

Economic Downturn Boosts Homemade Trend, But What If You Are Out Of Practice or Out Of Time?

How Stitch Simple can help the budding, rusty or harried quilter finish the holiday season on time and within budget

MINNEAPOLIS, Nov. 05/PR Newswire/-Today's stressful economic environment has led many to return to traditional homemade crafts, especially for the upcoming holiday gift-giving season. Some pursue a newfound interest, while others brush up on a dormant hobby. And even for the well-practiced expert, a decrease in disposable income has not been paired with an increase in time. With Stitch Simple products, customers achieve frugality without wasting valuable hours getting fabric ready to sew and without surrendering any of the fun of shopping or any of their favorite fabrics.

In response to customer demand for even greater variety, Stitch Simple recently announced a number of changes. They began accepting phone orders for fully prepared fat quarters, yardage and other custom shapes on Sept. 30th and also permanently increased the number of fabric selections by 50% prior to the close of a successful Grand Opening Celebration in October. On Oct. 30th they announced "Fat Tuesdays", a year round special where subscribers receive a complimentary fat quarter in their choice of fabric with every \$10 web order placed on Tuesdays.

Stitch Simple also revealed a brand new Lap Quilt Top kit pattern yesterday, Nov. 4th. Available at www.StitchSimple.com/Create-Your-Own-Quilt-Kit, it can help solve gift-giving dilemmas any time of the year. Buy a Create-Your-Own-Quilt-Kit just once and refill it over and over again with Stitch Simple Quilt Fabric Pieces to make gorgeous homemade gifts for any occasion. In and of themselves, kits also make wonderful gifts for any quilting enthusiast. Even for the beginning quilter, Stitch Simple Quilt Kits are easily mastered. Instructions are written for the advanced beginner/intermediate skill level, yet someone who has never quilted before can achieve professional looking results with the help of the Toll-Free Quilt Kit Support Line provided free of charge with every Quilt Kit order.

The details of properly preparing fabric for sewing, quilting and fabric crafting projects bog down experts and novices alike. It takes hours of careful work to get fabric ready to sew, and mistakes can be costly in terms of both time and money- neither of which is plentiful during the bustling holiday season. At www.StitchSimple.com, customers shop a wide assortment of constantly updated premium fabrics on a highly interactive website and then choose to have their selection cut into a variety of fully prepared quilt fabric products or create a custom quilt kit. Orders arrive at customers' doorsteps, completely ready to sew. With all Stitch Simple products, customers get 100% of the creativity of sewing, quilting and fabric crafting without the tedious task of fabric preparation and without piles of wasted fabric. That translates to extra time and money with every purchase.

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 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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