

General Wear Inc. — NYC's Leading Local Embroidery Shop — Expands with New Direct to Garment Printing Services



Manhattan, New York Jan 12, 2026 ([Issuewire.com](https://www.issuewire.com)) - General Wear Inc., a trusted name in custom embroidery in New York City, proudly announces the expansion of its services to

include Direct to Garment (DTG) printing. Located at **37 Greenpoint Ave, Brooklyn, NY**, this family-owned business has become a go-to **NYC embroidery shop** for individuals, businesses, artists, and fashion brands looking for top-tier **custom embroidery in Brooklyn** and beyond.

From **same-day embroidery** to on-site embroidery solutions, [General Wear Inc.](#) continues to lead the way in high-quality garment customization in the heart of New York.

A Stitch Above the Rest: General Wear's Embroidery Services

With a lot of combined experience, General Wear Inc. has built a reputation in **custom embroidery in NYC**. They have everything from **men's embroidered shirts** and **custom embroidered hats in NYC**. Even more, the team's passion for attention to detail has made them a favorite among those searching for "**embroidery near me**" in the Brooklyn and NYC area.

Whether you're looking to brand uniforms, create personalized gifts, or design **mens**

embroidered shirts, designer styles for your fashion line, General Wear has the capabilities and expertise to deliver unmatched results.

General Wear Inc. offers a full suite of **embroidery services NYC** including:

- **Hat embroidery NYC** for businesses, streetwear brands, and personal projects
- **Men's embroidered shirts** tailored for both corporate and casual aesthetics
- **Bleach proof embroidery** perfect for industries with frequent laundering needs
- **On site embroidery** for events and live customization experiences
- **Embroidery NYC** same day services for those on tight deadlines
- Customization options for **custom hats NYC**, jackets, bags, and more

As one of the top **embroidery shops New York** has to offer, General Wear's expert staff ensures precision and durability in every stitch.

Serving Local Needs with Same Day and On-Site Embroidery

The demand for quick, high-quality embroidery has never been higher. With this in mind, General Wear Inc. proudly offers **same day embroidery NYC** and **on site embroidery** services. It is made for last-minute events, brand activations, or corporate needs.

If a customer is searching for "**same day embroidery near me**," they can trust that General Wear will give them their order within the deadline.

Their location at **37 Greenpoint Ave, Brooklyn NY** helps businesses and individuals to access premium embroidery quickly and easily.

Launching Direct to Garment (DTG) Printing in Custom Apparel

For years, General Wear Inc has been the go-to for custom embroidery in New York. They are helping brands, artists, and businesses turn fabric into something personal. But lately, something's been bubbling in customer chats, design meetings, and creative huddles — the need for color.

In response to customer demand and evolving design needs, they announced the launch of its **Direct to**

Garment Printing (DTG) service. This allows designs to be printed directly onto textiles for small runs, photographic images, and highly detailed artwork.

This isn't a pivot, it's an expansion. Embroidery still runs deep here. But with DTG in the mix, customers now get the best of both worlds. Clean stitches for timeless texture, bold prints for high-impact visuals, all under one Brooklyn roof. Whether it's **custom embroidery in New York, print shop** services, or both, General Wear is now a one-stop shop for premium garment customization in NYC.

“Our goal has always been to help our clients stand out,” says a representative at

General Wear Inc. “With embroidery, we provide that classic, durable finish. Now with DTG, we can also offer vivid, high-resolution prints for designs that demand another level of detail. It’s about giving our customers options — all while staying true to our craftsmanship-first philosophy.”

Embroidery for Every Style — and Every Industry

From restaurants to real estate, music artists to event planners, the clientele at General Wear Inc. is as diverse as New York City itself. With a wide range of options including **mens embroidery shirts, custom embroidery New York NY**, and **custom embroidery New York City**, the shop supports branding and expression in every form.

For fashion-forward customers, the shop offers **men's embroidered shirts designer** collections with on-trend cuts and premium materials. For corporate clients, General Wear delivers consistent, brand-aligned products that help elevate team appearances and customer impressions.

And with **custom hat embroidery NYC** and **embroidery Brooklyn**, local businesses and artists alike can find tailored, hands-on service right in their neighborhood.

Why Choose General Wear Inc.?

- **Locally Owned and Operated** – Supporting the Brooklyn community with genuine, expert craftsmanship
- **Fast Turnaround Times** – Offering **same day embroidery NYC** options for urgent orders
- **Creative Flexibility** – Embroidery, DTG printing, and **custom embroidery Brooklyn** services all in one shop
- **Personalized Service** – Work directly with designers and craftspeople to bring your vision to life
- **Premium Products** – From **bleach proof embroidery** to **mens embroidered shirts**, everything is made to last

If you've ever searched for “**embroidery shop NYC**,” “**NYC custom embroidery**,” or “**embroidery service NYC**,” you know how tough it can be to find reliable, high-quality,

locally-based embroidery. General Wear Inc. is changing that — one stitch at a time.

Visit or Contact General Wear Inc. Today

Address: 37 Greenpoint Ave, Brooklyn, NY

Website: <https://www.generalwearinc.com/>

Phone: (917)-740-0182 **Email:** info@GeneralWearInc.com

Hours: Monday To Friday 10:00am To 6:00pm

Saturday 12:00pm To 4:00pm

To learn more about **custom embroidery NYC**, explore their product galleries, or Inquire about **same-day embroidery near me**, visit www.generalwearinc.com and follow their social media channels for the latest updates, design inspiration, and special offers.

About General Wear Inc.

General Wear Inc. is a Brooklyn-based **embroidery and print shop** specializing in **custom embroidery, hat embroidery**, and now **Direct to Garment printing**. Serving individuals, creatives, and businesses across NYC, they are committed to delivering premium customization services with attention to detail, fast turnaround times, and unbeatable customer service.



Media Contact

General Wear INC

*****@generalwearinc.com

9177400182

37 Greenpoint Avenue, #415 Brooklyn, NY, 11222

Source : General Wear INC

[See on IssueWire](#)