

Crafting Modern Memories

ESTD

Keller

DESIGN CO

2021

Stitch Guide + Instructions



we take care of each other  
hate has no home here

WE'LL FIGURE IT OUT

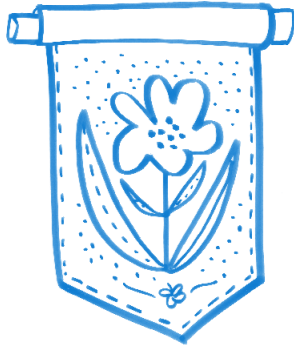




## Ways to Finish Your Embroidery

Ever wonder to yourself after finishing an embroidery project, "Now what the heck do I do with this?!" I often have the same thought. Here are a few quick ideas. Share what you make on socials #KellerDesignCoStitches and @KellerDesignCo. I'd love to see what you create!

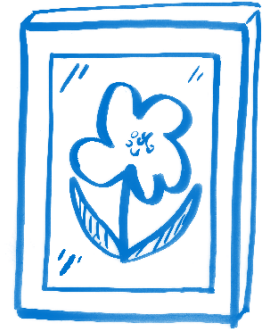
**Banner!** Make a banner/wall hanging out of felt or canvas and stitch your embroidery to it.



**Sweater or Jean Jacket!** Create a one of a kind jacket or sweater by stitching your embroidery to it.



**Frame it!** Get a fun vintage frame or take the embroidery to your local frame shop.



**Ornament/ Hanger!** Small stitched pieces make great ornaments, gifts or door hangers. Fill with lavender.



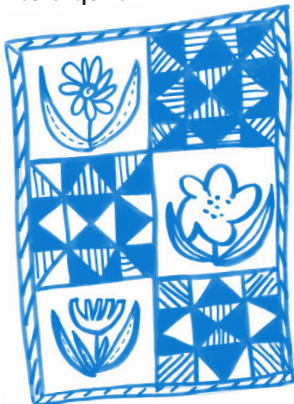
**Tote Bag!** Update a plain old tote bag with your embroidery. Stitch it to the bag and add more details.



**Pouch!** Make a cute pouch for pencils or embroidery supplies.



**Quilt Blocks!** Make a big project out of your embroidery pieces! Turn the squares into a quilt.

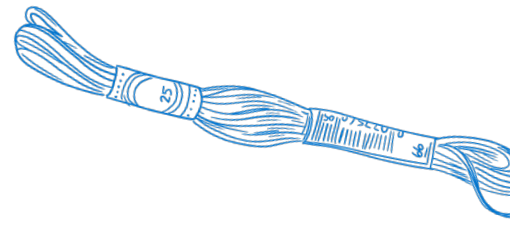


**Pillow!** Use the embroidery as a pillow front or sew it to an existing pillow. Add tassels to make it fancy.



**Hoop It!** Lots of people use the hoop to frame their embroidery. Sew felt backing to it, wrap the hoop with a fabric strip.





# Stitch Guide

## PREPARING THE HOOP

1. To assemble an embroidery hoop with fabric, loosen the screw and remove the inner hoop from the outer hoop. Place the inner hoop on a flat surface.
2. Place the fabric on top of the inner hoop, centering the area you want to embroider. You can move the fabric around later as you stitch different areas. If you are using a backing fabric, place this on the hoop as well.
3. Place outer ring on top of the fabric and push down gently, keeping the fabric as flat as possible. The fabric will be sandwiched in between the 2 rings.
4. Tighten the screw a bit, then pull the fabric edges around the hoop taut. Tighten the screw again. You may need to repeat this step again and periodically as you are stitching if the fabric loosens. You want the fabric to be nice and tight, like a drum.



## PREPARE THE THREAD

When using 6 strand floss, you will need to separate the strands so you can stitch with 3, 2 or 1 strand.

1. To start, pull the floss from the bottom of the skein (Where the number is. Trust me!) Cut a piece of thread about 14"-18" long. Any longer and it will tend to get tangled more. If it's too short, you'll be rethreading your needle constantly.
2. Separate the number of threads you want to use (generally 3 strands). Hold the end of the thread in one hand between your thumb and forefinger, lightly brush your finger over the ends of thread and pull the number of strands you want with your other hand, between your thumb and forefinger.
3. Pull the strands out gently as they separate to avoid entanglement. If they get tangled a bit, just gently pull down the end of the strands and continue pulling apart.

