Make your event extra special with in-store customisation. Our dedicated 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 personalisation specialists.

Our pop-up embraces traditional embroidery craftsmanship but makes the process of customisation a fun and interactive experience. We offer other services including studding, ripping, and even embossing services. We offer an uncomplicated professional pop-up which can be transported to your store or venue without fuss. Our highly trained 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 six different on site services: hand embroidered monogramming, digital machine embroidery, hand guided machine embroidery (with patches) embroidery, customising with studs and rips and cornelli monogramming.

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.

One of the most recent services we have introduced is embossing. This allows us to also customise fabrics which we wouldn’t usually customise with embroidery. This service allows us to not limit our services to only clothing but now more so leather goods and accessories.

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.

<table>
<thead>
<tr>
<th>Style</th>
<th>Size</th>
<th>Time per letter*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fishtail</td>
<td>6mm</td>
<td>20 minutes per letter</td>
</tr>
<tr>
<td>Block</td>
<td>6mm</td>
<td>20 minutes per letter</td>
</tr>
<tr>
<td>Script</td>
<td>8mm</td>
<td>30 mins per letter</td>
</tr>
</tbody>
</table>

For All Man Kind 2018
Asceno 2018
Poplin 2017
Diptique Selfridges July 2018
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.

<table>
<thead>
<tr>
<th>Style</th>
<th>Size</th>
<th>Time per letter*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>0.8cm</td>
<td>30 seconds per letter</td>
</tr>
<tr>
<td>Medium</td>
<td>1.5cm</td>
<td>1 minute per letter</td>
</tr>
<tr>
<td>Large</td>
<td>3cm</td>
<td>2 mins per letter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style</th>
<th>Size</th>
<th>Time*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital embroidery</td>
<td>Days</td>
<td>Costs per hour</td>
</tr>
<tr>
<td>1 x Embroiderer</td>
<td>Mon – Fri</td>
<td>£60 per hour</td>
</tr>
<tr>
<td>1 x Embroiderer</td>
<td>Sat and Sun</td>
<td>£95 per hour</td>
</tr>
<tr>
<td>1 x Embroidery assistant</td>
<td>Mon – Fri</td>
<td>£30 per hour</td>
</tr>
<tr>
<td>1 x Embroidery assistant</td>
<td>Sat and Sun</td>
<td>£45 per hour</td>
</tr>
</tbody>
</table>

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 alot 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.

<table>
<thead>
<tr>
<th>Style</th>
<th>Size</th>
<th>Time*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand guided embroidery</td>
<td>Days</td>
<td>Costs per hour</td>
</tr>
<tr>
<td>1 x Embroiderer</td>
<td>Mon – Fri</td>
<td>£70 per hour</td>
</tr>
<tr>
<td>1 x Embroiderer</td>
<td>Sat and Sun</td>
<td>£105 per hour</td>
</tr>
<tr>
<td>1 x Embroidery assistant</td>
<td>Mon – Fri</td>
<td>£40 per hour</td>
</tr>
<tr>
<td>1 x Embroidery assistant</td>
<td>Sat and Sun</td>
<td>£55 per hour</td>
</tr>
</tbody>
</table>

* excluding prep

Filson Carnaby Street 2017
Topshop event 2017
London Fashion Week 2016
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 appliqued 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 five weeks prior to the event.
CUSTOMISE WITH EMBOSsing

Customising with embossing is a service which can work along side the digital embroidery machine, or purely as a service on its own.

Available as a while-you-wait in service, embossing is an ideal way of customising an item for yourself or as a gift. In a few short minutes we can add your choice of letters to paper, plastic and leather making any item truly special. Choose from tradition colours such as gold, silver and copper or go wild with hot red, fuscia pink, sea-green or holographic. You can opt for a few individual foiled letters or choose a favourite phrase, saying or song lyric.

Typical items suitable for embossing include leather effect notebooks, luggage tags, passport wallets, card holders, key-rings, leather rucksacks and wash bags.

Our machine is easily transportable and super quick and easy to set up, so it would work in a busy environment but also in a more quiet and intimate space.

If you are a store that offer clothing as well as leather accessories, then you may want to go ahead with hiring both our services which will work along side each other, meaning your customers don’t have a limit on what they can have customised.

Please note we only offer one font at the moment which is Times New Roman, please see below.

| 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 | - | ’ | , |
| Style       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Block       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Time per monogram* | 2 minutes |

<table>
<thead>
<tr>
<th>Embossing specialist</th>
<th>Days</th>
<th>Costs per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Embossing specialist</td>
<td>Mon– Fri</td>
<td>£60 per hour</td>
</tr>
<tr>
<td>1 x Embossing specialist</td>
<td>Sat and Sun</td>
<td>£95 per hour</td>
</tr>
<tr>
<td>1 x Embossing assistant</td>
<td>Mon – Frid</td>
<td>£30 per hour</td>
</tr>
<tr>
<td>1 x Embossing assistant</td>
<td>Sat and Sun</td>
<td>£45 per hour</td>
</tr>
</tbody>
</table>

Block     6mm  2 minutes

Luggage tag customisation with pink foil

Key ring with no foil

Up close of metal blocks used to create the embossing

Up close of gold foil embossing
CUSTOMISE WITH EMBOSSSING

Holographic card holder with non-holographic, silver foil (holographic foil is available)

Leather pouch with contrasting colours

Foil colours
CUSTOMISE WITH STUDDING AND RIPPING

Customising with studding and ripping is a great additional service to our monogramming service, or purely as a service on its own. This works best on denim items, from denim jackets and jeans to denim rucksacks, but this service isn’t only limited to denim. We can add rips into jeans and jackets, as well as fraying hems, adding step hems and unpicking the original hem to leave a raw edge. We also add distressing to an item where the customer would like. As well, we can add studs to faux leather, tote bags, shirts and many more. We have four different stud options to choose from but if you have any specific requests, please let us know.

