



Overview of the Program

Stitch Nation is a private, membership-based garment sewing education program distributed exclusively through authorized Baby Lock Retailer locations across the United States and Canada and hosted by Peggy Sagers. Most people know Peggy as the host of the PBS television series, Fit-2-Stitch and through her Silhouette Pattern brand where she specializes in helping garment sewers achieve professional results with her easy methods.

Each month, members will receive access to an exclusive, Retailer provided, 1-hour YouTube lesson focused on garment sewing mastery. Each session is designed to build skills, confidence and technical understanding in a clear, duplicatable format.

Participating Retailers will host one or two opportunities monthly for Members to view the lesson which they will stream in their store. Along with the in-store viewing, Members can purchase a copy of the pattern featured in the monthly lesson. There is also an opportunity for Members to purchase a DVD of the lesson for an additional fee so that they can replicate the skills they've learned. Being able to purchase a video copy of the lesson is also a good solution for Members who want the benefits of Membership but cannot travel to the store.

Show Me the Money!

- Retailers receive 50% of the Membership fee, or \$30.00, for each person who registers for their location – this will come in the form of a check directly from Stitch Nation as registrations come in.
- Registration opens for Consumers on June 1, 2026
 - At the end of each month, June through August, Retailers will receive notification of who has registered along with their 50% payment
- *This is a real opportunity to attract new customers and increase store traffic*
- Bonus opportunity for additional revenue by selling the Monthly Pattern
 - Created and distributed monthly
 - Sold to Retailers at cost
 - Resold by Retailers to Stitch Nation Members
- Featured Designer Focus; a new pattern line designed by Hervé Pierre will anchor the program that will only be available to Stitch Nation Members



- Fit instruction and sewing techniques for these patterns will be integrated throughout the lessons.
- Consumers are looking for this – a trusted source for garment sewing and fitting

How to Sign Up to be a Host Retailer

1. Fill out the Stitch Nation Sign Up sheet; <https://babylock.com/retailers/stitch-nation>
2. Upload a photo of your store or company logo for easy recognition on Stitch National page
3. Include the dates and time of your Stitch Nation program, for example, the 1st Wednesday of the month at 7:00 pm and the 3rd Saturday of the Month at 11:00 am.

Access the Program Materials

Here is a [link](#) to the portal, where you'll find additional information about the program in addition to assets that you can use to create awareness with your customer base.

- Email invitation
- Social Posts
- Stitch Nation Host Retailer Graphics
- FAQ's and more for Retailers and Consumers

Invite Your Customers to Become Members

- Spread the word about Stitch Nation!
- Membership is for one year beginning in September 2026 through September 2027
- Be prepared to talk about all the benefits of the program and how it works with all your customers, even those who might live far away from your Retail location.
 - \$59.99 Annual Membership
 - 12 1-hour professional garment sewing lessons viewed in your store
 - Option of purchasing a copy of the class DVD for an additional cost
 - Opportunity to purchase the featured pattern
 - Access to a private non-listed link where questions can be asked and answered by Peggy
 - Private YouTube Q&A link for Members only
 - Daily discussion
 - Question submission
 - Peer interaction and follow-through support



- Exclusive discounts from some of the most trusted names in the industry!
 - Mood Fabrics
 - Elliott Berman Textiles
 - Vogue Fabrics
 - Britex Fabrics
 - B&J Fabrics
 - Kai Scissors
 - Bennos Buttons
 - Wawak Sewing Supplies
 - Silhouette Patterns
 - Solstiss Lace
- Structured Garment Education from Peggy & other Industry Leaders in Garment Construction and Design and each month integrates:
 - Design concepts
 - Fit instruction
 - Construction techniques
 - Skill-building methods
 - Confidence-focused teaching
 - Lessons are designed so members can successfully duplicate the concept or project.

Order Your Patterns & DVDs for the Monthly Event

- **Retailers will have access to the video link early in the month – at launch, the first three months of the program will be available, including patterns**
- After you have registered for the program using the Stitch Nation Sign Up Sheet, you will be emailed your credentials to access your [Retailer Account](#) on the Stitch Nation portion of the Fit-2-Stitch website.
 - Place your wholesale order for patterns based on Membership
 - Place your wholesale order for DVDs for those who cannot come to the class or those who want to take the lesson home with them



Hosting the Program – Tips for Success

- Plan your schedule for consistent dates and time for your Stitch Nation Broadcast.
- Order materials for Stitch Nation well in advance so ensure you have what you need when your customers arrive.
- Offer opportunities for Members to share their “makes” once the program is in full swing.
- Preview the content before the day of the broadcast and find opportunities to draw attention to Baby Lock products that can help your customer grow in success with their projects.
- Carry some of the notions in your store that come from some of the companies that are offering a discount and offer your own discount to Members.
- If you make any of the projects, feature a place in your store to show off the samples
- This program is just getting started and this is the inaugural year!
- Remember, customers can join throughout the year and pay a reduced price based on how many months are left in the program
 - New Members will not be allowed to join when there are less than 4 months remaining in the program

If you have any question, please contact Linda Pacini, l.pacini@tacony.com