

Unique online fabric boutique reinvents website, brings customer shopping experience to new level

Stitch Simple teams up with Lucas Interactive to deliver quilt fabric aficionados a truly first-class shopping experience

MINNEAPOLIS, Feb. 10/PR Newswire/-In an effort to surpass an already celebrated fabric shopping experience, Stitch Simple announced a new website Friday Feb. 6th. Boasting a host of new features, the new site offers exciting enhancements including product comparisons, category and keyword searching, one-click shopping for example precut quilt kits and the ability to purchase Stitch Simple's two newest products (Fabric by the Inch and Fat Quarters) online.

Stitch Simple chose Lucas Interactive to develop the new site based on previous experience with the firm in developing the popular CYO (Create-Your-Own) precut quilt kit application, which allows customers a chance to preview their finished quilt before purchasing a kit. "The expertise and commitment of Stephanie Lucas has been paramount in achieving the vision of the new www.StitchSimple.com", said Stitch Simple Founder and Owner Jen Madsen. "Perhaps the best feature of the new site isn't a feature at all, but rather the removal of barriers that continually prevented us from delivering the absolute best possible customer experience. I'm most excited about the opportunities the new site creates for the future of Stitch Simple."

Stitch Simple also revealed a brand new Wall Hanging kit pattern on Jan. 6th and today, Feb. 10th they released a special quilt kit pattern that is reviewed in the May 2009 issue of McCall's Quick Quilts magazine. Available on the new [CYO precut quilt kit page](#), these versatile designs make wall quilts appropriate for any room in the house. Customers can experiment with a wide variety of fabric selections and watch the look of their finished quilt transform right in front of their eyes.

The McCall's Quick Quilts kit pattern represents the very first time Stitch Simple has offered more than one precut quilt kit pattern at any given time. "This departure," explains Madsen, "is exactly what I mean when I talk about the barriers removed by the new site. Our customers have been asking for more variety and now we can finally deliver it. I won't promise that we'll always have two kit designs, but I can commit to bringing even more unique products and services to the fabric marketplace."

About Stitch Simple

Stitch Simple (<http://www.stitchsimple.com>) provides the customer's choice of fully prepared fabric directly to their doorstep. Stitch Simple offers at least 1 kit design and at least 60 fabric selections at any given time, changing them frequently to keep the site fresh. Email list subscribers receive new product notices, free project ideas and exclusive coupon offers such as the Fat Tuesday Special.

Founded in 2008, Stitch Simple's office is located in Minneapolis, MN. Stitch Simple products are only available on the company website; they do not have a brick-and-mortar retail outlet.

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