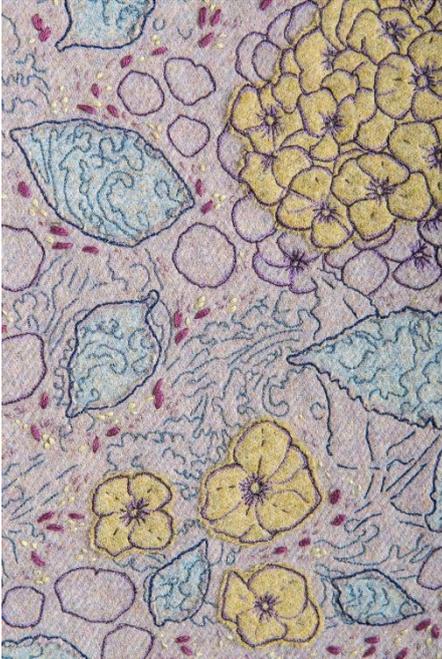


Zara Day - Embroidery Design

Online Embroidery Classes - Creative, Contemporary and Fun!

Welcome



Hello, I am Zara Day, the founder and creative director of Rosemaryrose Bespoke Embroidered Textiles. I am an expert in embroidery design, and we specialise in the embellishment of fabrics for luxury residential and commercial properties.

The studio was established in 2013 working with interior designers, architects and product designers producing contemporary designs that mix the finest quality traditional embroidery skills with sophisticated digital technology to create long lasting collectable designs that are timeless.

After studying a BA (hons) in textile and fashion design, I freelanced for several printed textiles companies before training as a teacher. I have taught textiles, art, and design in secondary and further education establishments for over sixteen years, delivering GCSE, A level, International Baccalaureate and HND courses.

Whilst running Rosemaryrose I have continued to share my love of embroidery and teaching, working with community groups linked to Escape Arts based in Stratford upon Avon and Nuneaton and leading embroidery workshops at Heals and the latest planned at Compton Verney Art Gallery and Park. I have had the pleasure of giving talks and demonstrations at different Embroiderers Guilds across the country.

You can see examples of our work at Instagram at [@zara_day_rosemaryrose](https://www.instagram.com/zara_day_rosemaryrose)



About the Course

At one time or another we have all started that craft project with great intentions. However, either through lack of time, knowledge, or motivation we stop, and they end up at the back of the cupboard.

Through the online course I will give you a step by step guide to work through each design stage, using tried and tested techniques I use in my teaching and business. Each session of the course is live, so I can give you immediate advice and feedback and at the same time you can build up a community with those who are also taking the course (even more important during this current time) as we are all able to chat and share ideas.

Each course is broken down into six weekly sessions of one-hour tutorials, followed by time to chat and review work as a whole group.

Each course builds on the techniques taught in the previous one. You can be a complete beginner or be an experienced embroiderer, as I can then tailor the development of your design to fit your skills. You can either follow exact instructions or be as creative as you want in each project. We all begin from the same starting point, then I give each member the skills to develop their own individual outcome.

Each week I send out an email reminding you of the time of the next session and what equipment you will need to have ready. Sessions are delivered through Zoom. You do not have to be a member of Zoom and can join using either your phone, tablet, or computer by just clicking on the link I email you.

My aim is to make embroidery fun and contemporary and be another medium to be creative with. There are so many ideas I have for exciting projects I cannot wait to get started!

Course One - Drawing with Stitches - Textured Experiments



For the first course, I thought it would be great to start by experimenting with drawing with different traditional stitches in a contemporary way. Then infilling areas with different textures using stitches, beading, and appliqueing additional fabrics. These techniques will lay the foundation for all the following projects.

Do not worry if you do not think you can draw, there are always tricks around this! I provide templates to work from at the start of each project, which you can use.

I have always seen embroidery as an art form and love the hand drawn qualities you can achieve using a thread and needle, drawing has always been my starting point for a design and remains the foundation of Rosemaryrose and the courses I teach.



Session 1

Create a mood board to influence the colour combinations you use in the project.

Learn how to create background colour onto your fabric as a base to work on.

Explore basic stitches to use for an outline drawing.

Session 2

Use different types of threads in a range of different stitches to explore creating various levels of embroidery.

Couching

Raised satin stitch

Woven Picot

Casalquidi stitch

Session 3

Experiment with different infilling stitches.

Satin stitch

Short and long stitches

Seeding

Criss cross stitches

Session 4

Investigate ways of using beading techniques to outline.

Back stitch pearl beading

Back stitch seed beading

Back stitch sequin

Back stitch bugle beading

Try combining different types of beads to embellish areas of a design.

Session 5

Experiment with applying a variety of fabrics to create different textures and combining these with some of the stitches you have explored throughout this course.

Session 6

How to finish hoop off to display

Review of what everyone has achieved

By the end of the course you will have filled your embroidery hoop with lots of exciting techniques that you can display and use as a reference for future projects.





More examples of the work created on this course and others can be found on Instagram at [@zara_day_embroidery](https://www.instagram.com/zara_day_embroidery)

What you Need

The materials you will need to start embroidering:

- Embroidery Hoop – 8 inches
- Base Fabric – Aida, cotton, or linen
- Embroidery needles of different sizes to hold DMC thread to wool of different thickness
- Variety of different thicknesses of threads – Stranded Embroidery Cotton, Pearl Cotton, Crewel Yarn/Wool, Tapestry Yarn, Knitting Yarn, Variegated Threads, Crochet Thread.
- Selection of bead sizes and shapes – Bugle, seed, costume pearl, sequins

A comprehensive list and where you can buy the equipment will be issued when you enrol on the course. Do not worry if you cannot get all the materials as I can tailor the design to what you have.

