

The Founders

Stephen and Aundrea Wilson



Stephen and Aundrea Wilson are the founders of three U.S.-based companies united by a shared passion for embroidery, design, and craftsmanship. Their flagship company, Anita Goodesign, has been the preeminent embroidery design company for more than 20 years. Widely credited with pioneering the embroidery event system for dealers across the United States, Anita Goodesign has produced over 3,000 design collections and products spanning a broad range of styles and techniques, shaping how embroidery is taught, experienced, and sold nationwide.

Their second venture, Stephen Wilson Studio, is a contemporary art company whose work has been exhibited in museums, featured in brand activations, and presented in art shows around the world since 2015. The studio's work is carried by more than 100 retailers globally, bridging fine art, design, and textile craftsmanship.

Their newest company, Wild Threads, brings embroidery into the luxury accessories space through artfully embroidered charms and accessories created in their studio. In addition to retail distribution, the Wild Threads team hosts curated Charm Bars and pop-up experiences at high-end retailers across the country.

All three companies design, create, and manufacture their products entirely in the United States, reflecting Stephen and Aundrea Wilson's commitment to quality, innovation, and American-made craftsmanship.