## THREAD THE NEEDLE

1. Pinch the end of the thread between your thumb and forefinger. Holding the needle between your other hand fingers, gently push the end of the thread through the eye of the needle. If it gets stuck, give it a fresh cut with scissors, run it through thread conditioner/ beeswax or, (gasp!) give the end a little lick between your lips to flatten the strands.
2. Run the thread through your fingers gently to straighten the strands (this is called loving). Pull the thread through the needle leaving one end shorter than the other.
3. Tie a knot or 2 in the long end and you're ready to start stitching. Now there is a lot of conversation around using knots or not. Either way is fine, it just depends on your preference. You just don't want the thread to pull all the way through the fabric on your first stitch.

## STARTING AND FINISHING

1. With the threaded needle, bring the tip of it up through the back of the fabric at the starting point. This is referred to as "Up 1". The next step is "down 2". Insert the needle into the fabric and push it through pulling the thread until it catches on the front. You are stitching!
2. Continue stitching. To finish or to change colors, tie a small knot on the backside close to the fabric. Run the thread under a few stitches before snipping it. Make sure when you are ending a thread, that you have enough length to finish it off, generally about 5-6".
3. Check the back of your piece when you are done stitching to clean up any loose threads.



Here are some of my favorite stitches to use. Practice them on a scrap piece of fabric to experiment and play. As you stitch, document your process and post photos to your social media with #KellerDesignCoStitches and @KellerDesignCo. I'd love to see what you create!

## Stitch Guide

*A guide to my favorite stitches*

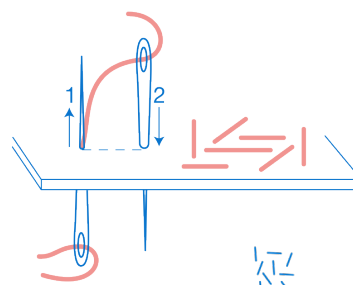
Stitches can be divided into categories like line or straight stitches, fill stitches, long stitches, cross stitches, knotted stitches and so on. There are hundreds of stitches and stitch combinations to explore. Here I've detailed some of the basic stitches and variations to get you started. I encourage you to be playful and experiment with your stitches and have fun!

### STRAIGHT STITCH (SS)

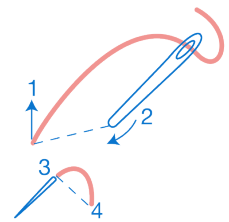
Arguably the most versatile stitch on the planet. Straight stitches simply consist of up and down stitches. Vary the length as needed. Straight stitches are ideal for building up texture and experimenting. Seed stitches are small straight stitches used to fill an area.

**How To:** Bring needle up through the fabric from the back side at 1 and insert needle down at 2. Repeat, working in any direction and changing the length of the stitches as needed.

#### Stabbing Method



#### Sewing Method

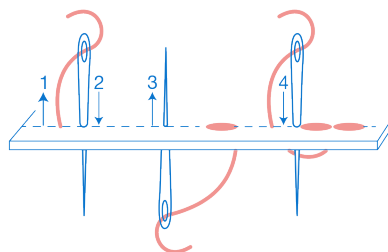


### BACKSTITCH (BS)

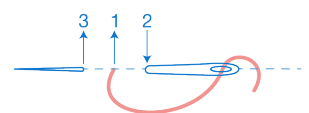
The backstitch is a great stitch for outlining just about anything straight or curvy including lettering/ type. Play with the length of your stitches for variety

**How To:** Bring the needle up from the back of the fabric at 1, down at 2, back up at 3. Go back down at 4, in the same hole as step 1. The stitches form a continuous line with no breaks between stitches. Each stitch should be uniform in length and this takes a bit of practice.

