



AMERICA'S
BEST
CLEANERS

Fall 2006

Couture

preserving the color of style

Care™

Suede & Leather

BY DAN EISEN

Leather and suede continues to be a popular choice for consumers because of its unique feel and look. To appreciate its quality, it is useful to know something of their construction. Suede is produced on the inside of a hide or skin and is enhanced through buffing with high speed abrasive wheels. Leather is the outside of a hide with the hair or wool removed. It exhibits a smooth appearance.

Suede and leather can be made from a number of skins including sheepskin, shearling, pigskin, cowhide and lambskin. The skins can be coated with a pigment or dyed directly into the skin with aniline dye. Smooth soft aniline dyed leather is referred to as naked skins or cuir sauvage. Nubuck leather is normally smooth leather which is buffed to produce a light nap. Suede and leather can be dyed or coated with any color including metallic. The skin dyes can be applied uniformly or antiqued

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Bogner Ski Fashion: Downhill to Downtown

Rich Embroideries – Bogner has succeeded once again to create the perfect combination of Ski and Fashion at the highest level with this years collection.

Materials and workmanship, Style and Color, high-tech fabrics finished with original **Swarovski** crystals: BOGNER is elegance and function in perfection.

The typical Bogner combination of sporty glamour and polished function is perfectly demonstrated with the most luxurious style in their ski collection-

The Inuit style down jacket; combining exclusive materials, fur and decorative embroidery with couture character and well thought out sport, creating a look that is at home on every slope as well as in the city.

Bogner style has redefined Sportswear this season.

Paring jeans with a ski jacket made of functional material extravagantly produced on a "silk loom" then embroidered and appliquéed creates a luxurious look that is both relaxed and compat-

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Bogner Ski Fashion Conquers the Mountains and the Metropolis

ible. Jackets that can be combined with an exclusive tiger print ski pant or with a jean skirt to create a street-style look. Perfect for that modern lifestyle feel that desires uncomplicated extravagance.

Bogner makes it possible to diversify your own look with a unique choice of colors, distinguished fabrics, designs and highlights of detail.

The Ski and Woman collections are team players when combined together resulting in a creative mix and match: sportive or sexy, elegant or casual confident – or even everything at once. Fashion freedom is the latest offering.

As their design team takes their inspiration from different cultural areas, the Bogner Collection has adapted and redesigned the eagle motif once again.

This season is a blend of biker and ethnic style with stylized eagle wings that are embroidered and brilliantly printed on sport velours and appliquéd with Swarovski crystals.

Design, pattern and classy detail are the first priorities for Bogner. The styles are especially designed for the collection by Bogner.

Every embroidery is original, and is carefully made by hand or using the most modern

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equipment. It is the perfect fusion of sport and couture which you will find only with Bogner.

Athletes are the stars of the present – glamorous and sexy – and that's like our sportswear.

- Sônia Bogner



(Photos Courtesy of Bogner USA)

Leather and Suede (cont'd from pg. 1)

with a mottled or erratic color pattern.

CONSUMER CARE

Wear your suede and leather garment with care. Do not attempt stain removal yourself. Home stain removal products may remove the stain but also the color and finish on a suede or leather. Do not attempt home ironing to remove wrinkles since burnt skin can occur. Do not store suede and leather in a soiled or stained state. Suede and leather similar to wool is susceptible to moth damage when stained. Do not store in a plastic bag since suede and leather skins must breathe. If suede and leather becomes wet or damp allow to dry naturally in a well vented area. Contact one of America's Best Cleaners for proper care, problem solving and storage.

CLEANING

Regular drycleaners do not have the skills to process high quality leather and suede. Professional suede and leather cleaning differs from garment cleaning. The cleaner must be skilled enough to restore the original color and feel with special dyes and oils. America's Best Cleaners possess this knowledge and high standard to restore your garment to a wearable condition. America's Best Cleaners have modernized equipment and can professionally clean your garment. Professional tensioning equipment provides the final touch for a restored look. Professional cleaning is the only way to provide long lasting use of your garment.

ALTERATIONS

Improper alterations can ruin your gar-

ment. America's Best Cleaners uses methods and adhesives that do not damage the suede and leather. Household glues and other adhesives should not be used.

Dan Eisen has over thirty-five years experience in the garment cleaning industry. He founded the East Cost School of Drycleaning, was Chief Garment Analyst at the largest garment lab in New York City, and has lectured on textile care at the Fashion Institute of Technology. Dan has trained museum curators in the art of cleaning and removing stains from antique textiles. He holds two patents on stain identification methodology and has cleaned garments for the rich and famous, including Princess Di.

Who Are America's Best Cleaners?

America's Best Cleaners is a national accreditation organization that strives to locate and recognize the best dry cleaning establishments in major metropolitan areas throughout the United States. Dry cleaners selected by America's Best Cleaners are subjected to a rigorous screening process during which they must distinguish themselves in every facet of the dry-cleaning business. In addition to having all the essential attributes of excellent quality and service, to be selected as one of America's Best Cleaners, they must be recommended by top fashion designers and retailers in their respective markets.

www.americasbestcleaners.com

Chicago, IL

Lake City Cleaners
847-433-4800

Los Angeles, CA

Brentwood Royal Cleaners
310-451-3663

Atlanta, GA

Presstine Cleaners
404-255-4315

Dallas, TX

Bibbentuckers
214-267-1700

Phoenix, AZ

Z Cleaners
480-348-2858

Denver, CO

La Nouvelle
303-691-0123

Cleveland, OH

London Cleaners
440-283-0200

Burbank, CA

Milt and Edie's Cleaners
818-846-4734

Las Vegas, NV

Tiffany Couture Cleaners
702-735-0186

Indianapolis, IN

Starcrest Cleaners
317-585-9325

Palm Beach, FL

Spartan Cleaners
561-588-8645

Kansas City

Swyden Cleaners
816-444-7774

Columbus, OH

Clothing Care Fine Dry Cleaners
614-478-4696

Boston, MA

Holly Cleaners
617-527-3770

Miami, FL

Rey's Cleaners
305-443-0839

Sacramento, CA

Rytina Fine Cleaners & Launderers
916-485-4700

Fairfield County, CT

Fabricare Cleaners
203-656-CARE

Nashville, TN

Chesley the Cleaner
615-327-4200

Louisville, KY

Nu-Yale Cleaners
812-285-7400

Hartford, CT

French Cleaners
860-523-5211

Hampton/Norfolk, VA

Clothing Care Cleaners
757-838-4050

Oklahoma City, OK

Parkway Cleaners
405-341-3321

Omaha, NE

Fashion Cleaners
402-556-1522

Albuquerque, NM

The Cleanery
505-298-2629

Knoxville, TN

Prestige Cleaners
865-938-7701

Fresno, CA

Jones Cleaning Centers
559-447-5416

Westchester Cty., NY

Embassy Cleaners
914-834-5955

Naples, FL

Platinum Dry Cleaners
239-775-7232

Pittsburgh, PA

Owl Cleaners
724-933-7120

Burlington, VT

Gadue's Cleaners
802-879-3144

Destin, FL

Bangkok Cleaners
850-243-4556

Oakland/San Jose, CA

Blue Sky Cleaners
866-373-2532



WORLD'S BEST CLEANERS

London, England

Jeeves of Belgravia

Paris, France

Pressing de la Madeleine

Florence, Italy

2M

Munich, Germany

Textilreinigung Stark

Aalborg, Denmark

Kymi Rens

Amsterdam, Netherlands

Stomerij Gelderlandplein

Auckland, New Zealand

Regal Drycleaners



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BOGNER



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