

Joyce Jagger-The Embroidery Coach

75 Most Powerful People In The Apparel Decorating Industry December 2015

S.T.I.T.C.H.E.S.
Embroidery's Voice & Vision DECEMBER 2015

Power Players

Meet 75 People Who Are Shaking Up the Decorated Apparel Industry

Echo One One Jacket (CCWJ01) in Bark provided by Berne Apparel (est/40260)

POWER 75

+ Ask an Expert: Write Your 2016 Business Plan

#35

JOYCE JAGGER

Owner

The Embroidery Coach

2014 RANK: 37

The 76-year-old Jagger would rather expand her embroidery education empire than settle down to a quiet life of retirement. The self-styled Embroidery Coach uses her decades of experience to help decorating-firm owners streamline operations and boost profits. Among her many satisfied clients is Top 25 Apparel Supplier Edwards Garment Co. (asi/51752). Jagger's newest online course, "How to Start an Embroidery Business," covers planning, pricing, marketing and high-quality design techniques for newbies. Details on her other courses and training programs are available on her website, www.theembroiderycoach.com.