

2 Ways to Spend the Free Time You Will Get with Stitch Simple Products

How a new kind of online quilt shop gives you loads of extra time to shop and sew

MINNEAPOLIS, Sept. 24/PR Newswire/- Stitch Simple announced their Grand Opening on September 23rd, offering customers a truly unique sewing experience. At www.stitchsimple.com, customers shop a wide variety of constantly updated premium fabrics on a highly interactive website and then choose to have their selection cut into individual fully prepared Quilt Fabric Pieces or create a custom Quilt Kit. Quilting enthusiasts and fabric crafters can finally enjoy the benefits of prepared fabric, without surrendering any of the fun of shopping or any of their favorite fabrics.

The Stitch Simple shopping experience is what sets it apart from the competition. Much like a coloring book webpage, www.stitchsimple.com/create-your-own-quilt-kit lets you “color” in the featured Quilt Kit Design with your choice of fully prepared premium quilting fabrics from popular manufacturers such as Moda, Robert Kaufman and Rowan- to name just a few. Stitch Simple offers 1 kit design and 40 fabrics at any given time, changing them out frequently to keep the site fresh. Email list subscribers get the first alert when new fabrics and kit designs are posted.

During a month long Grand Opening Celebration, every order ships for free and email list subscribers will also enjoy activities such as Lottery Week where they can win a 48 hour Stitch Simple Shopping Spree for up to \$100. The birthday theme can be found sprinkled throughout the site with new pastel and juvenile print fabrics as well as the featured Baby Quilt Kit on the innovative Create-Your-Own-Quilt-Kit page. With the Baby Quilt Design, there are over 2 million unique ways you can combine the fabrics to order a kit that is exactly right for you.

Stitch Simple initially launched the site on June 25th, 2008. Jen Madsen, Founder and Owner, came up with the idea for Stitch Simple while returning to quilting and sewing after a lengthy hiatus. “I thought, ‘You know, people really would sew and quilt more if they could skip the boring step of fabric preparation. It takes hours of careful work to get fabric ready to sew. Sure, there are charm packs, quilt kits and prepared fabric pieces out there, but other companies do not let you choose exactly which fabrics you want in these products. So, you are forced to trade the fun of fabric shopping for ease of use.’” Stitch Simple aims to change that and bring customers their choice of fabric, ready to sew. Quilting enthusiasts and fabric crafters can use the time previously spent preparing their own fabric to do what they really enjoy- shopping and sewing.

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 1 kit design and 40 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 coupons.

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.

Contact:

Jennifer J. Madsen
Founder & Owner
Stitch Simple
8014 Olson Memorial Hwy, #244
Minneapolis, MN 55427
Phone: 866-610-2577, ext. 701