

Madeira Garnfabrik

New (design) paths

The Madeira Garnfabrik in Freiburg (D) is one of the world's leading suppliers of quality embroidery and fancy yarns. Just a few years ago, the long-established company came up with something completely new in terms of customer service – which has turned out highly successful: the idea of showing customers what can really be done with embroidery yarns fell on fertile ground. Area sales manager Reiner Knochel comments: "The transition between a fancy seam and piece of embroidery is a smooth one. We keep providing designers with fresh suggestions and demonstrate how great embroidery yarns can look on a garment, no matter whether in the form of fancy seam, minute detail or elaborate embroidery design."

Inspirational collections for every season

Season by season, Madeira's creative team works out multiple inspirational collections for ladies', men's and boys' wear to provide the fashion industry with unique eye catchers that are always in line with the trend of the season. "The service we're offering our customers is quite special and expensive," Knochel continues, "but it's also a lot of fun." Especially when an idea later resurfaces in a fashion collection – which is quite often the case actually. Madeira has found a way to show the fashion industry the diversity that can be achieved with embroidery, in the true sense of the word. Accentuating seams, combined printed/knitted designs or a blend of thin and thick or matt and glossy yarns - it's all possible, it can all be used to upgrade fashionable clothing. Attending all major fashion shows in the



A great team: Reiner Knochel (right) and Jürgen Korge of Madeira (left)

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Established in 1919, Madeira is a medium-size enterprise that is family-run in the third generation at present and has a corporate structure. Its headquarters together with relevant development/quality assurance/production departments are in Freiburg. Madeira has ca. 350 employees internationally, of whom 180 work in Freiburg.



A never ending source of ideas: the collection books



Experiments in embroidering and dyeing

role of an "ambassador", Madeira demonstrates just how creative fashion can appear by incorporating a few embroidered details. The objective is to keep the attention focused on the embroidery subject. Of course, Madeira also offers a broad range of products to help customers turn rhetoric into action. Most notably, it is Madeira's embroidery yarns that come in unrivalled diversity and a wealth of colours. Our next issue is scheduled to feature even more new products from Madeira that are going to be put on display at Frankfurt's Texprocess in May 2011.

[www.madeira.de]