

COROMANDEL PRICING

All crewel fabric is usually priced according to the following: whether or not it is completely **handmade**, the density, tightness and quality of **stitching**, the number of **colours** used and the overall **quality and weight** of the wool and background cloth. Our crewels are currently priced between £148 and £215pm and offer exceptional value for the quality they represent and the time taken to produce them.

Our fabrics are **entirely handmade** being sewn by hand onto a handloomed background cloth. Being worked entirely by hand takes longer and makes the cloth softer as well as resulting in a thicker and more textured fabric. Many crewels are now embroidered onto a machine loomed cloth which is factory produced in thousands of metres per hour at a fraction of the cost of our handloom and which produces a thinner, less tactile cloth; these crewels are still described as hand-embroidered and sometimes 'handmade', even though the backing may be machine-made. Our fabrics are also made to **upholstery weight industry standards**, making them significantly thicker, heavier and more durable than most others on the market.

The density, tightness and quality of the **stitching i.e. work** will determine how long it takes to embroider and how durable it will be, because, the tighter the stitching (without puckering the fabric), the less likely it is to come loose. Tighter stitching means you need many more stitches per flower or motif and, therefore, it will take significantly longer to embroider. A loosely stitched stem of only two stitches across will take less than half the time it takes to embroider a tightly stitched stem of four stitches across. Loosely stitched embroidery can be unsightly as well as being less highly regarded and is unlikely to withstand ordinary wear and tear.

The number and quality of the **colours** used in a crewel will also add to the overall cost. Each different colour is hand-mixed and dyed to match the previous batch and the more colours, the more dyeing required. Then, to embroider in different colours, you are having to change the wool more frequently which is also more time consuming and expensive. The vibrancy of the colours will determine how much dye is used and how long the colour in the fabric will last. As our crewels are designed to last over a decade (and many become heirlooms over time), we take particular care to ensure our colours are as vibrant as possible, without being gaudy.

Our cotton and wool are chosen for their exceptional quality and weight and our wool is 2 ply to ensure that it is thicker and more durable. In order to comply with design industry specifications and trade standards for upholstery weight fabrics, both our wool and handloom are stringently tested. This is not the case with many crewels being produced for the retail market alone and it is important to check that the fabric has been tested as suitable for upholstery if intending to use it for this purpose.