

wimperis

EMBROIDERY

WHOLESALE SPRING/SUMMER 2024



High quality modern botanical embroidery kits to make you *fall in love with art of embroidery*



We provide the *highest quality embroidery kits on the market*, using British sourced products where possible and hand packed in our small studio in Cheltenham.

Our kits are made up with hardwood Elbesee hoops from Stroud, John James needles from Worcestershire, organic fabric printed in London, and completed with DMC threads and detailed instruction booklets that a complete beginner can follow with ease.

The Wimperis Embroidery Customer

37% of Wimperis Embroidery customers had never done embroidery prior to buying their first kit

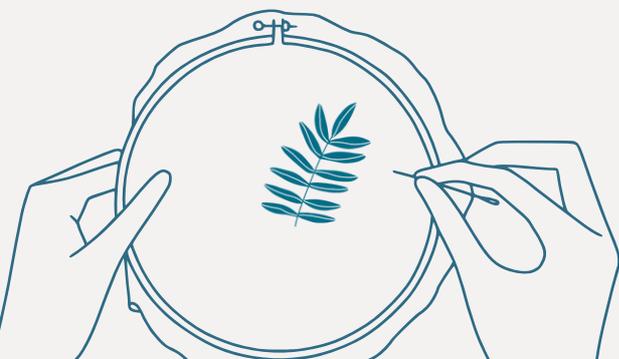


The Main Embroiderer

- *Put quality and supporting an ethical small business before price when making purchasing decisions*
- They **buy kits as gifts** for loved ones, as well as for themselves
- Introverts who prefer to be indoors, and have other crafting hobbies such as sewing, knitting, cross stitch



- Women aged 25-44, she/her pronouns
- Married or live with a long-term partner
- No kids
- Higher education
- Full-time employed mid-range earners
- Have money left over after all bills are paid
- Main social media platform they use is Instagram



We polled 466 Wimperis Embroidery customers from our mailing list and Instagram following to find out who they are and what they like

Custom Embroidery Kits

Does your business sit within a beautiful building you want to commemorate, and give a lasting legacy to?

Or maybe you sell a unique product or design that would make a fun embroidered piece?

At Wimperis Embroidery we offer custom kit designs for brands looking to provide their customers (or hard working employees!) a little something different, and maybe introduce them to a new hobby at the same time!

We will work with you to produce a custom kit that sits within your budget, and which includes design fees, assembly and product.

Previous projects include:

- 750 kits delivered within 6 weeks for Dior employees
- a custom embroidery kit run for The Postal Museum
- Niamh stitched Elmore Court for her wedding invitations

Prices are per project, and are generated on enquiry.



Elmore Court, Gloucestershire

Full Size Kits

Wholesale price (ex. VAT): £16.67

RRP £40.00 each

Pack Size: 5

Box dimensions:

218 x 159 x 20 mm

Weight: approx. 210g

Included in each kit:

- printed organic calico fabric
- 100% cotton fabric square
- full skeins of DMC thread
- a 5" embroidery hoop and Gamechanger for backing
- 2x needles
- detailed instruction booklet



Rain Cloud

WE-RAIN-FSK



- 5 embroidery stitches
- 7 skeins of thread

I Am Enough

WE-ENOUGH-FSK



- 4 embroidery stitches
- 7 skeins of thread

Floral Planet

WE-PLANET-FSK



- 5 embroidery stitches
- 7 skeins of thread

Bees

WE-BEES-FSK



- 7 embroidery stitches
- 8 skeins of thread

Floral Moon

WE-MOON-FSK



- 4 embroidery stitches
- 7 skeins of thread

Teacup

WE-TEACUP-FSK



- 6 embroidery stitches
- 9 skeins of thread

Mini Kits

Wholesale price per unit (ex. VAT): £10.42

RRP £25 each

Pack Size: 5

Box dimensions:

163 x 112 x 20 mm

Weight: approx. 120g

Included in each kit:

- printed organic calico fabric
- 100% cotton fabric square
- enough DMC thread to finish the project
- a 4" embroidery hoop and Gamechanger for backing
- 2x needles
- detailed instruction booklet



Tropical Leaves

WE-TROPICAL-MK



- 4 embroidery stitches

Floral Wreath

WE-WREATH-MK



- 6 embroidery stitches

Sampler

WE-SAMPLER-MK



- 12 embroidery stitches

Plant Pots

WE-POTS-MK



- 6 embroidery stitches

Stick & Stitch

Wholesale price (ex. VAT): £4.17

RRP £10 each

Pack Size: 5

Stick & Stitch packs come packed in biodegradable packaging, with a card which has instructions on the back of how to use the product.



Houseplant Lover

WE-HOUSE-SS



Celestial Bodies

WE-CELESTIAL-SS



Summer Breeze

WE-SUMMER-SS



Wildflowers

WE-WILD-SS



Needle Minders

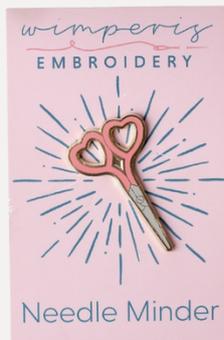
Wholesale price (ex. VAT): under product

RRP £10 each

Pack Size: 5

Scissors

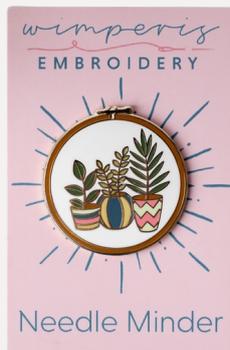
WE-SCISSORS-NM



£4.17

Hoop

WE-HOOP-NM



£4.17

Threads

WE-THREADS-NM



£4.55

Envelope

WE-ENVELOPE-NM



£4.17



Samples

Expertly stitched samples of the completed embroidery are available to display next to the kits in your shop.

Full Size Kit - £50

Mini Kit - £30

This is recommended so your customer can see what the finished product will look like.



Terms & Conditions

Minimum order: £100 ex VAT with £10 carriage*

Carriage paid: £500 ex VAT

*UK Mainland only, for orders outside the UK mainland, or for larger orders, carriage will be charged at cost. Please enquire for a quote.

Payment terms: Proforma for initial order, terms offered for subsequent orders.

We are VAT registered.

Lead-time: approx. 3 weeks from receipt of payment, at busy times of the year and for large orders this might be longer. We will always let you know when we confirm your order or if any issues pop up with our suppliers and this changes.

Key cut-off date:

Mothers Day - Friday 9th February

How to Order

Ordering is easy, please get in touch with us by email to place your order. For your first order, please include your delivery and invoice address, contact name and phone number.

You should include product SKU and quantity of packs.

Email: wholesale@wimperis.co.uk

Let's Connect

Let's help each other and connect on social media, if you share any pictures of our products or your store displays featuring our products please remember to tag us and use the hashtag **#WEstitchkit**.



@wimperisembroidery