

Sunday 28 April 2013

MADEIRA: inspirational creations to be presented at Interfilière

AS A FURTHER step towards its objective of establishing its embroidery and special effect threads as a recognised means of decorating and personalising lingerie, underwear and swimwear, **Madeira** is to exhibit at the July 2013 edition of the Interfilière salon. The company, a world leader in its field, is based in Germany with subsidiaries and distributors in more than 60 countries and offers an outstanding collection of thread type, structures and weights as well as a comprehensive service package combining inspiration and technical support. On its Interfilière stand, Madeira will provide presentation books showing the endless possibilities of its threads for producing scratch-free and ultra soft embroideries and other embellishments on lingerie and swimwear. It will also demonstrate under realistic conditions how easy it is to produce such special decorative effects.



Madeira



As consumer demand for more individualised garment continue to grow, such decorative threads, and their applications, offer an easy way to enhance the special characteristics of bodywear designs.