



HAND & LOCK

WHAT IS AN EMBROIDERY POPUP?

Make your event extra special with in-store customisation. Our dedicated embroidery pop-up team can deliver an experience your guests will love and remember. Within your store or chosen location your guests can watch as their purchases are given a special finishing touch by one of our skilled embroiderers.

Our embroidery pop up embraces traditional embroidery craftsmanship but makes the process of customisation a fun and interactive experience. We offer an uncomplicated professional pop-up which can be transported to your store or venue without fuss. Our highly trained embroidery experts can then offer live, on site, customisation for your customers. We offer events for any length of time tailored especially for you and your clients.

We will advise you what services could work best for your event and can tailor our unique services to suit your needs.

You can choose from three different on site services: hand embroidered monogramming, digital machine embroidery, and hand guided machine embroidery.

Hand embroidered monograms are ideal for shirts or lightweight fabrics such as silk or chiffon, we offer a range of three small font styles that will give a garment a special luxurious finish. Hand guided machine embroidery is perfect for applying down embroidered patches. The client will enjoy watching the whole process take place before their eyes on our vintage machine by our skilled machine operator. Lastly, digital machine embroidery is the fastest embroidery we offer and creates a crisp finish. This is ideal for busy events where everyone is looking for customisation.

In addition to monograms, we offer a range of patches which we can bring to your event and applique directly onto your garments, giving each item a bespoke and personal finish. We can also create bespoke patches.



HAND EMBROIDERY

Hand embroidery offers exquisite detail and cannot be rushed; this service is suitable for prestige events, small product launches and intimate VIP soirees. We offer up to 19 different fonts or just our three most popular styles which are detailed below. These can be embroidered in a host of coloured cottons chosen especially for your event. Typically a small event will require one embroiderer to do the work, and one embroidery assistant to speak to guests and prepare items. Our events coordinator will recommend the ideal number of staff based on the needs of your event.

Hand monogramming is the height of sophistication and, like all great things, takes time. Your guests can witness first hand the extreme skill and precision required to create a monogram and leave with an item that they will cherish.

See below for timings, costings and examples of the three fonts.

Fishtail	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Block	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Script	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Style	Size	Time per letter*
Fishtail	6mm	20 minutes per letter
Block	6mm	20 minutes per letter
Script	8mm	30 mins per letter

Hand embroidery	Days	Costs per hour
1 x Embroiderer	Mon- Fri	£60 per hour
1 x Embroiderer	Sat and Sun	£95 per hour
1 x Embroidery assistant	Mon - Frid	£30 per hour
1 x Embroidery assistant	Sat and Sun	£45 per hour



DIGITAL MACHINE EMBROIDERY

Digital machine embroidery is great for fast paced monogramming in a busy environment. We are able to offer a wide variety of font styles and colours for machine embroidery that can be chosen prior to the event. You can also create your own motifs which your guests can choose from to personalise their items. All you need to do is send us imagery and dimensions and we can advise what would work best. Please note the cost of this is in addition to the hourly price and also the time to stitch out each motif depends on the complexity and size of the design.

When choosing your fonts our experts will usually recommend you keep to two styles of font and then offer different sizes for each style, our most popular styles of font are block and script.

The times for each size are below. Other size fonts are available on request.

Style	Size	Time per letter*
Small	0.8cm	30 seconds per letter
Medium	1.5cm	1 minute per letter
Large	3cm	2 mins per letter

Digital embroidery	Days	Costs per hour
1 x Embroiderer	Mon – Fri	£60 per hour
1 x Embroiderer	Sat and Sun	£95 per hour
1 x Embroidery assistant	Mon – Fri	£30 per hour
1 x Embroidery assistant	Sat and Sun	£45 per hour



* excluding prep

HAND GUIDED MACHINE EMBROIDERY

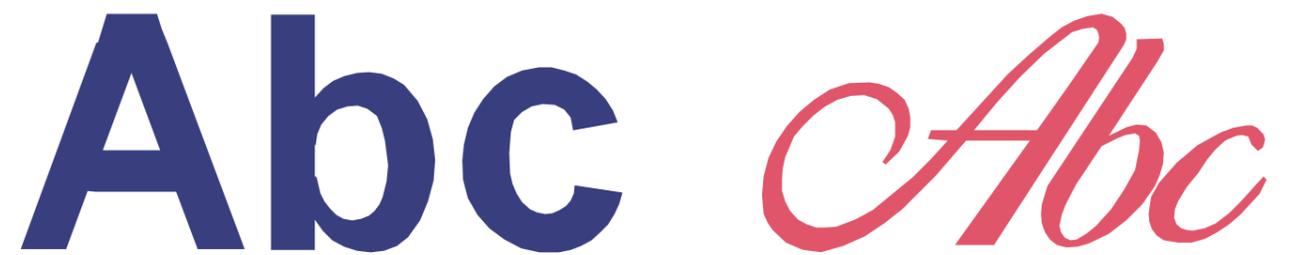
Having an embroidery specialist operate a vintage 'irish machine' live at your event is a fantastic way to engage your guests. Hand Guided Machine embroidery is used to applique (attach) patches to garments. We have a wide range of patches suitable for most events and can also custom design special patches just for you (please note that a production order of custom patches takes four weeks). The same machine allows for large letters embroidered with the skill and embroidery professionalism of a true craftsman. Guests can choose their font, position, size and colour and then watch as the machine operator makes the letters appear before their eyes. Guests can choose a mixture of monogramming and patches to customise their own garment making it truly unique.