Cost and Enrolment

The cost of this six-week course is £30.00

As part of this course

- You will receive personalised tuition geared to the design you are creating.
- Discount on Short Course sessions
- Free template to follow if you wish
- Access to our members WhatsApp group
- Each course is restricted to a maximum of 16 participants, which allows me to give everyone my full attention and for you to get to know each other.

To know when the next course will be starting please contact me at the following email address zara@zaradayembroidery.com If you have any questions before you decide to enrol please email me.

I look forward to hearing from you.

Zara



Testimonials

I have attended three of Zara's classes. Each very different imaginative and unique.

Stitches are taught, using regular materials in different ways. Zara will take you through in stages to complete your piece with individual attention.

The class has enabled and encouraged me to use and adapt stitching to produce something that I would not have thought of doing.

Zara is patient and will bring a professional eye and technical experience to assist you wherever you are in your stitching life.

Margherita Finney, Warwick, April 2020

Thank you. I really look forward to our Monday session. It makes me feel so lucky to be able to see such amazing work, chat with such wonderful people and learn so many wonderful techniques. Amazing.

Diane Adey, Warwick, Warwickshire, April 2020

I highly recommend Zara's classes. They are relaxed, informative, and fun. Small groups of mixed ability stitches, all learning and sharing ideas and materials. What is not to like!

Judi McDougall, Kineton, Warwick, Member of Leamington Embroiderers Guild Branch, April 2020

I really enjoyed the first embroidery session this afternoon! Thank you for starting with the basics! I had never even used a ring before!

Amazingly the fabric I had ordered arrived just as we began, and my husband was waving it at me - great timing!!

It is great that we will have time for coffee and a chat every week! That is what sewing is all about and important at the moment!!

See you next week!! Xx 😊

Pat Daly, Warwickshire, April 2020

A huge thank you Zara,

I agree with everyone's comments. It has been so good to have this session on a Monday to get the week going..... whatever a week is these days! A great project and looking forward to seeing what I can manage in the next one as it is so out of my comfort zone.

Caroline Thomas, Banbury, Member of Leamington Embroiderers Guild Branch, April 2020

Under Zara's guidance we have completed some innovative projects, such as embroidered 3D animals, and a stitch sampler using a wide range of hand stitches, aimed at helping us to understand the design process. Zara was extremely helpful in suggesting creative ways to use different stitches and beading techniques.

I am very much looking forward to the next course when we will develop the techniques used in the sampler to create an embroidery design to put on e.g. clothing or an item of furnishing.

Zara has been an inspirational tutor: very well prepared and organized, she is always patient, and able to guide sewers at all levels of experience. We had the additional challenge during this last term of having to transfer meeting online instead of getting together, and this has worked just as well. I would be more than happy to recommend Zara as a textiles tutor.

**Janet Seaton, Off church, Warwickshire, Member of Leamington & District Embroiderers' Guild Branch,
April 2020**

Hello Zara, here is my finished garment. I didn't think when I joined your course as a beginner 13 months ago, I'd be attempting anything like this. I've learnt so much, Thank you for all your encouragement and support. Now I'm looking forward to starting work on the new project.

Best wishes Pauline x

Pauline Luckraft, Warwickshire 10/06/2020

Dear Zara,

I just wanted to say thank you for the course we have just finished. I loved every minute of it. Very inspiring. As a newcomer to stitching in this way I learned a huge amount.

Looking at all the other ladies hoops, their experience in the creative arts does show. I am very happy with what I have achieved, it is way beyond anything I thought was possible. But..... when I said they looked amateurish it is because I do think most of the others have 'flair' whether it be in their use of colour or the layout of the original design, they show an understanding, skill and confidence that I hope I may develop. So I'm really looking forward to the next course.

But as that is a few days away I have started a completely different little project. About 20 years ago I did an outline painting of the Scottish Borders on the sleeve torn from an old silk shirt with the intention of trying machine embroidery. It didn't work because I didn't know what I was doing and the silk was too old and thin. So I then did a very thin needle felt layer to give the fabric more substance. then because it didn't look like the vision in my head I gave up. It's now in a hoop being embroidered!

What a very long winded way to say thank you for a great course.

Looking forward to next one

Margaret

Margaret Wilson 24/06/2020

'If you avoided embroidery because you thought it was only for the neat and tidy, this is the course for you. Here you can immerse yourself in unrestricted colour, stitch and creativity. You will surprise yourself with how imaginative you can be and produce a completed piece of work fit for display. Zara's guidance and feedback ensures success.'

Alison Grimwood, 25/06/2020

Hi Zara,

I just wanted to thank you for a fantastic and inspirational course. I thoroughly enjoyed the whole process and learnt a lot of interesting techniques, who would have thought you could use onion bags in a project! It was great seeing other people's work both in progress and the completed pieces and the way you showed them on Zoom worked really well.

I look forward to joining you again on a landscape course in the near future.

Thanks again.

Helen. (Foxglove group)

10/09/20 Helen Smurthwaite

Hi Zara

My original panel is now complete except for the blank space in the middle. I am coming tomorrow with blue silk material to fill it and add some pearl beads.

I have so enjoyed this course. I would not have attempted anything like this. I know the theory and a lot of stitches, but I would never have attempted filling a whole surface. Thank you so much.

See you Tuesday.

Angela

Angela Mathews 16/06/2020