

Canada's only national alterations chain launches into Chicago area

BURLINGTON —The Stitch It Group, Canada's only national alterations chain, recently announced that it was launching nine Stitch It locations across the greater Chicago area starting in late December 2006.

The nine Stitch It locations will be located in high-profile regional shopping centres across the Chicago market. The first of these stores will be located at Westfield Hawthorn shopping centre in Vernon Hills, Illinois. All nine locations will be home to Stitch It's long-time commitment to service, pricing, quality and turnaround.

"We see Chicago as a great opportunity to continue our expansion in the United States," said Alain Baird, President and Founder of the clothing alterations chain. "There is an opportunity in the U.S. marketplace for a professional clothing alteration service, conveniently located in shopping centers. Additionally, the U.S. consumer has the same need as the Canadian consumer — a need for convenience and consistency of service, pricing and turnaround time. Stitch It is the perfect fit."

Stitch It has become Canada's largest clothing alterations chain over its 18 years in business. Stitch It's expansion into the United States began in 2001 when it launched four locations in the Minneapolis-St. Paul market. Last year, the company added another three locations based on the same kind of customer loyalty that its stores in Canada have enjoyed for several years.

"Stitch It's growth, popularity and success stems primarily from Stitch It's Associates who give their hearts and souls to the company's guiding principles of service, pricing, quality and turnaround," explained Baird. "Stitch It would not and could not be where it is today without the dedication, hard work and sheer determination of its Associates to serve the customer."

Stitch It stores are open during standard mall operating hours allowing customers to enjoy the convenience of dropping off and picking up their professionally altered clothing while they shop.

Stitch It was conceived in the early 1980's when owner, Alain Baird, started questioning why customers were coming to his clothing store and asking if he would do their clothing alterations. Research revealed that the existing services were mostly small independent businesses, run from inconvenient secondary street locations, crowded stock rooms, basements and makeshift setups at home. Research also showed that customers wanted consistent delivery of Service, Pricing, Quality and Turnaround. Stitch It opened its first store in Ontario in 1989 and presently has over 86 locations in Canada, and the nine stores in Chicago will make a total of 16 in the United States.

Today, the Stitch It Group of companies is Canada's only coast-to-coast national alteration service, with a vision to be the #1 clothing alteration service in North America.

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