

CONSUMER PACKAGED GOODS

Supreme partners with Singer to put modern twist on classic sewing machines

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Supreme brings a modern audience to Singer's classic machines. Image credit: SVP Worldwide

By LUXURY DAILY NEWS SERVICE

New York-based streetwear and lifestyle brand Supreme is collaborating with manufacturing company Singer on a specialty sewing machine.

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Arriving in time for holiday gifting, the collaborative creation is covered in Supreme's classic red shade. According to Singer, this move is meant to keep the heritage brand relevant.

"Even as a 171-year-old company, we are continuing to carve our identity," said Dean Brindle, chief marketing officer of parent company [SVP Worldwide](#), in a statement.

"We've embraced social media through sewing education, built a digital library of inspirational projects, and created fashion collaborations with Amazon Prime Original Making the Cut, Disney's Cruella, and now Supreme," Mr. Brindle said. "We remain committed to staying top of mind with our existing and new consumers."

Seamless control

For nearly 200 years Singer has been staying on top of the latest technology. According to the company, this contemporary ornamentation is meant to modernize branding, bringing its image up to par with its professional product assortment.

The resulting sewing machine, SINGER SP68, is just as advanced as other machines from Singer, with a design similar to that of Supreme clothing the latter entity's logo is splashed across the front.

Sewing aficionados can now enjoy 300 stitch choices for decorative, stretch and basic stitching, as well as 548 different stitch applications. There are even two font options available as well.

Other than stitching options, the model comes complete with a liquid crystal display screen for sewers to better see stitches and pick settings.



Supreme store in New York, NY. Image credit: Supreme

The screen also hosts a button for cutting the thread, which trims both bottom and top threads. Those using the machine can also pick their speed, furthering their own level of control and agency.

Fusing Singer's technology with the street appeal of Supreme presents a fresh angle for customers, as the activation aims to attract younger consumers.

According to Singer, company founder Isaac Merritt invented the world's first practical sewing machine in 1850. The brand's timeline checks out as, historically speaking, early technologies in fashion started to develop in the 19th century ([see story](#)).

The first consumer-facing sewing machines were rolled out in 1889 – Singer is also [on record](#) as an innovator here. The company was responsible for spearheading the introduction.

Singer's machines would eventually find their way into the homes of consumers, and undergo electrification at the hands of pioneering engineers. In 1978, the first computer-controlled sewing machine was put into use.

As the company's streetwear partner continues to add its contemporary touch to brands across the board ([see story](#)), the partnership serves as a reminder of just how far one of fashion's most crucial apparatuses has come.