



HAND & LOCK

Event Information Pack 2023

**hand embroidery, machine embroidery,
patch application, embossing, studs & rips,
& workshops**



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Hand & Lock Events

Our pop-up events blend the art of traditional embroidery with modern design and technology, creating a unique and captivating experience for consumers.

We understand that customers highly value exclusivity, and our team is committed to delivering an interactive and entertaining experience that allows customers to witness the personalisation of their purchases. In addition to providing a fun and engaging experience, embroidery pop-ups have been proven to generate more press coverage, increase sales, and enhance customer relationships.

Hand Monogramming

Indulge in our traditional hand monogramming service that offers exceptional attention to detail, showcasing the epitome of sophistication. It is perfect for high-end occasions, product launches, and intimate VIP gatherings.

This intricate and traditional service demands meticulous attention to detail and time to stitch a unique monogram. While hand embroidery is slower than machine embroidery, customers can watch and learn the traditional techniques of a 'Hand&Lock' monogram and interact with our finest embroiderers. We recommend hand monogramming personalisation for delicate products like silks, cashmere and finer fabrics.

A Hand & Lock pop-up event requires one Specialist Embroiderer and an Embroidery Assistant to prepare items and speak with guests. Our traditional monogramming styles, which our prestigious in-house clients use, are available to choose in four fonts and can be embroidered in any colour of stranded cotton thread that is tailored specifically for your event.



Style	Size	Time per letter*
Block	5 mm	20 minutes
Fishtail	5 mm	20 minutes
Serif	7 mm	30 minutes
Script	8 mm	30 minutes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Digital Machine Embroidery

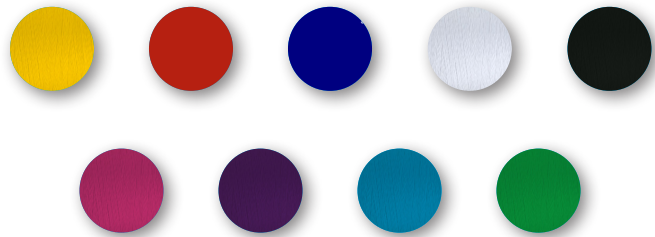
Our digital machine embroidery events offer unparalleled personalisation services to your products with added speed and creativity. This service is perfect for fast-paced environments or retail stores where demand is high, providing your customers and guests with quick turnaround service for monogramming.

Fashion products and accessories made from durable materials like cotton, linen, canvas, wool, and denim fabrics can be personalised for a digital machine service. If you have not yet decided what products are suitable, send us a photo or sample, and we can test your products in our studio beforehand.

We can provide multiple machines and staff to work at your event, no matter the extent of your requirements. Our minimum booking for event hires is three hours, and we welcome clients to visit our studio to discuss design concepts and developments. Trust us to deliver top-notch personalisation services that will leave your customers with personalised treasures.

Style	Size	Time per letter*
Small	10 mm	5 minutes
Medium	15 mm	7 minutes
Large	30 mm	10 minutes





Times
Outline
Block
Chancery
College
Vogue
Script

We offer classic machine monogramming fonts as well as a standard selection of coloured threads.

If you require personalised fonts to match your brand aesthetic, this will come at an additional cost. Please contact our events team for more information.

A choice of bespoke colours are available free of charge. When planning your event, please provide our team with a Pantone colour palette for us to colour-match for your event.



Digital Machine Motifs

An additional service to digital monogramming is our motif personalisations. At Hand & Lock we can work closely with you to create motifs that your customers can choose from to personalise their items. The cost of a personalised motif is separate from the hourly event fee and must be requested at least a month in advance of the event.



Rainbow motif



Lightning motif



Patch Application

Patchwork services can be used to applique (attach) patches to garments. A fantastic way to engage guests, we use a domestic machine live at your event. We have a selection of patches which can be used at your event at an additional cost per patch, or we can quote you for a range of bespoke patches.



H&L Varsity initial letter patch

Coorporate bespoke patches



Foil Embossing

Hand & Lock provides a traditional embossing service that lets customers imprint their initials on your products. Embossing events are perfect for personalising leather or faux leather items that cannot be embroidered by hand or machine.

We offer our traditional embossing font, or we can create a bespoke branding font that matches your brand for an extra fee. Our colour options include classic gold, silver, and copper and bold shades like hot red, fuchsia pink, sea-green, and holographic colours. These choices allow your guests to get creative and select the best style for their purchases.



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

Embossing font example





Studding & Distressed Denim

Our personalised denim service is a great addition to your monogramming event or can be used independently. This service is perfect for customising denim jackets, jeans, and tote bags. We offer options such as rips, fray hems, step hems, and unpicked stitching to give your denim items a unique edge. Additionally, we can add studs to leather and faux leather shirts and jackets. We have various stud options available, but kindly let us know if you require something more specific.

Workshops

At Hand & Lock events, we run various workshops from our personalisation services: hand embroidery, patchwork application and denim studding & ripping services. Our group workshops are led by two embroidery specialists from Hand & Lock who can teach participants how to personalise their purchases in a space provided by you. Our workshops can also be customised to meet your specific needs, chat to our team for further details.





