



Introducing the Seamless Xperience!

Our brand new loyalty program.

Introducing The Seamless Xperience

This spring, we will be ending the Needle POINTS loyalty program, and starting **The Seamless Xperience**.



Goals

Associates: Understand how **The Seamless Xperience** works so they can explain it to customers and answer any questions.

District Managers: Be able to use this document to train associates and provide them with the confidence to highlight the benefits of **The Seamless Xperience** to customers.

Key Dates

An email will be sent out to customers 30 days before their Needle POINTS expire informing them about [The Seamless Xperience](#).

**April
12th**

Notice to
customers

**May
12th**

Last day to redeem
Needle POINTS

**May
17th**

The Seamless
Xperience begins

Email Notice to Customers (sent April 12)

stitch it[™]
Canada's Tailor

The Seamless Xperience

Coming Soon: May 17!

33 : 10 : 42 : 57
DAYS HOURS MINUTES SECONDS

The perfect fit now comes with perks.

[Learn about our new Loyalty Program](#)

Earn points, get rewards.

We've made it easier to save on alterations & dry cleaning with our new point and rewards based loyalty program, starting **May 17, 2026**.

Spend \$20 Earn 500 Points

You earn 500 points with every \$20 spent at Stitch It. Collect points and redeem them for rewards at any time!*




150 points, on us.

When our new program begins, we'll start you off with 150 free points on your first visit. Savings are only one stop away.

[See Rewards](#)

Plus, level up for bonus perks all year long.

Our status levels reward you based on yearly spend.*

<p>Silver Member \$100+ Yearly Spend</p> <p>All in-store sales extended 24 hours, just for you.</p>	
	<p>Gold Member \$200+ Yearly Spend</p> <p>Exclusive 3-day sales and personalized offers. + silver perks!</p>
<p>Platinum Member \$300+ Yearly Spend</p> <p>Free rush service on pant hems. + silver & gold perks!</p>	

No signup needed, just visit us!


The Seamless Xperience will officially begin on **May 17, 2026**. Visit a Stitch It near you after that date to begin earning.

[Find a Store Near You](#)

What will happen to my old Needle Points?

You can still redeem your old Needle Points up until **May 12, 2026**. After that date, any existing Needle Points will expire. But don't worry, you'll start off with 150 free points in our new Seamless Xperience program once you visit us.




[See FAQs](#)



Fitting Canadians since 1989.

Stitch It is proud to be the leading clothing alterations brand in Canada. With 50+ stores across the country, we provide the perfect fit coast-to-coast.

Connect with us!

Stitch It Clothing Alterations Corporate Office
845 Harrington Court, Unit 100A, Burlington, ON Canada L7N 3P3
customerservice@stitchit.com

*Terms & conditions apply to all status level perks and rewards. See stitchit.com/rewards for details.

This email was sent to {{ contact.EMAIL }}
If you no longer wish to receive this newsletter, [click here to unsubscribe](#).

The Seamless Xperience Summary



A graphic for the Rewards section. It features a blue circle with a white outline containing a pair of scissors. To the right, a larger white circle with a blue outline contains the text 'Earn 500 Points'. Above this, a smaller blue circle with a white outline contains the text 'Spend \$20'.

Rewards

Customers will collect points and redeem them for rewards. "Rewards" are discounts that they can see on the website.

+



A graphic for the Status Levels section. It features three overlapping loyalty cards: a silver card labeled 'stitch it SILVER', a gold card labeled 'stitch it GOLD', and a platinum card labeled 'stitch it PLATINUM'. The cards are set against a blue circular background.

Status Levels

Customers will become "Silver," "Gold," or "Platinum" members depending on how much they spend in one year. Customers will get more and more perks as their level goes up.

Needle POINTS vs. The Seamless Xperience

	Needle POINTS	The Seamless Xperience
How To Earn	Spend \$1 = Earn 1 Needle POINT	Spend \$20 = Earn 500 points
How To Redeem	Needle POINTS turned into dollars for customers to spend.	Points can be redeemed for coupons (ex: 15% off alterations).
Expiring Points	Needle POINTS did not expire.	Points expire if a customer does not visit a Stitch It within 365 days of their last purchase. Status levels reset every year.
Sign Up	Account was automatically created when the customer visited Stitch It.	Account is automatically created when the customer visits Stitch It.
Naming	The program and the points were called Needle POINTS.	The program is called "The Seamless Xperience" and points are just called "points."
Use	You would select the Needle option on the Payment screen in SIA.	A pop up will appear showing a customer's available rewards.
Status Levels	No special perks for repeat customers.	Regular customers gain special perks by unlocking "status levels."

