

For Immediate release – March 2017

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Hand & Lock

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Hand & Lock Launch New Design at Topshop Concession *-Introducing The Flora Jacket-*



London, United Kingdom- Hand & Lock will be launching a new embroidery design at the Hand & Lock concession in Topshop, Oxford Circus in March 2017. Featuring a silver embroidered swallow and a cluster of roses in two colour variations for both dark and light denim, the design is perfectly in tune with the current trend of floral embroidery as seen on the high street and the runways of Fashion Week. Coinciding with the launch of a new line of Topshop denim, the Hand & Lock design features an element of customisation with an embroidered name in an exclusive new silver thread font thus creating a statement design ideal for the back of a denim, bomber or faux leather jacket.

Hand & Lock have been producing the world's finest hand embroidery since 1767 and specialise in embroidery and monogramming for the military, the Royal Family and fashion houses as well as creating bespoke commissions.

Aptly named The Flora Jacket, the new embroidery design will feature on denim jackets to be worn by various press and bloggers to promote both the design and the new font as well the Hand & Lock Topshop Concession. Team Manager and Events Coordinator, Ella Yeoman says "We've created this beautiful new embroidery design in the hopes of encouraging fashion embroidery and personalisation. The Flora Jacket shows how you can really make a garment your own and having your name embroidered certainly makes a statement about you" With the expansion of design offerings, Hand & Lock are gaining popularity amongst the younger customers.

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Editors Notes:

Social Media Coverage

- Instagram tag @handandlock_popup
 - Instagram hashtag #TheFloraJacket
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- Hand & Lock have been producing the world's finest hand embroidery since 1767. From Civilian and Military Regalia through to Ecclesiastical and Couture, they specialise in bespoke, individually crafted embroidery.
 - A number of embroidery-focused events, short courses and practical workshops complement the exhibition. More information available at <http://handembroidery.com/home/hand-lock-x-val/>
 - Hand & Lock will be celebrating 250 years of embroidery in 2017 with a series of special conferences and exhibitions in Sydney, Chicago and London. at <http://handembroidery.com/about/250-years-global-celebration>
 - Prices for personalisation. Personalised items cannot be refunded or exchanged. Terms and Conditions apply.
 - TOPSHOP has 330 stores in the UK, with a further 137 international franchises operating in 40 countries. In the USA, TOPSHOP has 9 fully owned flagship stores and TOPSHOP is also sold in 70 Nordstrom stores across the USA.
- TOPSHOP.COM attracts an average of over 4.5 million visits per week, with around 400 new products going live online per week and shipping to 110 countries.
- It has dedicated transactional platforms for the UK, US, Germany, France and the four largest Asian markets of Singapore, Malaysia, Thailand and Indonesia.

For any additional information or images please contact Sasha Danker on 020 7580 7488 or at sasha@handembroidery.com
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