

This case study is about a company called HEARTS established by Patricia Costa and her boyfriend Tiago Vieira. Patricia Costa comes from Lixa town, Portugal. Patricia, Tiago and the embroiderers' great-grandchildren felt that there was huge prospect in the embroidery of this region and that it was key to demonstrate it to the "World". The embroidery "Terra de Sousa" region consists of more than 200 embroidery stitches, several of which are prepared with this level of knowledge only in Portugal. They are exclusive in the world. Through the online site and partaking in international fairs, they disseminate 95% of their billing.

If you would like to find out more please follow this link:
<http://handembroideryatelier.com/en/home/>