Our experts will usually recommend you choose two styles of font (see below) and then offer just one size, we advise 6cm in height. Please note that the hand guided machine takes a lot longer to embroider letters and we recommend digital machine embroidery primarily for this.

Please see below for the times for each size as well as the rate per hour.

Style	Size	Time*
Medium font	6cm	15 minutes per letter
Simple shape patch	6cm	5 minutes per patch
Complex shape patch	6cm	10 minutes per patch

Hand guided embroidery	Days	Costs per hour
1 x Embroiderer	Mon – Fri	£70 per hour
1 x Embroiderer	Sat and Sun	£105 per hour
1 x Embroidery assistant	Mon – Fri	£40 per hour
1 x Embroidery assistant	Sat and Sun	£55 per hour



* excluding prep

CUSTOMISE WITH PATCHES

Hand & Lock produce an exclusive collection of fashion patches featuring neon pineapples, hashtag fingers, varsity style letters and many more. The patches are ideal as part of the ongoing to personalise denim jackets, jeans, rucksacks and even pyjamas.

The patches can be made available to your guests at your special event and applied to garments using an 'irish machine'. Your guests can discuss with an embroidery expert what patches should go where and then watch as their garment is customised to their exact specifications.

Patches are often combined with digital machine embroidery so your guests can request a colourful mix of full names or slogans as well as quirky patches.

You can also create your own patches for your event. We can show you through possibilities of materials and finishes and all we need from you is images of designs or, even just ideas of what you have in mind and we can do the designing for you. Please note the cost of this service depends on the complexity of the design and how many patches you would like to order. Bespoke patches need to be ordered 5 weeks prior to the event.



VERSATILE SETUP

Hand & Lock have developed a versatile retail display which will fit into any store environment. Designed with customer safety in mind, the displays keep embroidery equipment, scissors and tools out of reach whilst looking clean and understated. Our freestanding metal grids are ideal for displaying examples of embroidered items to help signpost the embroidery pop up and inspire your guests.

We provide everything needed to create a dedicated customisation space within your chosen environment. Our experienced events coordinator will work with you to determine what setup will best suit your event. They will be able to give you a selection of display options and with also providing a metal grid display and a selection of boards, we can display clearly the services we are offering to your client along with an example item. We can also show you examples of other popups that can help visualise your finished space.

Pop-up staff wear a specially designed uniform featuring a monogrammed black denim jacket and black jeans. If you would like the embroidery team to wear something else, this can be arranged before the event.

On the day we will organise the relevant transport, set up with minimum disruption and be ready to go at your pre-agreed start time.



Table for working on:
120cmx60cm



Table for embroidery machine:
75x75cm

HOW TO MONOGRAM

Choose your...

1. Font Block or Script Aa Bb Cc <i>Aa Bb Cc</i>	3. Colour
2. Size 0.8CM, 1.5CM OR 3CM	4. Initials, name or word
	5. Position



PATCHES

Choose your patch...



ADDITIONAL INFORMATION

Embroidery assistant

An embroidered assistant is not always necessary however if you expect the event to be busy it is recommended. The assistant will help take orders from the customers, frame up the garment for machine embroidery and is able to answer any questions.

Dress Code

If you require the embroider to wear a specific dress code for the event please inform us at least one week prior to the event so correct sizes and embroidery (if required) can be arranged.

Events outside London

If your event requires us to travel outside London (Zones 1 - 4) we will require you to cover travel and all other expenses to and from the event. If the location can not be travelled to and from in one day, necessary accommodation will need to be provided. In some cases if the travel is over two hours per way there will be additional travel time charges, this will be up to the discretion of Hand & Lock

Your event, your way.

We try to do everything to make sure your event runs as smoothly as possible, if there are any other additional requirements you have please don't hesitate to get in contact with us.

Hand & Lock will advise you on the ideal amount of staff and machines required to complete the estimated amount embroidery in the allocated time of your event (please see 'time per letter' for more information). We are unable to predict how busy your event will be, however, we will endeavour to complete all the embroidery in the allocated time. If the event is busier than expected we will advise your onsite staff when we have enough orders to fill the time. If they would like us to continue to take orders these will then be completed at Hand & Lock studio after the event in 3-5 working days, an additional cost will be charged per item.

Our Staff are timetabled to work your event to the hours agreed, if you would like one of our staff to stay longer at the event this will have to be agreed with the staff member on the day. We will allocate an additional 45 minute to the end of the event however if the staff member is unable to stay longer they have the right to leave.

Our staff will be allocated 30-minute lunch break for any event over 6 hours, if you only have one member of Hand & lock staff working your event please be aware that the stand will be unattended for this time.

We will always charge for an additional 30 minutes at the start and finish of your event for setting up and taking down the space. If you require this to be long please advise.

Payment terms

As we work on a proforma basis, we require a 50% deposit once the quote has been accepted.

Payment can be made by:

- Online payment portal
- Card payment over phone
- Cash or card in the studio
- Bank transfer

The remaining 50% balance will be due prior to the first day of your event.

Setting up:

- We will need access to the delivery bay with the correct contacts to allow the delivery of our equipment to run smoothly and quickly.
- Help with moving our heavy equipment is much appreciated.





@HANDANDLOCK_POPUP

GET IN TOUCH

Call: 020 7580 7488

Email: events@handembroidery.com

Visit us: Hand & Lock, 86 Margaret Street,
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GET SOCIAL

Instagram:

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www.handembroidery.com