The Seamless Xperience Points & Rewards

These are the rewards a customer can redeem when they have enough points.

Notes:

1. Rewards cannot be combined with any other discounts or Stitch It coupons.
2. SIA will tell you if the customer has enough points to use for one of these rewards.
3. Customers will choose what reward to redeem.
4. Do not redeem a reward without asking the customer first.

<p>1500 Points</p> <p>\$60 SPEND</p>	<p>15 % Off Alterations</p> <p>Valid on one item.</p>
<p>2000 Points</p> <p>\$80 SPEND</p>	<p>Free Basic Pant Hem</p> <p>One item - Plain hem only. \$14.89 value.</p>
<p>2500 Points</p> <p>\$100 SPEND</p>	<p>20 % Off Dry Cleaning</p> <p>One item - excludes suede, leather, winter coats, and bridal.</p>
<p>3000 Points</p> <p>\$120 SPEND</p>	<p>\$10 Off Entire Order</p>
<p>3500 Points</p> <p>\$140 SPEND</p>	<p>Free Dry Cleaning</p> <p>One item - excludes suede, leather, winter coats, and bridal. \$20 limit.</p>
<p>6500 Points</p> <p>\$260 SPEND</p>	<p>25% Off Entire Order</p>

The Seamless Xperience Status Levels Perks

These are the perks customers will get when they become Silver, Gold, or Platinum members.

Notes:

1. Status Levels perks are automatically applied to the customer's account.
2. You or the customer do not need to do anything to have these perks applied when they make a purchase.

stitch it[™]
SILVER

All in-store sales extended 24 hrs.

When the customer spends \$100+ in one year.

stitch it[™]
GOLD

Exclusive 3 day sales and custom offers.

+ silver perks!

When the customer spends \$200+ in one year.

stitch it[™]
PLATINUM

Free rush service on pant hems.

+ silver and **gold perks!**

When the customer spends \$300+ in one year.

Points & Rewards vs. Status Level Perks

	Points & Rewards	Status Levels
How it Works	Spend \$20 = earn 500 points. Points are redeemed for rewards.	Spend \$100+ in one year: Silver Spend \$200+ in one year: Gold Spend \$300+ in one year: Platinum
What You Need to Do	If the customer has enough points to redeem a reward, it will show up on SIA when they're making a purchase. You need to ask them if they want to redeem their reward.	Customers automatically get status level perks when they make a purchase. You do not need to do anything extra in SIA.
Expiry	Points expire if a customer does not visit a Stitch It within 365 days of their last purchase. For example: if they visit on May 1 st 2026, their points will expire on May 1 st 2027 if they do not visit again.	Status Levels reset every year. For example: if a customer spends \$100 in May, they will become a Silver member until December 31 st . They will have to spend \$100 again in the new year to become a Silver member again.

This is What Stores Will Get

Prints

- 22x28 Sign
- 8.5x11 Sign (for plexi on cash counter)
- Two-fold Brochure (for plexi on cash counter)
- Cards to attach on every hanger

Other

- An update to your TVs

This is What Stores Will Get

The perfect fit now comes with **perks.**

+ 20% off

+ free pant hem

+ free dry cleaning

Ask us about the Seamless **X**perience!

 Learn more
stitchit.com/rewards

stitch it[™]
Canada's Tailor

1 22x28 Sign

This is What Stores Will Get

Back

Front

Inside

The Seamless Xperience

Here's what you get:

Spend \$20

Earn 500 Points

Rewards

Earn points & redeem them for rewards.

stitch it SILVER

stitch it GOLD

stitch it PLATINUM

Status Levels

Unlock bonus perks all year long.

Learn more stitchit.com/rewards

stitch it[™]
Canada's Tailor

How it Works

- 1 The Seamless Xperience is Stitch It's new loyalty program.
- 2 Spend \$20, earn 500 points.
- 3 Redeem points for rewards & unlock Status Levels perks as you go.

You're already in!
No sign-up needed.

Enjoy 150 **free** points on your first visit.

Savings are only one step away.
Learn more at stitchit.com/rewards

The Seamless Xperience

The perfect fit now comes with perks

Canada's Tailor

Rewards

Spend \$20 **Earn 500 Points**

Your points, your way.
Redeem points for rewards at any time.

1500 Points	15% Off Alterations <small>Valid on one item.</small>
2000 Points	Free Basic Pant Hem <small>One item. Max hem only. \$1.99 value.</small>
2500 Points	20% Off Dry Cleaning <small>One item - excludes suede, leather, winter coats, and fur.</small>
3000 Points	\$10 Off Entire Order
3500 Points	Free Dry Cleaning <small>One item - excludes suede, leather, winter coats, and fur.</small>
6500 Points	25% Off Entire Order

Learn More!
Get more info at stitchit.com/rewards

Rewards cannot be combined with any other offer. Terms & conditions apply. See stitchit.com/rewards for details.