#### Stabbing Method

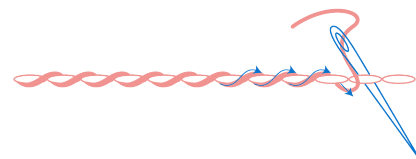


#### Sewing Method



### WHIPPED BACK STITCH (WBS)

Embroider a line of backstitches then starting at the beginning, bring the thread up through the stitch line, wrap the thread around the first stitch and back under the next stitch, repeating this motion as you progress down the backstitched line. The needle does not pierce the fabric.

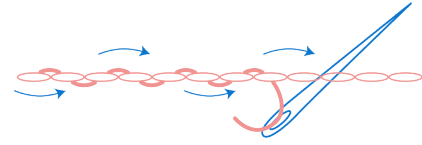


# Stitch Guide

## THREADED BACK STITCH (TBS)

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A variation that gives added weight to the backstitch. Embroider a line of backstitches, then starting at the beginning, bring the thread up through the stitch line and then weave, or thread, in and out of the stitches. The needle does not pierce the fabric.

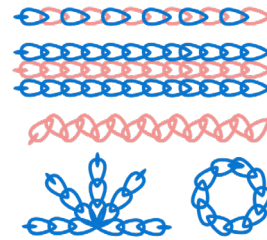
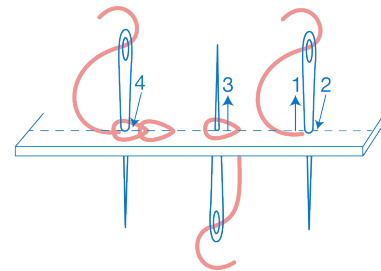


## CHAIN STITCH (CS)

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The chain stitch is very versatile and can be used as an outline stitch, a fill stitch or to make little flowers. It is thicker and more textured than the backstitch or stem stitch. Be sure not to pull the loop too tight or it will lose its shape. This is one of my favorite stitches.

**How To:** Bring needle up through the fabric from the back side at 1. Form a small loop with thread and holding loop with your free thumb, insert needle into fabric in the same hole, down at 2. Bring needle up at 3, inside the loop. As you pull it through gently, at the same time form another small loop. Insert needle back down at 4, then up at 5, down at 6. Continue working along the design line. When the last stitch is made, finish off the loop with a short stitch to anchor it.

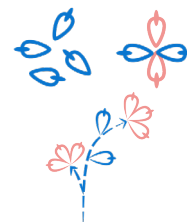
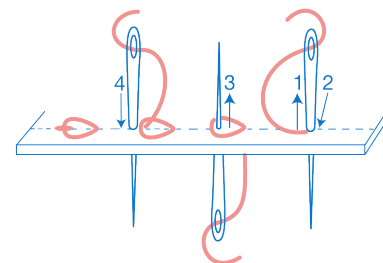


## DETACHED CHAIN STITCH (DCS) (AKA LAZY DAISY)

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This variation of the chain stitch can be worked in singles or grouped together to form flowers and small leaves.

**How To:** Bring needle up through the fabric from the back side at 1. Form a small loop with thread and holding loop with your free thumb, insert needle into fabric in the same hole, down at 2. Bring needle up at 3, inside the loop. Forming a small stitch, insert needle at 4 outside loop. This tiny stitch will hold the loop in place.



# Stitch Guide

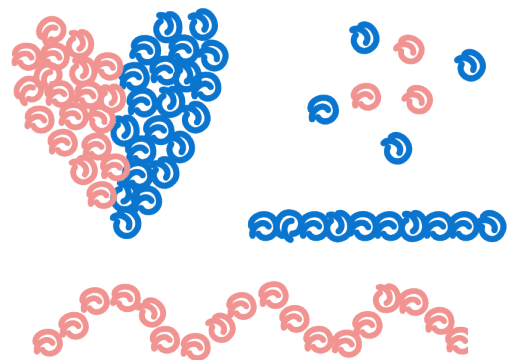
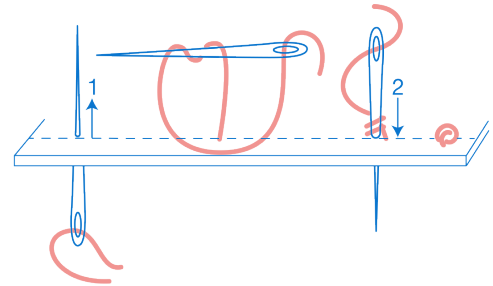
## FRENCH KNOT (FK)

Whenever I teach workshops, everyone wants to learn how to make French knots. I totally get it. Although there is a bit of a learning curve, they are really fun and easy to make. French knots are great for filling areas, the center of flowers or adding cute random details. For me, making a French knot is all about managing the thread so it doesn't get tangled. Have patience and just practice them a lot. French knots can be time consuming to make but the overall texture you can achieve is worth it.

