



## DMC Creative World keeps on innovating

### 'Hello Kitty and Disney Soluble Canvas' and 'Secret Perfume' to be launched

➤ DMC, world leader in embroidery thread, launches "**Soluble Canvas**" for its Hello Kitty and Disney licenses.

This new product allows users to quickly and easily embroider their clothes, fashion accessories (such as bags, purses and hats) and interior accessories (tablecloths and cushions). The water-soluble 'Soluble Canvas' is very easy to use, allowing embroiderers to place designs wherever they want, such as on a shirt, before washing it to make the 'Soluble Canvas' disappear.

These kits are being launched in Europe and are already available from all DMC points of sale. The collection includes six Hello Kitty kits and eight Disney kits.

➤ Following the authenticity of Linen thread, the 'bling bling' of Light Effects, the shades of Variations and the extreme shine of Satin, DMC is launching a new concept: '**Secret Perfume**'. Always at the forefront of innovation, DMC is giving a new fun and sensory dimension to its star thread!

Thanks to a highly innovative production process, this new DMC mouliné thread gives embroidery a pleasantly evocative scent.

The Secret Perfume range includes three moods, each comprising four scents:

- Tutti Frutti (apple, strawberry, orange and lemon)
- Floral bouquet (lavender, lily of the valley, rose and honeysuckle)
- Delicacies (chocolate, vanilla, caramel and macaroon)

DMC does not recommend mixing different scents, as the different designs created are based around the association of scent, mood and colour. A bar of chocolate embroidered in brown Secret Perfume actually smells of cocoa!

Secret Perfume embroideries retain their scent for several months and will last for about twenty washes.

The launch is scheduled for November across Europe in all DMC points of sale.





Drawing on more than 250 years of experience, the DMC brand today occupies a leading position in the embroidery and needlework thread market. DMC SA has built up some undeniable competitive advantages:

- Worldwide distribution
- A range that stands out for its quality, technical advantages and the richness of its colours
- A numbering system used to identify colours for most canvases, works, books and magazines based on more than one hundred years of experience

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