Status Levels

Plus, unlock bonus perks all year long!

stitch it SILVER

All in-store sales extended 24 hrs
Unlocked with \$100+ yearly spend

stitch it GOLD

Exclusive 3 day sales and custom offers
Unlocked with \$200+ yearly spend + silver perks!

stitch it PLATINUM

Free rush service on pant hems
Unlocked with \$300+ yearly spend + silver and gold perks!

Status Level perks are automatically applied to every purchase!
Status Levels reset every January 1st. Terms & conditions apply. See stitchit.com/rewards for details.

2 8.5x11 Sign

3 In-Store Brochures

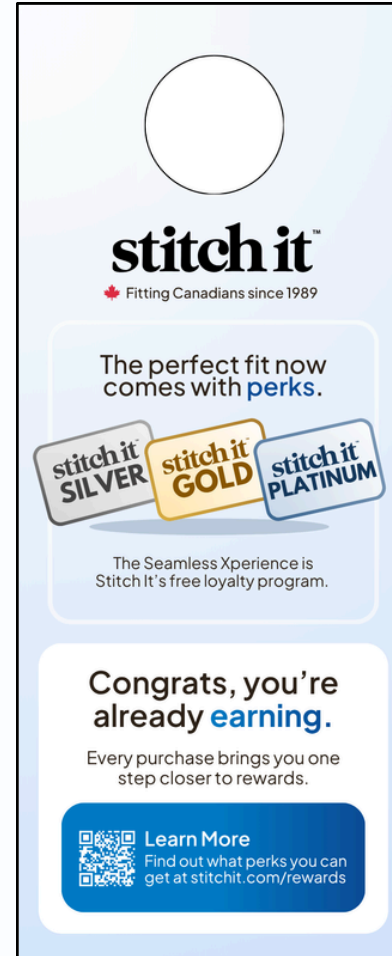
Place the sign & the brochure in the plexi that sits at the cash counter

