

Fashion, Shopping & Care™

The 3-Minute Newsletter for Men, Women & Teens!

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CLOTHING CARE
... with Steve



FASHION & STYLE 411
... with Pascale



Stain Emergency 101 - Issue #2

Now that you know *not* to put water or club soda on delicate clothing, to never rub a stain, and to have stains treated within 24-48 hours, we can move on. But, what happens when you don't treat stains quickly? And how do they affect your clothing in everyday life; spills, perspiration and "invisible" stains. It's about preventive care and pointing out stains to your drycleaner!

Everyday Problems ...

- ▶ Did you know that most drink spills and fruit sprays contain sugar, and that these spots can eventually turn yellow, brown and permanent? The same is true of oil splatters. These stains start out "invisible," hence the term invisible stains!
- ▶ Perfume, cologne, hairspray and deodorant may start out invisible but, over time, may turn a color. Perspiration and underarm stains can cause discoloration and fabric deterioration, and remain the biggest complaint from consumers!



Solutions ...

- ▶ Inspect your clothing after wearing — under bright light — and remember the spills and splatters of the day. Make a mental note or put a small piece of tape on the area. (The tape has glue on it, so *only* your drycleaner should remove it.)
- ▶ Apply perfume, hairspray and deodorant *before* you dress and let dry completely. When you perspire and "re-wet" the under arm during the day, you deposit deodorant on to the garment. Show this stain to your drycleaner and ask them to prespot it!

Shopping Savvy Part 2 ...

- ▶ Look at the big picture when you shop for clothing; how to wear, care for, clean, and store a garment for its entire life.
- ▶ When shopping, dress lightly and wear easy on /easy off clothing and shoes; if you're buying a gown, bring your own heels — don't approximate; if you need a strapless bra, panty hose or a special pair of socks, then bring them along.
- ▶ Hard to find a salesperson in some stores? Select 10 garments and try to enter a dressing room and you'll get their attention! It may seem obvious, but once you find a salesperson, tell them you plan to buy and that you need service and attention.

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Building a Wardrobe Part 2

Get Organized

Everyone should own core basics that will serve as a foundation for their wardrobe. In general, you want to stick with a neutral color palette like black, grey, navy or brown. Everything else will be gravy!

In every closet, you should find:

- ▶ A Dark Suit. Depending on your preference, choose either a pantsuit or skirt suit. If you find one that comes with both, that's even better! Go with a color that compliments your complexion and coloring. Black is a must-have, no matter what your body type, style preference or coloring. Consider your black suit your blank canvas. It's always a la mode!
- ▶ A Knee-Length Skirt. Choose a style that compliments your shape and lifestyle. Obviously, if you're in a serious corporate job, you don't want to choose anything that's too short. Slim knee-grazing skirts are more suitable. Fuller figures may opt for A-line shapes or soft fabrics like chiffons or georgettes that are more flattering.
- ▶ The White Shirt. You can't go wrong with a crisp white shirt! Everyone looks good in it, and it works with just about anything. Again, depending on your style and comfort level, you can pick a style that suits you, from fitted shapes to French cuffs.
- ▶ Black Dress Pants. Here you can go with any style as long as it fits you well and is flattering. Again, flat-front styles with a slight flare beyond the knee are more modern. If your style is classic, go for a pleated gabardine trouser. Trendsetters might opt for cropped styles with deep cuffs.
- ▶ The Little Black Dress. Yes, it may sound cliché, but it's an essential element. Find a shape and style that works for you, as long as it's versatile. Pick something that you can dress up or dress down with a quick shoe or accessory change. It should be simple, but flattering.

Next issue we'll finish this segment, and then examine men's wardrobe building and fashion for 2005!

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