



AMERICA'S  
BEST  
CLEANERS

Spring 2008

# Couture

preserving the color of style

# Care™

## Quality Begets Quality

by Mickey Solomon, HMS Fabrics

High-quality products require high-quality materials. This holds true regardless of the type of product – whether they be Manolo Blahnik shoes, Thomas Chippendale tables, or luxury suits. When a product that requires a high degree of craftsmanship, knowledge, time and energy is produced at great cost, this concept should be self-evident.

This is particularly true with suits, because what you see and feel most is the fabric. The appearance, drape and ‘hand’ of the fabric is the most visible aspect of the quality of the garment; therefore, a quality suit demands only the finest grade of material available to carry out the essential function of such a suit – making a statement.

Luxury wool fabric -specifically speaking, Super 120's grade and up - not only looks and feels better than coarser fabrics, but will drape more easily, perform better and retain

*(continued on next page)*

## As You Like It

### *Adrian Jules and the Rare Art of Custom Tailoring*

Recently on a popular late-night talk show, Tony Dungy – coach of the Indianapolis Colts, then Super Bowl Champions – appeared in a stylish, mustard-colored custom suit; so striking was it, it prompted the host to inquire as to the tailor. It was not an Armani, or a Ralph Lauren, but an Adrian Jules.

Adrian Jules Ltd. was founded in 1964 by Adriano Roberti, master tailor and designer from Brescia, Italy, who originally came to the United States as the head tailor for Hickey Freeman.

Roberti then made a promise to himself - after working alongside superb craftsmen and witnessing them shape cloth into fine garments with such simple tools as a scissors, needle, thread, tailors' chalk, and a hot iron, he decided that the most important element in his company would be his personnel - craftsmen with the skill to produce a garment using only the basic tailoring implements. It is a promise that Adriano has never broken and Adrian Jules Ltd. has stubbornly clung to.

Since then, the Rochester, New York-based company has been manufacturing high-quality hand tailored men's custom clothing for the finest custom tailors and specialty stores.

The prestigious Robb Report featured Adrian Jules as the only American suit maker that still does most of the tailoring by hand; it was also honored in Town & Country Magazine, Guide to America's Top Tailors and Cigar Aficionado as one of the few remaining shops that provide genuine custom-made apparel.

Beginning as a Cut, Make, and Trim House provided Adrian Jules with a distinct and unique advantage.

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*photo courtesy of Adrian Jules Ltd.*

## Adrian Jules and the Rare Art of Custom Tailoring (cont'd from pg. 1)



With a profound understanding of the custom process, its production has always been dedicated to individually cut garments rather than mass manufacturing of ready-to-wear. Indeed, Adrian Jules Ltd. manufactures the finest Grade Six garment in men's custom clothing. From velvets to silks to wools, and from surgeon cuffs to floating chest piece interfacing, Adrian Jules allows its discerning customers to choose from classic styles to cutting-edge European lines.

All standard coats feature matching sleeve lining, four inside pockets, coin pocket, four buttons on the sleeve, and plain Bemberg full lining. All topcoats feature two inside breast pockets and a large scarf pocket, and the outside lower pockets are lined in velveteen-velour for added warmth. Most importantly, the quality-conscious tailoring is under careful supervision and is inspected to produce among the finest

*photo courtesy of Adrian Jules Ltd.*



*photo courtesy of Adrian Jules Ltd.*  
custom-tailored garment available.

It is, then, of little surprise that Adrian Jules has attracted so many clients in the world of professional athletes, as well as celebrities and CEOs the world over. Their fine reputation within the suit-making industry is a direct result of more than forty years of hard work and a strict adherence to its policy of quality tailoring, with Old World values and modern-day technology.

*for more info, visit [www.adrianjules.com](http://www.adrianjules.com)*

## Quality Begets Quality (cont'd from pg. 1)

its shape longer. The good news is that luxury wool fabrics, particularly in the Super 120's to 150's range, can be surprisingly affordable. Only when one elevates to grades such as the 160's and above does the price reflect the limited supply of the raw material.

Indeed, it is only in recent years, through selective breeding of sheep capable of producing finer micron wool, that it is possible for a gentleman to experience wearing a suit made of, for example, Super 150's lightweight worsted fabric. Even only 50 years ago, frequenters of the finest custom tailors were unable to

obtain this level of quality fabric at any price.

The fact that Super 150 and above are available today at affordable prices makes it simply elementary for the master tailor to use high quality fabric commensurate with the workmanship that goes into a luxury suit.

*Mickey Solomon is the co-founder and chief executive officer of HMS International Fabrics Corp. and its affiliate Gladson Ltd., leading importer and distributor of fine worsted fabrics for the men's tailored clothing industry. HMS is the exclusive U.S. agent or distributor for world renowned mills such as Ermenegildo Zegna, Vitale Barberis, and numerous other important mills in Europe and Asia.*

*For more info, visit [www.gladsonltd.com](http://www.gladsonltd.com).*



*photo courtesy of Zegna*

## Get to Know the Best

*Tiffany Couture Cleaners - ABC Affiliate: Las Vegas, NV*

Las Vegas is no ordinary city – dazzling, shining and neon bright, it stands as a testament to excess and style, placing a high premium on luxury, fashion, and beauty.

