

Post BUSINESS SPOTLIGHT

PROFILE

25 successful years in



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Best wishes to Anne & Staff of **Fitrite**

TWENTY-FIVE years in business and trade is hopping. That's the story of Fitrite, the clothing alteration and dressmaking service at 17 Thomas Street that obliges every age group in the intimate business of making apparel fit right.

OWNER Anne Mc Dermott is bustling away with a dozen strong team that works in harmony on a sequence of jobs. Even the simplest alteration is a four step process between co-workers with individual duties. The hum of sewing machines in the background is defining.

"Having a long standing rapport with customers, people have been coming to Fitrite for the best part of our 25 years," says Anne. "Job satisfaction and customer satisfaction are the two biggest drivers to my work at the end of each week."

Services rendered

IT is a big week, every week, at Fitrite. The range of services runs from the obvious such as zip replacement to helping university project students with their fabrications which can be a specific laptop case, or a cover for a medical unit model.

"We also make curtains and blinds, and convert wedding dresses into christening outfits and covering for a Moses' basket," Anne explains. "It's a full and varied day here. I attribute the success of Fitrite to the experience and dedication of my staff," qualities that she connects to Limerick's tradition in the clothing industry.

Be it making work uniforms, tailored clothing or



school outfits, many of her staff had served apprenticeship in the several local factories in this industry. Fitrite was lucky to absorb some of this expertise.

"Despite recessionary times we still employ 10-12 people," observes Anne Mc Dermott who is a daily presence at work as operative and employer.

Grass roots

YET this industrious Crecora woman began Fitrite on her own with a hard-fought loan back in 1989 and had not a clue whether her belief was going to be 'make or break' time.

Anne grew up "in a crossroads shop. We did everything, petrol, groceries, newspapers and the shop was my mother's business. I was one of 10 children and we all worked in the shop".

Perhaps it was her father Frank McDermott's advice that confirmed her entrepreneurial roots in later life. "He told me never to work for anyone else,

always to work for myself".

She certainly had excellent retail and customer service savvy drilled into her and admired her builder father who was a self-made man. She gained experience in varied employment at home and abroad before settling on clothing alterations and dress making.

Entrepreneurial

THE intelligence of the business made sense. She was better versed now in the intricate works of industrial machining and had grown up making her own clothes at home on her mother's Singer.

"I had an experienced machinist with me from the start. That helped. We were able for the more complex jobs that came in", Fitrite moved ultimately to its prominent site on Thomas Street and business has been busy since.

Anne explains the operation process, how staff need to know their business and work successfully

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Congratulations to Anne on 25 Years in Business
COFFEE SHOP
17 Thomas Street

Best wishes & continued success from
Bean a Ti
1 Little Catherine Street, Limerick
Tel: 061 318372
E: beanantibakery@gmail.com

with time. "If come it goe

Business for

FITRITE

CLOTHING ALTERATIONS



occurrence: "It's where the middle hits you. Not dressing your age is another thing and of course, lining dipping below a skirt hemline".

She makes the point also that "as things are now we are not so disposal driven, and be it raking over clothes for a new look or taking previous buys out of the wardrobe to tailor, interest in refitting clothes to look their best is high".

Fitrite works with each customer to create the best profile and your continued business and ideas will always be appreciated.

Contact

You can contact the team at Fitrite, 17 Thomas Street on 061-418588 with your enquiry or call in with the garment in hand. No appointment necessary, Monday to Saturday.

Opening Hours

Mon-Fri 8.30am - 5.30pm
Sat 8.30am - 5.00pm

25% OFF FOR 1 WEEK ONLY

To celebrate our 25th Anniversary and to thank our loyal customers for their support we would like to offer **25% off** for 1 week only with this voucher.

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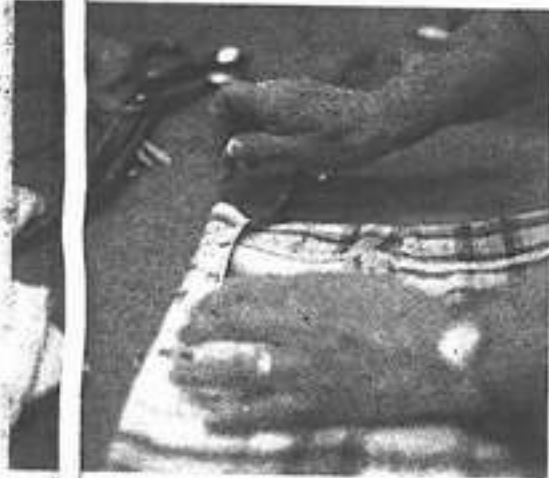
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for stitching, on again to the presser who will check the finish and the garment. Back out to front desk for a further fitting, and if the customer does not come in on the appointed day, clothes are sorted and stored."

Help at hand

SHE reckons that every man and woman needs a service such as Fitrite in their life, and the help of a stylist: "The right shape is so important". Her ready eye for proportion and tailoring help inform decisions made and she underlines the point that expensive clothes do no-one a favour unless they fit - right.

Observations in common mistakes on the street for men and women? For men: "A jacket too long, trousers too short and.. if the man is heavy, trousers worn under the belly".

For women, a dress or skirt being the wrong length for that person's height is a regular

with other to turn out the best result, every
If trouser has to be shortened, the customer
for fitting and the leg is marked out. Then
it goes for 'prep' and is cut. On then to the machinist

SERVICES RENDERED AT FITRITE:

- Dress Making & Alterations
- Zips Repaired/ Replaced
- Shortening Sleeves & Trousers
- Taking in - Letting Out
- Relining & Repairs
- Leather Work
- Making flags
- Making curtains and blinds
- Taking in boots at the calf
- Converting wedding gowns to christening gown
- Covering Moses' baskets
- Fabricating covers

Best Wishes to Fit Rite from
Connolly Chapps Connolly
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Oranmore, Tipperary
Email: info@tonycconnolly.com
Web: www.tonyconnolly.com

Congratulations to Anne on 25 years in Business.
We wish her and all at Fitrite many more years success.

HICKEYS Hickeys Fabrics,
Cruises Street

Best wishes to Anne & Staff from
DELANEY OPTICIANS
23 Thomas Street, Limerick
Tel: 061 315345

Noel Andrews
20 Thomas Street
Tel: 061 315668
Congratulations to Fitrite

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Continued Success to all at Fitrite

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