. These include **Penn TS, Wegal Tricotel, Liebaert, Swisstulle** and **Taubert**. The sample collection, in the form of a presentation book, is being premiered at the Munich Fabric Start salon next week and will also be shown on the Madeira stand at the Mod'Amont show in Paris from 19 to 21 September. [Click here](#) to see a small selection from the sample book.



Madeira

*Bodywear designers and other creative personnel visiting Munich or Paris at the time of the salons could well derive valuable inspiration from a look at the sample collection.*

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Madeira Examples

SIBIL newsletter

Wednesday 1 August 2012



Leading supplier of embroidery threads Madeira suggests ways in which lingerie and swimwear brands and private labels could use its products to personalize their creations.



Ground fabric by Taubert Textil

Threads: Madeira FS40 metallic thread



Ground fabric by Swisstulle

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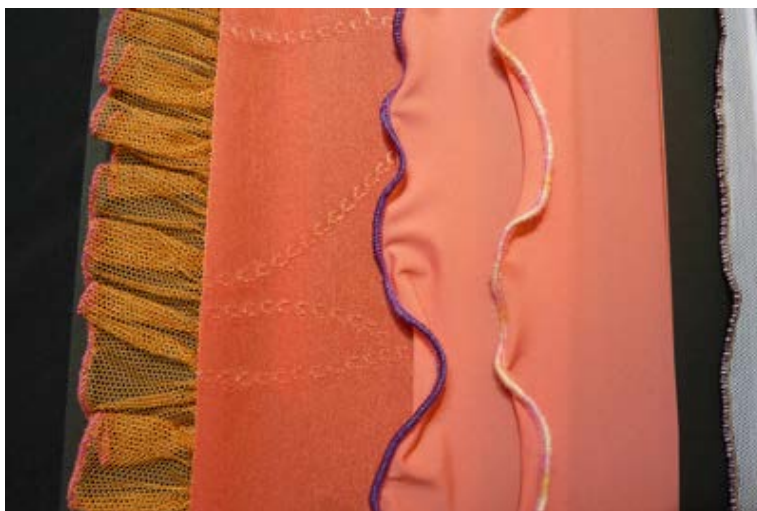


Threads: Madeira Frosted Matt and Supertwist 30 metallic thread



Ground fabric by Taubert Textil

Threads: Madeira Polyneon 40 multicolour (shiny) and Frosted Matt



Ground fabric by Liebaert

Tulle by Swisstulle

Threads: Madeira Polyneon 40 multicolour (shiny) and Frosted Matt



Ground fabric by Swisstulle

Thread: Madeira Classic 30



Fabrics by Wegal Tricotel and Swisstulle

Thread: Madeira Frosted Matt

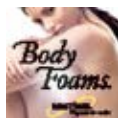
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