

# 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 School - Special Stains

Now that you can identify water-based stains (which usually have an outline like a road map) and oil-based stains (which are absorbed and usually have no outline), it's time to look at special stains that appear harmless and common, but are really more difficult and damaging than one would think!

These are stains, such as cosmetics, that wash off your hands and face with soap and water or a special "remover" but, given the same treatment on clothing, can actually "set" the stain or fade the color of the garment.

The ultimate goal is to save your clothing from ruin and to empower you when spills and decisions arise. Sometimes the perfect remedy is a little help from you, and a little help from your drycleaner.

Let's Get Started ...

▶ Lipstick is a prime example: A "simple swipe" on a silk or rayon blouse can be permanently set by using soap and water. Sometimes a store-bought stain remover can help, but if the stain is not completely removed, it may be set. Yet, in most cases, lipstick is easily removed by your drycleaner.



▶ Mascara, eyeliner and base makeup should be treated in the same fashion. Soap and water may break up the stain, but the rings that often result can be impossible for your drycleaner to remove. *Much more next issue ...*

## Shopping Savvy

- ▶ A bargain is only a bargain when quality is part of the package (even trendy stuff).
- ▶ If you can't resist these "passionate purchases," then use the 48 hour rule: If you pass up the item and you still want it 48 hours later, it's probably a good investment.
- ▶ Have a "quality" standard for all clothing—from bargain basement to designer boutique—and make sure that all clothing meets this standard.
- ▶ Read all care labels and content labels before you buy.

**Steve Boorstein is an author, clothier, drycleaner and radio show host.**

## Building a Wardrobe: Men's Corner

While we've focused mostly on women's clothing thus far, much of what Pascale has written does apply to both men and women. I believe that men should read the women's segments and vice versa, so share this with your man! *Steve*

*Men's Clothing ...*

When it comes to building the perfect wardrobe, there are some basic rules that apply.

First, invest in quality clothing that will last. It's ok to bargain shop, but be sure to select quality garments (natural fabrics, quality wools, good construction), in order to get the maximum use out of your clothing.

Second, look through your entire closet and edit out the things you haven't worn in the past 6 months. Clean house and make a plan!

Organize your clothing by category and evaluate what you actually have. Once you've done this, you're ready to build a brand new wardrobe.

- ▶ *The Dark Suit*- Everyone needs a dark suit. It's the kind of basic that will take you from a job interview to weddings, to funerals. Whether you choose a navy pinstripe or black 3-button notch lapel option, it will be a staple building block for your future wardrobe.

*Tip:* When choosing a dark suit, opt for a medium to light-weight wool gabardine. You will get more use out of something you can wear all season. My pick is a 3- button suit; it's modern, yet classic enough to last many seasons.

- ▶ *The White Shirt*- Every man needs several good white shirts in his wardrobe. Again, if you invest in quality cottons, they will last much longer in the dry cleaning process. High natural fiber contents laced with a little bit of synthetic fibers are best.

*Tip:* Try a French cuff shirt for special occasions.

Stay tuned for coming issues as we delve deeper into men's fashion—basics and fashion faux pas!

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