

CONSIDER THIS...

Clothing alterations are MUCH more than just hemming a pant leg. Here are some alterations that you may not have considered before that just might save the life of some garments you have sitting at home in your closets or one that's on sale, but isn't your size....yet!

Replace sliders and zippers

Insert/remove bra cups

Adjust the length of straps on a shirt/dress

Remove/add beadwork

Add/replace lining in jackets/pants

Add buttons/arm shields/shoulder pads

Sew on crests/badges

Bustle gowns

Take in/let out seams, darts

Lengthen/shorten hemlines or sleeves

And so much more!

**FITS GREAT.
FEELS GREAT.
LOOKS GREAT.**

WHY VISIT STITCH IT?

- We are NOT all the same size, even though clothing manufacturers continue to make clothes like we are!
- We are convenient.
- We are in most major malls across Canada and in 3 States in the USA.
- We are open mall hours.
- We guarantee our work.
- We LOVE what we do!
- We are here for YOU!

Our service promise to you is RIGHT AWAY, SAME DAY, NEXT DAY. We promise to help you FIT GREAT, FEEL GREAT, LOOK GREAT in your clothes!

Visit us online at www.stitchit.com to shop for garment care, style tips, CSR initiatives, customer testimonials and most importantly, to find a location nearest you.



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STITCH IT STYLE GUIDE ISSUE 1

Size DOES matter when it comes to the fit of your clothes! What you need to know about choosing and altering garments to showcase your best assets!



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FIRST STEP - What to consider when having your garments altered:

Pre-wash/dry clean your garments to ensure if they are going to shrink, that they do so BEFORE you have them altered.

If you would rather skip the pre-washing, ensure to discuss this with a Stitch It Associate and they'll leave a little additional room for possible shrinkage.

If your garments are pre-worn, ensure they too are pre-washed or dry cleaned before bringing them in – sanitation is important!

You should always try to have on the shoes that you plan on wearing with the garments being altered so the appropriate hemline length can be considered. If you don't have your appropriate shoes with you, discuss this with a Stitch It Associate and they will consider this during your pinning process.



Alterations are for NEW and PRE-WORN garments!

PANTS - length matters!

The following tips are ideal for the hemlines of a full-length flared, straight leg, dress or casual pant:

- The length of your pants should only cover ¼ of your shoe and the hemline should fall directly between the top of your heel to your mid-heel.
- NEVER let the hem of your pants touch the floor NOR should they stop short at your ankle.
- There should be no bunching on top of your foot.
- When wearing pants with high heels – the tip of the toe should show, and the back of the pant leg should fall to the mid-heel.



WAISTLINE RED FLAGS

You should consider alterations to your pants if any of the following occurs:



- Ripples at the waistline
- Bagginess/wrinkles at the crotch
- Gaping at the centre-back of waistline
- Pressed creases that hang off the grain of the material

JACKET COMFORT

While jackets come in all shapes, sizes, lengths, materials, colours and can be worn for dress and casual purposes, here are some simple guidelines to follow when considering whether your jacket needs alterations or not:

- Your jacket should be comfortable and easy to move in.
- The shoulders of your jacket should allow you to reach above your head without causing any strain on the material at the seams.
- The shoulder seams should fall along your shoulder joint where your arms sit in your shoulder sockets.
- Sleeves on any jacket should reach the top of the palm of your hand while your arm is in a resting position by your side.
- Jacket lines/seams should always be clear and not pulling, gaping, or rippling at any point along your body.
- Your jacket should close with ease without strain on the zipper/buttons/material.
- If your jacket has tails on the back, they should fall naturally without interference.



THE PERFECT SKIRT FIT is determined by your body shape

For a straight frame (bust, waist, and hip measurements are quite similar), you want to consider silhouettes that will create curves such as an A-line, pleated, puffy skirt with ruffles, netting or tulle.

On an hourglass figure, where your bust and hip measurements are similar and your waist measurement is smaller, you want to steer clear of floor-length, shapeless, drawstring skirts. For shorter frames, stay away from skirt lengths that cut at your calf – this will only shorten your leg length. You will want to consider a slightly-flared silhouette to balance out your hips and bustline.

For pear-shaped figures (small top, larger bottom), choosing darker colours for your bottom and lighter colours for your top will draw the attention up to your face. For this figure, a smooth tailored skirt such as a pencil skirt cut at or just below your knee is best.



For fuller curves, avoid the shapeless silhouette and aim for a flared, A-line skirt hemmed at or below your knee, or a long tailored skirt with darting at your waistline to draw the eyes in to the smallest part of your waist.