



AMERICA'S
BEST
CLEANERS

Couture Care

preserving the color of style

Spring 2006

Silk Is Luxury

BY DAN EISEN

Silk is universally accepted as a luxury fiber. The slogan “only silk is silk” emphasizes its uniqueness. Good quality silk fabrics have a desirable hand, draping qualities; the look of silk can be varied, and textured due to the different manufacturing processes used. Silk can have a smooth lustrous look, a linen look, a wrinkled look or a suede look, and it can have a stiff or soft feel.

The different types of silk are:

Cultivated silk - The smooth fine fiber produced from silk worms that feed on mulberry leaves

Wild or tussah silk - A tan-colored fiber from the uncultivated silkworm which feeds on scrub oak. Shantung, pongee and honan are fabrics made from wild silk

Duppioni silk - Dup-pioni silk comes from two silkworms that spin their cocoons together. The yarn
(continued on next page)

Ike Behar: What They're Wearing

Jamie Foxx in *Miami Vice*. Josh Lucas and Kurt Russell in *Poseidon*. James Gandolfini in *The Sopranos*. Denzel Washington in *Inside Man*.

A version of the “Six Degrees of Kevin Bacon” game? Not exactly.

The connection is what they're wearing... and what they're wearing is Ike Behar. The luxury fashion brand graces the most celebrated movie and tv stars of our time. For over 20 years the Hollywood in-crowd from costume designers and celebrity stylists to the actors themselves prefer stylish, durable and expert-crafted Ike Behar apparel.

What's more, Ike Behar's made-to-order dress shirt program, C.E.O. (Custom Express Originals), remains a celebrity favorite in the Oscar, Grammy, Emmy and SAG Award Gift Bags.

The reason is simple.

Ike Behar, scion of the eponymous brand, brings over 70 years of what *Menswear Magazine* called “near-fanatic devotion to craftsmanship” to every garment that bears the Ike Behar name. Raised in Havana, Cuba, and the son of a custom suit tailor, Ike honed his craft initially by sewing custom shirts for his father's customers. Years later, Ike would find himself in partnership

with Ralph Lauren throughout the '70s until his wife, Jean, convinced him to develop the Ike Behar label. With the help of Behar legacies Steven, Alan, and Lawrence and under the watchful eye of Ike and Jean, the Ike Behar brand continues to gain favor amongst a distinctive clientele extending far beyond
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Pinstripe tuxedo shirt worn by Josh Lucas as seen in Poseidon.
(Motion picture artwork and photography © 2006 Warner Bros. Entertainment, Inc.)

Kaptain Bubble: Uncommon Leather

Los Angeles is fast becoming a fashion capital of the world with the recent arrival of Mercedes Benz Fashion Week in LA a year ago. Nowhere else does Runway so easily meet Red Carpet as it does in Hollywood, and LA based designers are quickly becoming competitors in the Global fashion scene.

One LA- based designer and entrepreneur mak-

ing a name for himself is KAPTAIN, with his new line of patented speciality designed Bubble Leather. These one-of-a-kind custom-made pieces for celebrities are taking the town by storm. But what exactly is Bubble Leather? Just think of your favorite “bubble wrap” plastic that you love to play with -

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Silk (cont'd from p.1)

is uneven, irregular and large in diameter

Note: America's Best Cleaners have acid-free boxes that are best suited for proper storage of your valued garments.

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.

Behar: Onscreen and Off (cont'd from p.1)

Hollywood to luxury retailers Barneys, Saks, Neiman-Marcus, Nordstrom, Bergdorf-Goodman and specialty stores nationwide.

From humble Havana beginnings to Hollywood haute couture – onscreen and off, Ike Behar is what they're wearing.

Niche Brand With Big Plans

Ike Behar's first-ever national advertising campaign focused on an official marketing partnership with Warner Bros. Pictures Poseidon and the new slogan, "What They're Wearing". The partnership and tagline were unveiled in *GQ*, *Vanity Fair*, *InStyle*, *Sunday New York Times*, *Ocean Drive*, *L.A. Confidential*, *Robb Report*, the trade books *Menswear* and *MR*, and a thirty-second spot on the CBS Spectacular

video billboard at the New 42nd Street in New York's Times Square. Ike Behar sent one lucky winner to the Los Angeles red carpet premiere of Poseidon as part of a consumer sweepstakes with retail partner Nordstrom. Other retailers were also involved in the partnership, including Neiman-Marcus and specialty stores nationwide. Ike Behar also hosted an advance screening in New York and a gala after party at Barney's, where the Ike Behar/Poseidon windows were displayed prominently (below).



(Photos courtesy of Ike Behar)

Kaptain Bubble (cont'd from p.1)

only made of soft Italian Leather in a new shapes and colors. Kaptain,

as a rock and roll drummer, hit the LA scene hanging out at the sunset strip and the Rainbow bar and grill KAPTAIN always knew there had to be a new design for leather jackets. With that in mind he created various designs

to fit future rock music videos and the performers. "I always found that I needed new material to create new



designs and finally realized that all fashion was just rehashed fabrics and that the only way to do something new was to create my own fabric.

"I started with small bubble pieces on costumes for some of Madonna's dancers and in music videos.

Around which time I met close friend and partner, musical entertainer Jim Moseley and together we

launched our company." Leather Bubble was featured on CBS during Sundance and NBC Dur-

ing MAGIC in Las Vegas from there it caught the attention of the fashion world Opening in the 1st store in Aspen called B Jewel, we had to sell our sample line of leather garments over July 4th weekend. A wonderful addition to our new line was our friend Stanley Guess (formally of Chrome Hearts) who was called upon for our sterling silver bubble buttons and zippers. Thanks To Hospitality Design Magazines and architects like Frank Geahry and Carl Ross, Kaptain Leather Bubble will be expanding into wall treatments and furnishings in major projects around the world.

Left: Keith Richards in a Kapt. Bubble at the Super Bowl.

(Photo courtesy of Kaptain Bubble)

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

Lake City Cleaners
847-433-4800

Los Angeles

Brentwood Royal Cleaners
310-451-3663

Atlanta

Presstine Cleaners
404-255-4315

Dallas

Bibbentuckers
214-267-1700

Phoenix

Z Cleaners
480-348-2858

Denver

La Nouvelle
303-691-0123

Cleveland, OH

London Cleaners
440-283-2000

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

Holly Cleaners
617-427-3770

Miami

Rey's Cleaners
305-443-0839

Sacramento, CA

Rytina Fine Cleaners &
Lauderers
916-485-4700

Fairfield County, CT

Fabricare Cleaners
203-656-CARE

Nashville, TN

Chesley the Cleaner
615-327-4200

Raleigh, NC

Medlin-Davis Cleaners
919-828-0578

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

The Cleanery
505-298-2629

Knoxville

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
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Burlington, VT

Gadue's Cleaners
802-879-3144

Destin, FL

Bangkok Cleaners
850-243-4556



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Amsterdam, Netherlands
Stomerij Gelderlandplein

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Regal Drycleaners



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