

FASHION, SHOPPING & CARE™

The 3-Minute Newsletter for Men, Women & Teens

Brought to you by **One Hour Cleaners**



CLOTHING CARE ... with Steve

FASHION & STYLE ... with Kate



Stain School & Care: Blue Jeans ...

Yes, blue jeans and black jeans are a mainstay in most of our wardrobes. I know they are in mine! Is there a proper way to care for them, beyond washing?

Care & Cleaning

We just wear jeans, throw them in the wash, tumble-dry them, and that's all there is to it. Right?

Most jeans wash well, but occasionally soil and stains do not come out in the wash — especially oily stains. Grass stains and mud often need pre-soaking.

Fading

People used to laugh at me in high school for drycleaning my jeans. What did I know ... my family was in the cleaning business, so I drycleaned them. Yet, I had the last laugh because my favorite jeans lasted twice as long as my friend's jeans, and faded a lot less, especially my black jeans!

Shrinkage

Ok, so you always wash your jeans and never worry about shrinkage. Well, certain jeans — specifically designer jeans — can be permanently compromised if they shrink. Drycleaning guarantees virtually NO shrinkage.

Buttons & Hardware

Wash or dryclean jeans, but remember that hooks, zippers and buttons can be protected by mesh nets and button protectors. Ask your cleaner about this for designer jeans.

Shopping Savvy – Shopping for Jeans

Jeans vary greatly from pant to pant; dye lots, fabric texture, size. Believe it or not, black jeans run smaller than blue jeans. Black dye is often more coarse than blue dye. Next time you shop, try on 2-3 pair of the same size and feel the difference!

Steve Boorstein is an author, clothier, drycleaner & radio personality

Building a Wardrobe: Late Fall 2005

I want to welcome Kate Rice to our revolving list of stylists from across the country!

Flatter YourSELF... In Your Jeans

It seems that virtually every year new colors, cuts, and designs hit the store shelves promising high fashion and sex appeal. This year is no exception. But how do you sort through these high-ticket jeans and find a pair that really flatters you and your wallet?

Through my years of work as an on-air makeover show stylist, I have discovered there are "Universal Slimming Truths of Jeans." Generally, no matter what your body type is, these universal truths will work for you.

Universal Slimming Truths of Jeans: The Details ...

Back Pockets that are on the larger size and closer to the center seam narrow your rump. Avoid back flap pockets. These types of pockets will only add bulk to the rump. **Contrast Stitching** can slim if it runs vertically down the side of your leg making your legs appear longer.



The Cut of Your Jeans

Wide Leg jeans slim your legs as they take the emphasis off your thighs while tapered jeans highlight your thighs and are really not flattering on any body type.



Next issue, more on fit, color & rise!



Kate Rice styles clothing for TV and private clients. Appearing in more than 400 style segments, she's worked with TV Guide, USA Network and Lifetime's Head 2 Toe. Kate delivers style solutions.

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