

# 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 Allison



## Stain School: Repairs & Reweaving

### Restoration & Savings

I mentioned that the seamstress at your drycleaners can do wonders with kid's clothing, often giving it a second life for the next child in line. In most cases, they also do fittings and restyling for all clothing – new and old – as well as repairs for household items such as upholstery, tapestry & drapes.

### About Holes

Sweaters may be the most common example because they catch on things, but jackets, coats, blouses and pants also have their share of holes and tears – some of which can be quite mysterious. Many of these holes “appear” after cleaning, but are not caused by drycleaning or washing.

### Sweaters First

Holes can often be “re-knitted” or mended with yarn from the sweater's inseam, often quite successfully. When yarn cannot be extracted from the inseam, the seamstress may be able to match a thread to the sweater. Holes that are mended with original yarns from the sweater “blend” better and may actually be invisible.

Holes that are mended with thread often result in a raised area, compromising the texture of the surface. In many cases, a talented seamstress can restore the sweater to an acceptable condition.

Next issue, repairs & reweaving for suits, dresses & jackets.

## Shopping Savvy – Personal Shopping

During your first appointment, in person or by phone, the shopping consultant asks you about your vital statistics; favorite colors, fabrics, styles and designers, business needs, time constraints, image issues and goals. They get to know you.

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

## Building a Wardrobe: Hollywood Ways

### Allison Dickson

Style Expert and creator of [www.TheA-List.com](http://www.TheA-List.com), is proud to share her first posting on Fashion, Shopping & Care. Enjoy!

### A few of my favorite sayings or ‘mantras’ are ...

- Always leave the house as if you might run into an ‘Ex’. (ex-boyfriend, ex-girlfriend, ex-boss...you get the picture.) It's all about “perception.”
- If there's a rack full of khaki pants on sale for \$9.99 ... there's probably a good reason for it. ‘Sales’ are not always a bargain.

From the looks of America's current obsession with all things ‘Gucci, Louis and Dior’... I think my fellow ‘fashionistas’ are agreeing with me. Today in the U.S. (not to mention abroad), Luxury goods are one of the fastest growing sectors in retail. Luxury – or the ‘perception’ of luxury and the ‘Good Life’ is in high demand right now.



This is based in great part on our obsession with celebrities, particularly ‘young celebrities.’

Middle and High school kids are all clamoring to emulate their favorite star. These kids now understand and KNOW what it means to carry a ‘Status’ bag. Not only will it significantly ‘up’ their ‘Social Quotient’ amongst their peers, but it'll make those ‘Wet Seal’ jeans and ‘Delias’ T-Shirts look that much more ‘Chic.’

As a stylist for celebrities, pro-athletes, television, catalogs, magazines – and my personal favorites – ‘real folks’ via my website, I find that I'm always giving advice about something related to fashion.



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