Hand & Lock x With Nothing Underneath



Hand & Lock x Net-a-Porter



Hand & Lock x Boden



Hand & Lock x Topshop



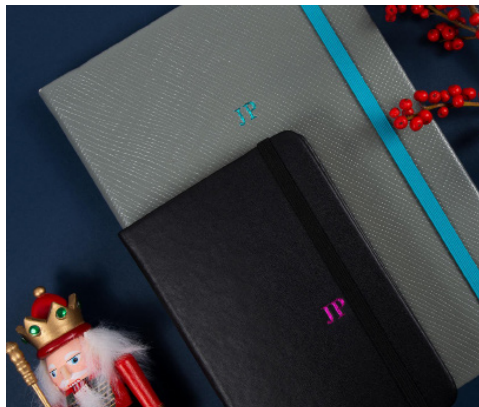
Hand and Lock x Barbour



Hand & Lock x Cath Kidson



Hand & Lock x Asceno



Hand & Lock x John Lewis



Hand & Lock x Lamer



Hand & Lock Event Set-Up

The setup of the event will depend on your personalisation preferences. We are able to provide a full set up as shown, however we are also happy to use any set up you would prefer. If you are choosing to set up your own machine and embossing event, we request that the tables are at least 100 x 60 cm in size, sturdy (to support the machine weight and movement) with sufficient height and seating for staff members. This is to ensure the safety of our staff and your customers.

The photo referenced is of a typical Hand & Lock event setup. Our setup structure may vary, especially when multiple events run on the same day. Please discuss this with our event planner when booking your event day/s.



Key Notes:

- We will need access to the delivery bay with the correct contacts to allow the delivery of our equipment to run smoothly and efficiently.
- We include an additional 30 minute charge at the start and finish of your event for setting up and dismantling the space. If you require a longer or shorter period, please advise.
- Help with moving our equipment is much appreciated, but not necessary.
- We provide a branded set up.
- Machine Embroidery events are pat tested and are 110 watts.

Prices 2023

Please be aware that additional charges will apply for the delivery of equipment, set up, sampling and admin work. Hand & Lock will advise you on the appropriate staff and machinery required to complete the estimated embroidery in the allocated event time.



Events Outside London

If your event is outside London (Zones 1-4), we will require you to cover all travel expenses to and from the event location. Overnight accommodation must be provided if the location can not be travelled to and from in one day. 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.



Payment

As we work proforma, we require a 50% deposit once the quote has been accepted. Payment can be made by:

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

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

Hand Embroidery	Days	Hourly rate
x1 Specialist Embroider	Mon - Sun	£70 per hour
x1 Embroidery Assistant	Mon - Sun	£45 per hour

Digital Machine Embroidery	Days	Hourly rate
x1 Specialist Embroider	Mon - Sun	£70 per hour
x1 Embroidery Assistant	Mon - Sun	£45 per hour

Embossing	Days	Hourly rate
x1 Personalisation Specialist	Mon - Sun	£70 per hour
x1 Assistant	Mon - Sun	£45 per hour

Studding & Distressed denim	Days	Hourly rate
x1 Personalisation Specialist	Mon - Sun	£70 per hour
x1 Assistant	Mon - Sun	£45 per hour

Workshops	Days	Hourly rate
x1 Personalisation Specialist	Mon - Sun	£70 per hour
x1 Assistant	Mon - Sun	£45 per hour

Additional Information



General Advice

At Hand & Lock, we can guide you on the optimal number of personnel and equipment needed to finish the estimated embroidery within the given timeframe (refer to 'time per letter/embroidery' for further details).

If the occasion is busier than anticipated, we will inform your onsite staff about the number of orders we can carry out during the event. If they want us to keep accepting orders, we will fulfil these at Hand & Lock within 3-5 working days, and an additional cost will be charged per item.



Staff Times

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 must be agreed upon with the staff member on the day. We allocate an additional 45 minutes to the end of the event, and if the staff member cannot stay past this, they have the right to leave.

Events staff are entitled to a 30-minute lunch break for any event over 6 hours. If only one Hand & Lock staff member is working your event, please be aware that the stand may be unattended during this time.



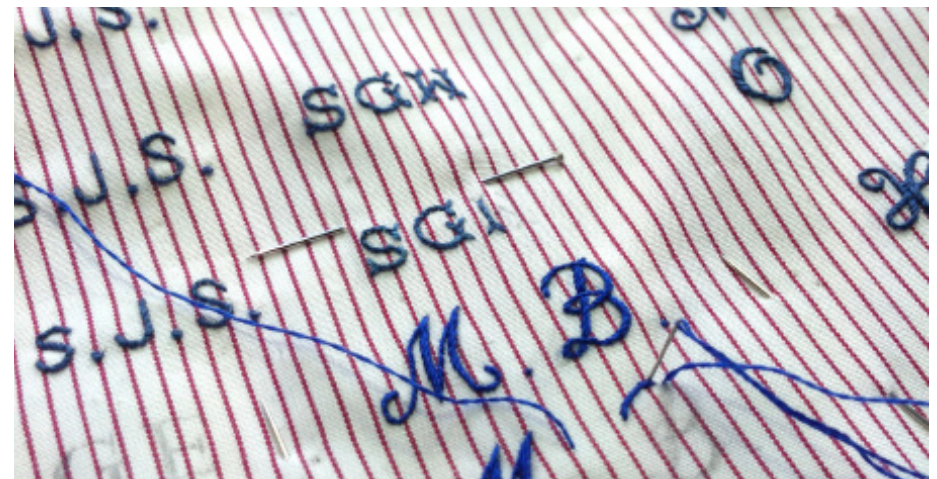
Embroidery Assistant

We always recommend having an assistant at your event. They will assist with set up, taking orders from customers, preparing the garment for embroidery, and answer any inquiries. This allows the specialist embroiderer to work uninterrupted and ensure workflow runs smoothly.



Dress Code

If you require a dress code for the embroiderer at your event, please inform us at least one week before the launch so we can arrange it with our team. If you prefer us to wear your branding or products, kindly let us know at least two weeks in advance, and we will provide you with the appropriate sizes.





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