

FASHION, SHOPPING & CARE™

The 3-Minute Newsletter for Men, Women & Teens

Brought to you by



CLOTHING CARE ... with Steve

Stain School - Caring & Cleaning

Dressing for summer events can be fun and breezy, depending on where you live. However, heat can cause us to perspire, and perspiration can stain clothing. Summer-weight fabrics are thinner and generally show more stains. Thin fabrics also tend to show more wrinkles.

Perspiration

- Perspiration "Men" – Summer-weight cotton suits tend to stain behind the knees, under the arms and inside the elbows. Point out these stains so your drycleaner can spot-clean the problem areas, before cleaning.
- Perspiration "Women" – Loose-fitting and light-weight fabrics tend to escape most perspiration stains that plague men's suits. Nonetheless, if you do perspire under the arms and notice rings or discoloration, have the clothing cleaned within 48 hours and point out the stained areas.

Wrinkles ... Let them be!

- Men & Women – I think that linen and linen blends are meant to be worn "soft," without starch or extra sizing. Linen moves better and looks more sensuous when it's worn soft. Starch may help linen look more formal, temporarily, but causes creases and "breaks" in the fabric and contributes to premature holes. Wear it soft. Try it!

Shopping Savvy - Saving Real Time

Professional Personal Shoppers

- Personal shoppers can "pull" clothing and accessories from a variety of departments and bring it to you in the privacy of your dressing room!
- There's no pressure to purchase, and you can use this service to buy a single garment or a complete wardrobe.

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

Bryans Cleaners www.bryanscleaners.com
544 South Arroyo Parkway, Pasadena 626.796.4335

FASHION & STYLE 411 ... with Pascale



Building a Wardrobe: Summer Events

What to Wear For Summer Events

The temperature is rising and when it comes to what to wear for a special occasion, a certain amount of strategy is needed. So, to help you beat the heat this summer, I've got a few tips that will make summer dressing a breeze!

- Weddings – Before you decide what to wear, first establish if it's a formal evening wedding, prissy day affair or more laid back casual celebration.
- Afternoon Wedding "Men" – The thought of breaking out a suit when the thermometer reads 90 can be downright depressing. No fears. If you are invited to an afternoon affair, try choosing a lightweight summer wool (Tropical weight) suit. This will help you stay cool. Light colors don't absorb the sun as much and will also help you to keep cool.



Linens, lightweight cotton gabardines and seersucker fabrics tend to breathe, absorb moisture and keep things comfortable. Instead of your standard dark suit, opt for a khaki suit or a light seersucker style paired with a pale pastel shirt, like pink.

- Afternoon Weddings "Women" – We have it so much easier than men, because we have so many options. For a day wedding, you can keep things slightly more casual. From a floral print dress to a smart suit, you'll look the part. Remember to avoid all-white (so you don't compete with the bride) and lighter colors and natural fibers will help you stay cooler. Avoid wool blends and opt for lightweight fabrics like silk and linen. (Linen does wrinkle very easily, so keep that in mind.)



Pascale Lemaire is a Fashion Writer & Stylist

The Clothing Doctor® Copyright 2005 Steve Boorstein
www.clothingdoctor.com