**Pro Tip: Don't let your thread get too short when making French knots.**

**How To:** Bring needle up through the fabric from the back side at 1. With your free hand hold the thread with your index finger and thumb to the side. Wrap the thread around the needle front to back two times and pull gently to tighten the wraps. Keeping the thread taut, insert the point of the needle into the fabric about 2mm to the side of 1. (Down 2). As you push the needle through the fabric, slide the wraps down the needle against the fabric, keeping the thread held with your free hand taut. Push the needle into the fabric to form a knot.

Milliner's needles are great for working French knots, as they have the same shaft thickness throughout the length of the needle making it easier to slide the knot off.

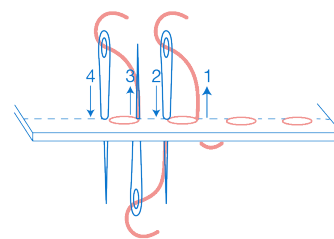


## RUNNING STITCH (RUN)

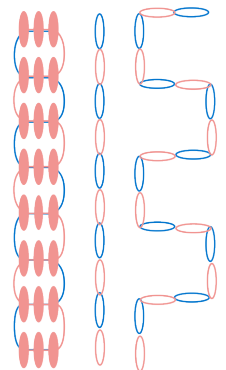
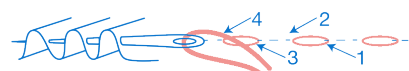
The running stitch, similar to the backstitch, is for making straight or curvy lines and can be used to create fun geometric patterns. I like to use it for adding decorative details to a piece, experimenting with combining colors and shapes. Try whipped and threaded running stitch too (See Back Stitch)

**How To:** Working right to left, Bring the needle up from the back of the fabric at 1, down at 2, back up at 3, down at 4. The stitches form a continuous line with equal sized stitches and spaces. You can play with the stitch and space length for variety.

### Stabbing Method



### Sewing Method



# Stitch Guide

## STEM STITCHING (STM)

**Perfect for script lettering, facial features and flower stems.**

This is one of my favorite outline stitches to use. It's simple, it has a bit of texture and follows curves beautifully. To maneuver around tight curves, simply shorten the stitches.

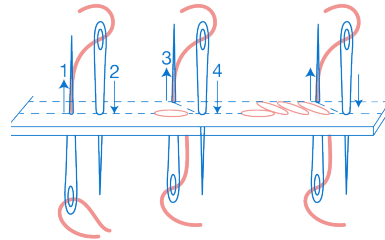
**How To:** Working from left to right, follow the design line. Bring needle up through the fabric from the back side at 1.

Make a slightly diagonal stitch, inserting the needle at 2, just outside of the design line.

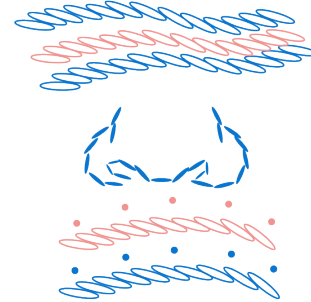
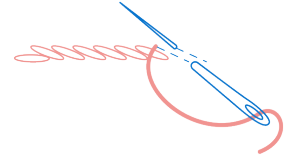
Bring needle back up at 3, halfway between points 1 and 2, on the center design line.

Continue making uniform stitches following the line.

