

For Immediate Release:

## **STITCH IT CLOTHING ALTERATIONS – THE PERFECT ‘FIT’ FOR CHICAGO**

**Canada’s only national alterations chain opens another Chicago area store in Aurora ~ *Find It. Stitch It. Love It.***

Burlington, Ontario – January 9, 2007 – The Stitch It Group, Canada’s only national alterations chain, announced today that it will open its 2<sup>nd</sup> of 9 planned Stitch It locations across the greater Chicago area, later this month at Westfield Fox Valley Shopping Center in Aurora.

Stitch It opened the first of its 9-store launch in December 2006 at the Westfield Hawthorn Shopping Center in Vernon Hills. Additional locations are opening soon at Orland Square in Orland Park and Westfield Chicago Ridge Shopping Center. All 9 locations will be home to Stitch It’s long-time promise of complete clothing alterations done ‘*On time, every time*’ for its customer.

“We see Chicago as a great opportunity to continue our U.S. expansion”, said Alain Baird, President and Founder of the clothing alterations chain. “Today’s consumer wants the convenience we offer them by locating in shopping malls and the consistency of service, pricing and turnaround time we bring to the market place.”

Shoppers no longer have to travel to the out-of-the-way alterations shop for their clothes to fit perfectly. Nor do they have to wait 3 – 7 days for simple alterations to be completed. At Stitch It, turnaround time is always a priority whether the customer needs their favorite clothing altered right away or for the next day. Stitch It Fit Experts deliver the highest quality clothing alterations ‘*On time, every time.*’

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 offers complete alteration services to their customers including hemming pants and sleeves, taking-in seams, tapering cuffs, clothing repair, and zipper repair.

“Stitch It’s growth, popularity and success stems primarily from Stitch It’s Fit Experts who give their hearts and souls to the company’s guiding principles of service, price, quality and turnaround” says Baird. “Stitch It would not and could not be where it is today without the dedication, hard work and sheer determination of its Fit Experts to serve the customer”.

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 set-ups at home. Research also showed that the customers wanted consistent delivery of service, pricing, quality and turnaround. Stitch It opened its first store in Ontario in 1989 and presently has over 85 locations in Canada, and the 9 new stores in Chicago will make for 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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