Likewise, Tiffany Couture Cleaners is no ordinary dry cleaner. Founded in 1970, Tiffany can still be found in the center of the action, a stone's throw from today's Hilton and Sahara Resorts. Judy Del Rossi, who owns and operates Tiffany Couture along with her husband Dan, remembers a constant parade of Rolls Royces, Bentleys, and Cadillacs arriving at the door in those early days when her father ran the shop. She has seen two generations of Las Vegas's celebrity talent pool through their lobby - clients such as James Caan, Don Rickles, Rich Little, Dean Martin and Jerry Lewis were all regulars.

The traffic at Tiffany Couture continues - albeit in the form of Mercedes, Aston Martins and Ferraris today. And as the times have seen Las Vegas change

Aside from its trademark Old World finesse, Tiffany has implemented sophisticated computer tracking systems, which include customer profile histories, computer-plotted delivery routes, and hyper-efficient, eco-friendly processing equipment. As an added service, Tiffany ranks among Vegas's top furriers, boasting an on-staff couture furrier, and a fur storage vault near one football field in size. Indeed, the level of quality has been such that Tiffany Couture Cleaners has been awarded as one of America's Best Cleaners two years in a row.

The Las Vegas entertainment industry has noticed as well. Tiffany boasts as its clients an impressive list of some of the top shows and performers in the city: La Cage Aux Folies, the Rockettes, Les Miserables, Guys and Dolls, Spamalot, and The Phantom of the Opera. Perhaps the most impressive – and most challenging – client is Cirque du Soleil, which entrusts its incredibly detailed, hand-crafted costumes from its Zumanity production to the Del Rossis and Tiffany, including Thierry Mugler's edgy, jewel-studded, feather-plumed creations.

“As tough as these garments can be, nothing came close to Liberace's wardrobe,” recalls Judy Del Rossi with a smile. “It took a staff of four artisans

three days to clean one of his white llama fur coats. It was rimmed by rhinestones and sequins, and had a 16-foot train.”

The Del Rossis still attend to Liberace's wardrobe, by way of the

Liberace Museum. In addition, they care for garments from Wayne Newton to Celine Dion, and the Strip's top boutiques from Valentino to Dolce & Gabbana. And despite commanding full-service cleaners in their own resorts, Billy Weinburger, Sheldon Adelson, and Steve Wynn – of Caesar's Palace, The Venetian, and the Wynn Hotel, respectively – are Tiffany loyalists.

Lastly, and fitting Vegas's notoriety as the world's marriage capital, Tiffany Couture Cleaners is among America's top couture wedding gown specialists, from meticulous cleaning by hand and vintage restoration to museum-quality, archival preservation, and even long-term gown storage. “We are very proud to be acknowledged as the best cleaner in Vegas, and one of the best in the country,” said Dan Del Rossi.



Jack Ricks, *Chef du Costumier*, of *Cirque du Soleil's Zumanity*

from a concrete and formica town into a major world center of tourism and commerce, so has it seen Tiffany Couture Cleaners evolve from an small artisan cleaner into a highly technical and technological couture cleaning operation.



Dan and Judy Del Rossi - *Tiffany Couture*

“It's our reputation that we savor more than anything.”



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www.americasbestcleaners.com

# Couture *Care*

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## Who Are America's Best Cleaners?

Albany, NY  
Best Cleaners

Albuquerque, NM  
The Cleanery

Atlanta, GA  
Presstine Cleaners

Boston, MA  
Holly Cleaners

Buffalo, NY  
Massaro Cleaners

Burbank, CA  
Milt and Edie's Cleaners

Central NJ  
Linden's French Cleaners

Chicago, IL  
Lake City Cleaners

Cleveland, OH  
London Cleaners

Dallas, TX  
Bibbentuckers

Fairfield County, CT  
Fabricare Cleaners

Fresno, CA  
Jones Cleaning Centers

Hartford, CT  
French Cleaners

Indianapolis, IN  
Starcrest Cleaners

Jacksonville, FL  
Oceanside Cleaners

Kansas City  
Swyden Cleaners

Knoxville, TN  
Prestige Cleaners

Las Vegas, NV  
Tiffany Couture Cleaners

Los Angeles, CA  
Brentwood Royal  
Cleaners

Louisville, KY  
Nu-Yale Cleaners

Miami, FL  
Rey's Cleaners

Naples, FL  
Platinum Total Fabricare

Nassau County, NY  
Arthur Copeland Cleaners

New York, NY  
Cameo Cleaners

New York, NY  
Green Apple Cleaners

New York, NY  
Jeeves of Belgravia

Oklahoma City, OK  
Parkway Cleaners

Omaha, NE  
Fashion Cleaners

Orange County, CA  
Power Cleaners

Palm Beach, FL  
Spartan Cleaners

Phoenix, AZ  
Z Cleaners

Pittsburgh, PA  
Owl Cleaners

Providence, RI  
Courtesy Cleaners

Sacramento, CA  
Rytina Fine Cleaners &  
Launderers

San Fransico, CA (East Bay)  
Country Club Cleaners

San Francisco, CA (No. Bay)  
Marin Cleaners

Santa Barbara, CA  
Ablitt's Fine Cleaners and  
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