Below are the costs we charge per hour to have someone at your event studding and/or ripping. There will be an extra cost on top of this for the studs depending on how many we expect to use at the event.

<table>
<thead>
<tr>
<th>Studding and ripping</th>
<th>Days</th>
<th>Costs per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Embroiderer</td>
<td>Mon – Fri</td>
<td>£60 per hour</td>
</tr>
<tr>
<td>1 x Embroiderer</td>
<td>Sat and Sun</td>
<td>£95 per hour</td>
</tr>
<tr>
<td>1 x Embroidery assistant</td>
<td>Mon – Fri</td>
<td>£30 per hour</td>
</tr>
<tr>
<td>1 x Embroidery assistant</td>
<td>Sat and Sun</td>
<td>£45 per hour</td>
</tr>
</tbody>
</table>

Below are some pictures of our work:

- Tommy Hilfiger Selfridges Feb 2018
- Rag & Bone Selfridges August 2018
- John Lewis Head Office July 2018
- Hush Heaps & Stacks 2017
CORNELY MONOGRAMMING

The cornely embroidery machine has a similar vintage aesthetic to the hand guided embroidery machine. Although the machines do look similar, they provide a completely different stitch to each other. The cornelli is hand guided and produces a chain stitch (see up close photos). This machine embroidery is also very engaging for your guests as they can watch their embroidered name be produced right before them. The font style is that of a script, handwritten style, meaning that not all names will look exactly the same, but will all have the same high quality finish.

Guests can still choose their colour but we recommend one size of font only which is that of a name which would fit on the back of a jacket. The best item to customise with the cornelli chain stitch is a denim jacket. Our experts will usually advise 6cm in height but please ask before your event if there is a different height you would like us to offer instead.

Please note that the cornely machine takes a lot longer to embroider letters and we recommend digital machine embroidery primarily for this if it is speed you are after. The preparation time is a vital part of the embroidery process and therefore will be included in each customer's waiting time.

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

Here at Hand & Lock we understand that having an in store event isn't always suitable, and maybe you don’t have a press event planned that you would like us to be present at, but all the services we offer in this pack are in studio services.

Digital machine embroidery is our quickest bespoke service to be able to achieve full surface embroidery at speed. Prices vary depending on the service and depending on the size of font or complexity of design you would like to go ahead with. We can offer personalisation on a huge range of items that you bring in to us, and we are not limited to only monogramming. Send over your design or logo and have one of our specialist designers translate this into stitch to customise as little or as many items as you would like. We always work towards our usual turn around time of 3-5 working days but in some instances wait time could be shorter or longer. Quotes available on request when sending information over to Lily@handembroidery.com

Hand embroidery is a more time sensitive technique for personalisation. Still working with the turn around time of 3-5 working days, hand embroidery can take up to 30 minutes per letter. Prices depend on the font you choose which are all outlined in the attached price list. Of course bespoke services are also available with hand embroidery ranging from beading and sequins to gold work badges. Quotes available on request when sending information over to alice@handembroidery.com
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.

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.

VERSATILE SETUP

How to monogram

1. Font
   - Block or Script
2. Size
   - Arial 1.5cm or 3cm
3. Colour
4. Initials, name or word
5. Position

The process of how to monogram will be displayed clearly for the customer to be able to choose their font, size, colour, what they want embroidered and where they want it to go on their item.

DISPLAY OPTIONS

We provide a booth that we set up to put our machine on and to work on. The space we will need is 1.5m x 1.5m so we have space behind the booth to work. We will require one plug point for the machine. If you decide that you would like patches and/or studs and eyelet customisation at your event, these will be displayed in glass jars on our work booth and the irish machine we use to apply the patches will be positioned next to the booth.

Table for working on:
100cm x 60cm

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.

UNIFORM

Hand & Lock staff will wear black jeans and an embroidered black denim jacket to your event. If there is anything specific you would rather them wear, please inform us at least a week in advance.

H&M Westfield event Mother’s Day 2019

We are also happy to work in your store on a table you provide if you feel something different would be more suited.
VERSATILE SETUP

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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.

HOW TO MONOGRAM

1. Font
   - Block or Script

2. Size
   - Arial, 1.5 or 3cm

3. Colour
   - Red, Pink, Blue

4. Initials, name or word

5. Position

The process of how to monogram will be displayed clearly for the customer to be able to choose their font, size, colour, what they want embroidered and where they want it to go on their item.

DISPLAY OPTIONS

We provide a booth that we set up to put our machine on and to work on. The space we will need is 1.5m x 1.5m so we have space behind the booth to work. We will require one plug point for the machine. If you decide that you would like patches and/or studs and eyelet customisation at your event, these will be displayed in glass jars on our work booth and the irish machine we use to apply the patches will be positioned next to the booth.

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Hand & Lock staff will wear black jeans and an embroidered black denim jacket to your event. If there is anything specific you would rather them wear, please inform us at least a week in advance.
**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 you 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, London, W1W 8TE

GET SOCIAL

Instagram:
@handandlock_popup
@handandlocklondon

www.handembroidery.com