

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 - Personally Speaking!

In the first Newsletter I mentioned that "drycleaners are not mind readers." This means that it's best to point out stains and minor repairs on your garments and household items.

When I was a guest on ABC's TV show *The View*, I told viewers to not be shy about it because the friendly folks at the counter have heard everything!



All of the stains mentioned here are "water-based" and require extra spot removal by the technician at your cleaners.

The following stains are of a rather personal nature but, if you don't mention them, the stains may not be completely removed. Here's a short list...

- ▶ Breast milk
- ▶ Discharge and other protein ...
- ▶ Blood and urine
- ▶ Perfume, cologne and deodorant
- ▶ Perspiration stains on the underarm, collar, waist, seat and inside the elbows and knees



In future issues, we'll examine stains on leather, suede, fur, bridal gowns, as well as household items such as blankets, comforters, throw rugs, furniture covers and window treatments. The more stains that you point out, the better the stain removal.

Shopping Savvy - Saving Time ...

Personal Shoppers wholeheartedly agree with this:

Before you reach the cash register, do my 6-Point Quality Check™. Hang the garment, spin it around and spend two minutes to inspect zippers, hooks, hems, seams, snags/stains and buttons.

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

Building a Wardrobe: Men's Corner

Men's Spring trends for 2005 mean prints, stripes and stepping out of your comfort zone to broaden your personal style.

Remember, while we do provide brand name recommendations, it is only a guideline. There are many brands and "copies" that may be less pricey.

The "Special" Shirt - This is a must-have for everyone! I'm referring to that cool, Saturday night date shirt. It's usually defined by intricate embroidery, an unusual fabrication (like stripes cut on the bias, or patchwork fabrics) and interesting seaming. Try Ben Sherman's cool bias striped shirts.



When you want to go casual or "dressy casual," you can wear a great print shirt with a jacket. It works for business casual, social casual and even for presentations.

The crew neck short sleeve shirt also works. A rayon or microfiber "T" has beautiful drape and a dressy feel.

White Heat - Try wearing white from head to toe. Yes, even before Labor Day! But the key is to mix textures and fabrics. A crisp linen jacket works well over a sheer gauzy cotton shirt paired with white denim or flat front twill pants. But remember to keep things like belts and accessories in the same pale neutral palette. I love 7 for all Ma nkind's sheer Western style shirt available at Neiman Marcus.



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