### Stabbing Method



### Sewing Method



## SATIN STITCH (SAT)

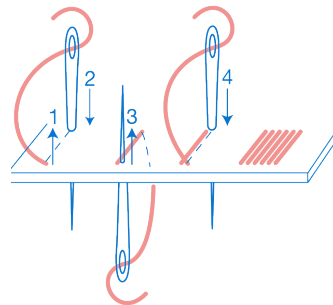
The trick to keeping satin stitch looking neat is to outline it with a line stitch such as backstitch. By doing this, you can hide any imperfections or inconsistencies.

**How To:** Define the shape to be filled. Bring needle up through the fabric from the back side at 1. Make a stitch across the shape and insert needle into fabric at 2. Cross back under the shape and bring needle up at 3, next to 1. Keep crossing over and under until the shape is filled. The stitches should be laying side by side with consistent tension, so they don't pucker.

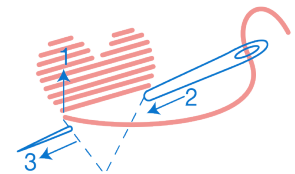
To add dimension to the shape, stitch the outline of it first with backstitch or split stitch. Then stitch around the outline stitch using the method above to fill shape.

To neaten up the outline of the satin stitches, stitch around the shape, close to the edge with backstitch, chain stitch or stem stitch.

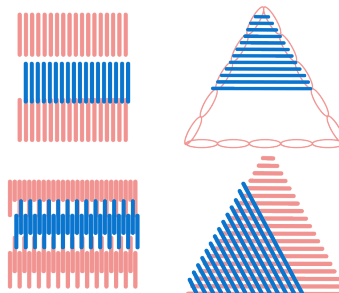
### Stabbing Method



### Sewing Method



**Satin stitch is great for filling areas and adding a bit of dimension to shapes.**



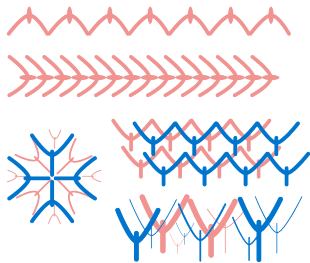
# Stitch Guide

## FLY STITCH (FLY)

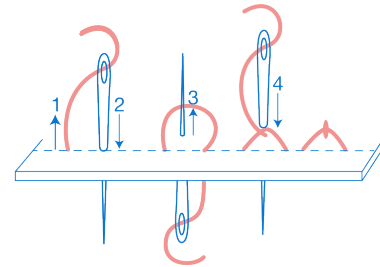
The fly stitch is good for making a border or line with texture and movement.

**Try combining fly stitches of different sizes, overlapping them using different colors of thread for an interesting effect.**

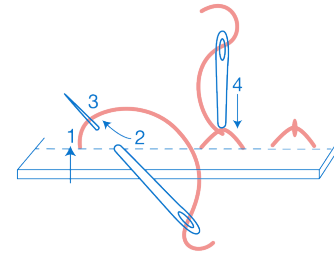
**How To:** Bring needle up through the fabric from the back side at 1. Insert needle at 2, horizontally across from point 1, forming a small loop. Bring needle up at 3, inside the loop. Back down at 4 on the outside of the loop. This stitch will hold the loop in place.



### Stabbing Method



### Stabbing Method

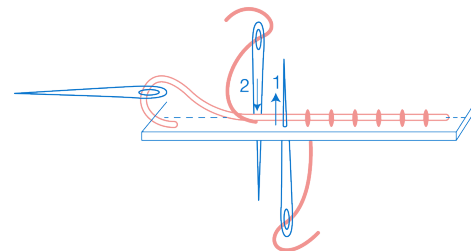


## COUCHING (CH)

Couching is embroidered using 2 threads. The first thread is laid on the surface of the fabric and stitched down using a 2<sup>nd</sup> thread. The laid thread is usually thicker than the sewn thread, but not always, and can be contrasting in texture and color. You can couch with small straight stitches or other stitches like satin or blanket stitch.

**How To:** Bring your first thread up through the fabric from the back side. Lay this thread along the top of the fabric, following the design line, maneuvering it as you go. Using a 2<sup>nd</sup> thread, stitch down the laid thread at evenly spaced intervals going in and out of the fabric. When finished, both threads pass through to the back of the fabric and are tied off.

### Stabbing Method



### Stabbing Method

