

# CASE STUDY



EMBROIDERY

## CLIENT

Emma Warren Designs

## OPERATION

Bespoke Fashion House

## REQUIREMENT

Industrial Embroidery Machines

## PRODUCTS

Themed Fashion Collections

## SOLUTION

RICOMA



## ABOUT THE CLIENT

Emma is a freelance textile designer working everyday in her studio creating print and embroidered clothing and accessories for sassy gals!

Selling fashion clothing direct and via ASOS and Etsy.

- > **Selling on Etsy since 2015**  
[https://www.etsy.com/uk/shop/Emmawarrendesign?ref=pr\\_shop\\_more](https://www.etsy.com/uk/shop/Emmawarrendesign?ref=pr_shop_more)
- > **ASOS store**  
<https://marketplace.asos.com/boutique/emma-warren>
- > Located in Whitminster, Gloucester



About three years ago, I went to university to study Textiles, specialising in embroidery methods and decorative techniques including unique haute couture embroidery and digitization.

I started my bespoke fashion business with an older rented multi-head embroidery machine which I soon outgrew, replacing it with 3 RCM-1501TC-8's single heads including a sequin device attachment from YES GROUP.

When I create designs, I set myself a brief and start to draw-up ideas creating mood boards based on themes and slogans 'part of my ethos', which I then translate into beautiful embroidery.

I am just delighted with the 15 needle single head embroidery machine. It produces my bees, florals and palm trees designs beautifully, it's very slick, fast accurate, and easy to use with the touch-screen technology. I have to say the output is extremely neat!



**Emma Warren**  
Designer

## CLIENTS CHALLENGE

To fine an industrial embroidery machine that could not only replace her old, rented unit but could translate her unique designed with speed and accuracy – the finish needed to be beautifully neat and consistent.

## SOLUTION

YES Group are the Main Distributor for RICOMA embroidery machines in the UK and Ireland supplying the very latest models as they are launched to the market, worldwide.

RICOMA has taken significant strides in the industry since inception helping embroidery decoration businesses just like Emma's succeed. The MT Series is built with large working area for embroidery on bulky items, while its small sewing arm is suitable for smaller, hard-to-embroider areas, supplying just the right amount of thread and exact length of stitch required.

## POPULAR FEATURES INCLUDE:

- > High Definition True Colour 8" LCD touch screen
- > Maximum embroidery area: 560mmx360mm, (22"x14")
- > Automatic Colour Change
- > Thread Break Detection
- > Sequin Device Attachment

- > Newly developed small sewing arm for high-quality embroidery on caps and small items
- > 70° Wide Angle Cap system
- > Maximum speed: 1200 SPM
- > Memory capacity: 20 million stitches or 200 designs
- > External 100° button and trimming button

## BUSINESS IMPACT

Emma's exclusive 'Made to Order' sustainably manufactured business continues to grow.

RICOMA is an essential asset, supporting her ethos, delivering ethically manufactured garments to an exceptionally high-quality standard with a fast turnaround, and an unrivalled attention to detail along with a truly personal service.



## RESULT

Buyers are raving about her Clothing line with 5-star \*\*\*\*\* reviews across the board !

[www.emmawarrendesign.co.uk](http://www.emmawarrendesign.co.uk)

Instagram - @emmawarrendesign  
Blog - [www.theturquoisedoor.co.uk](http://www.theturquoisedoor.co.uk)  
Twitter - emmawarrendesign

EMMA  
WARREN