This is What Stores Will Get

Front



Back



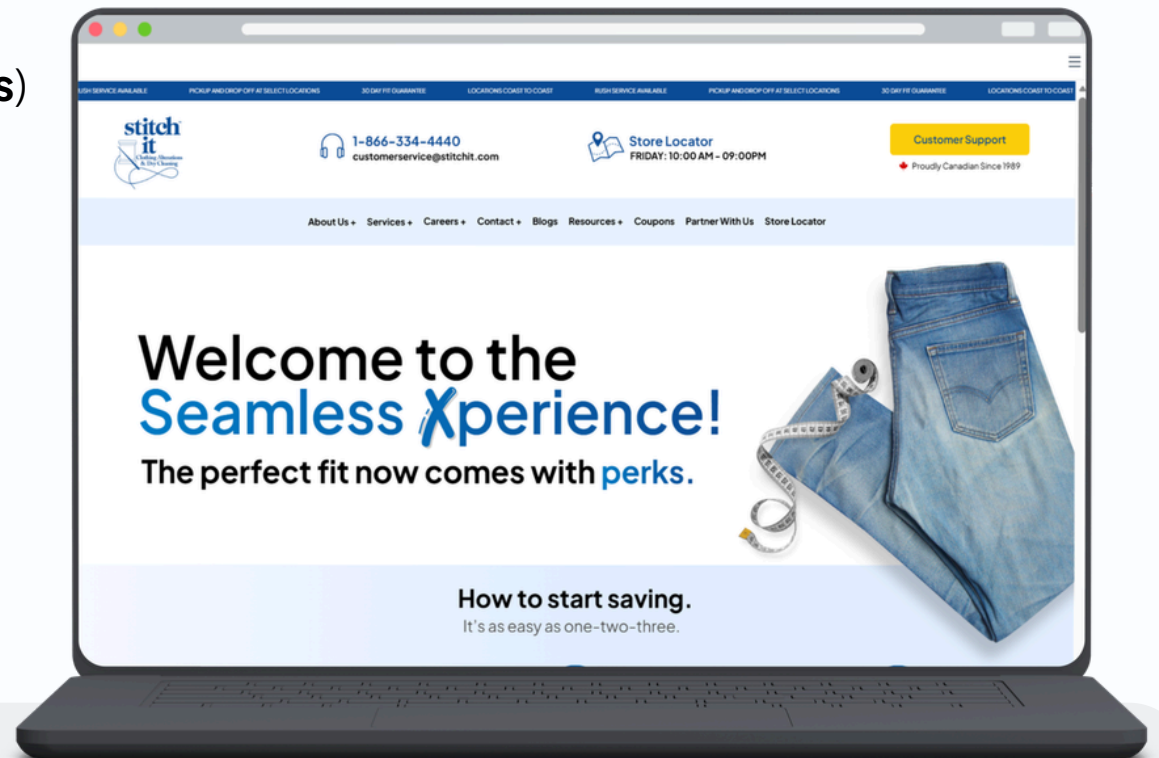
4 3.5x8.5 Card for clothing hangers

Attach these cards to every hanger.

The Seamless Xperience Webpage

This page (stitchit.com/rewards) explains the loyalty program to customers and has all terms & conditions and answers to any questions customers may have.

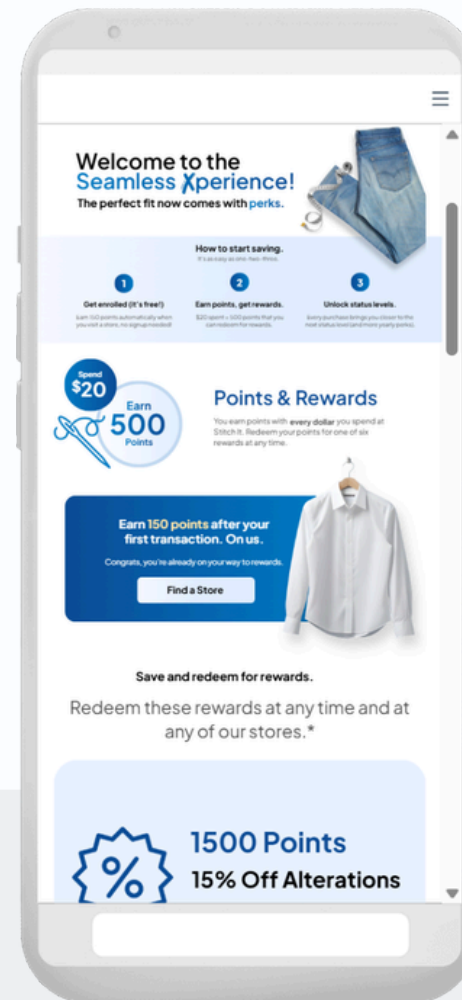
Click here to
see web page



The Seamless Xperience Webpage (Mobile)

You will also be able to see the new page on the website on your phone. This is the page that customers will be brought to when they scan the QR code on the different signage in the stores.

[Click here to see web page](#)



Frequently Asked Questions + Answers

Questions

Answers

<p>What is happening to the Needle POINTS program?</p>	<p>To improve customer experience, we're ending the Needle POINTS program and starting a new loyalty program: The Seamless Xperience.</p>
<p>Are my Needle POINTS transferring to the new program?</p>	<p>No, your Needle POINTS will become expire on May 12th, 2026, and all customers will start fresh in our new program.</p>
<p>What happens with my existing Needle POINTS?</p>	<p>You can redeem your existing Needle POINTS until May 12th, 2026. After this date, they will expire.</p>
<p>Do I have to do anything to be enrolled in the new program?</p>	<p>To be part of our new program, you just need to visit us again after the new program has begun on May 17th, 2026.</p>
<p>Where should I check for updates?</p>	<p>Please visit stitchit.com/rewards for updates on the new loyalty program.</p>
<p>What is the Seamless Xperience?</p>	<p>The Seamless Xperience program is our new, free loyalty program. Members earn points on every purchase and can redeem those points for rewards. Let me show you a handout where everything is explained.</p>
<p>Do points still give me a discount?</p>	<p>Yes, just differently. With Needle POINTS, you received \$1 off at every 20 points. Now, you earn 500 points for every \$20 you spend, and you can choose what reward you want to redeem your points for.</p>
<p>What are Status Levels?</p>	<p>The Seamless Xperience has 3 Status Levels: Silver, Gold, and Platinum. With each Status Level, you earn a special perk. You unlock these Status Levels depending on how much you spend in one year. For example, when you spend \$100, you become a Silver member and all sales for the entire year are extended 24 hours for you.</p>

Training Videos

[Full video \(all 3 parts combined, click to watch\)](#)

OR

1. [Needle POINTS Ending + FAQ \(click to watch\)](#)
2. [How The Seamless Xperience Works \(click to watch\)](#)
3. [Marketing Materials \(click to watch\)](#)

stitchTM

it

**Clothing Alterations
& Dry Cleaning**

