

# My Stable at Trace Embroidery

Lynne Burns

What is it? My Stable is a way to acquire items branded and personalized with your very own stable or riding facility logo. It's an idea that takes time and organizing off the shoulders of coaches and trainers, and offers self-serve online purchasing while keeping consistency in branding and branded items.

Sound like a good idea? You bet it is, and it came from two people you may know: Shawn and Stuart the owner/operators of Trace Embroidery. They've been helping keep competitors and prize winners in exquisitely embroidered blankets, coolers and outerwear for more than 15 years. They serve the elite and the enthusiast equally whether it's an order for one hat or prizes for year-end awards. The concept of My Stable is for everyone; it started with the equestrian world but is open to all sports teams, clubs and groups.

My Stable was Stuart's idea but it was Shawn's idea to come to Spruce Meadows and the equestrian market. The early days of Trace Embroidery largely focused on selling embroidered t-shirts at local rodeos in BC. One year Shawn brought a few t-shirts with their designs to the Masters tournament at Spruce Meadows in September and sold out! But that wasn't what captured Shawn's lock on Spruce, it was the Southern family, the competitors, exhibitors and the experience. Mr. Southern gave a welcome speech Wednesday morning of the Masters' week in front of the Equi-Fair with guards on horses. It was a speech of encouragement and good commerce. She says she must have looked 'hokey dokey' her first year but she phoned Stuart and told him it was a whole different world and they needed to bring the machine! They did, and the embroidery machine barely kept up!

The rest is history, Shawn and Stuart have been

supporting the equine community here ever since.

How does My Stable work? Any stable with a team name or logo simply provides their design and picks a selection of items to make available online to their group. Each individual selects, orders and pays for their own items. No more gathering orders, sizes and payment - this really is a streamlined process to help everyone to the end goal of beautifully turned out teams.

Mon-Fri. 10am - 6pm

Sat. 11am - 4pm

Closed on Sunday and Holidays

traceembroidery.com  
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**TRACE EMBROIDERY**  
**THE HORSE EMBROIDERER**

**EMBROIDERY & CUSTOM SEWING**  
**FOR EQUINES & THE PEOPLE WHO RIDE THEM**