

GOWN CARE SERVICES

Margaret's[®]
the COUTURE **CLEANER** SINCE 1953

*The Nation's First
5 Star Certified Couture Cleaner[®]*

Featuring

 **LEGACY**
Gown Preservation[®]  **ACADEMY**
Gown Service[™]

 **COUTURE**
Bridal Alterations  **VESTITO**
Bridal Gown Storage[™]



Margaret's Cleaners is Southern California's award-winning gown preservation specialist and only Five Star Certified Couture Cleaner.™ We are very proud to be referred by premier retailers, couture designers, and elite bridal salons. Margaret's Cleaners recognizes that exceptional garments require exceptional care and we have the fabricare knowledge to protect your investment. We invite you to visit us at www.margarets.com. You will find information regarding our extensive menu of services, an entire section dedicated to our bridal services, and frequently asked questions. As a fabricare specialist, we take your gown care very seriously.

With Pride, We Present a Few Credentials...

- ◆ Recognized by Leading Cleaners Internationale as one of the top dry cleaners worldwide.
- ◆ The world's first Five Star Certified Couture Cleaner™ as certified by Leading Cleaners Internationale.
- ◆ Steve Boorstein, "The Clothing Doctor," cites Margaret's Cleaners as an "exceptional dry cleaner."
- ◆ San Diego's only licensed Wedding Gown Cleaning, Restoration, and MuseumCare™ Preservation Specialist.
- ◆ Member of the Association of Wedding Gown Specialists.
- ◆ Endorsed by the Association of Bridal Consultants and the National Bridal Service.

- Best of Weddings** *From THE KNOT Pick*
- People's Choice Award** *From Bridal Insider: Preservation, Dry Cleaning, & Alterations*
- Bride's Choice Award** *From Wedding Wire*
- Award of Excellence** *Dry Cleaning & Laundry Institute*
- Best Dry Cleaner** *San Diego Magazine, La Jolla Light, & La Jolla Village News*
- 5 Star Certified Couture Cleaner** *Awarded by Leading Cleaners International*
- Best Dry Cleaner** *Best of San Diego*
- Dry Cleaner of the Year** *Consumer Business Review*

Preferred Vendor for Many Couture Bridal Salons

Margaret's Pre-Wedding Services

Margaret's Cleaners provides everything you need prior to the wedding, including minor alterations of the bride and bridesmaids gowns, touch-up cleaning, final pressing, and delivery to the wedding site on your special day.

Couture Alterations

Margaret's Cleaners employs in-house seamstresses in charge of pre-wedding bridal-related alterations for the finest couture gowns. We highly recommend a final fitting of your gown 2 to 4 weeks prior to the wedding, to make sure nothing has changed since you purchased it.

Cleaning & Pressing

Cleaning and pressing or just minor pressing is frequently required prior to your wedding. Also consider the gowns for bridesmaids, garments for parents, children as well as for ushers and the ring bearer.

Site Delivery

Margaret's Valet Delivery Service™ is available to transport your showroom-ready masterpiece in perfect condition to your wedding site. Additional charges may apply outside our courier service area.

PRIOR to your wedding day, remember to schedule an appointment for us to pick up your gown for cleaning and preservation after the event. On the day of your scheduled appointment, our client service representative will pick up your gown from an individual you have authorized to be responsible for your gown, such as a family member, concierge, etc. At our facility, our team of wedding gown professionals will inspect your gown, identify and evaluate stains. With your permission, we will clean and preserve your gown while you enjoy your honeymoon.

***Receive \$100 OFF
Margaret's Legacy Gown
Preservation!***

Very Special Care For Your Very Special Gown

- Always...** hang your gown by loops inside the gown that are connected to sturdy side seams, never hang by fragile shoulder seams that may stretch or sag.
- Always...** avoid storing your gown in plastic bags or vacuum-sealed, plastic wrapped containers. Plastic emits fumes that can yellow the gown and also traps moisture that causes mildew. Before the wedding, store your gown in our breathable Legacy Bag.
- Always...** choose a specialist who personally processes your gown, never trust it to one who sends your gown away to be cleaned.
- Always...** ask what precautions the specialist takes to protect delicate trims and decorations.
- Always...** ask how the cleaner guards against latent stains and sugars.
- Always...** make sure that you are given the option to inspect your gown personally before it is put into the wedding chest, which should be an acid-free box lined with muslin or acid-free tissue. All preservation materials should be certified to be of archival quality with no lignin or sulfur present.
- Always...** avoid storing your gown in an attic or basement or any area subject to extreme changes in temperature and/or humidity that could damage your gown.

We invite you to visit us at margarets.com for more information about our bridal services, including our Legacy Gown Preservation®, CleanByMail, Vestito Gown Storage, our Bridal FAQ's, and our broad variety of other specialty services. Use our online bridal estimate request.

CleanByMail Nationwide

Margaret's is a perfect option for Bridal Gown Preservation no matter where you live. We regularly clean and preserve bridal gowns through our CleanByMail® service, which is available nationwide. Following cleaning and preservation, gowns are placed in their heirloom acid-free chest and shipped in a custom box for their protection.

Legacy Gown Preservation®

It is possible to preserve your wedding gown so it can be worn by generations of brides.

Museum conservators expect to extend the lifetime of textiles for 200 years by storing in a truly archival-quality box with acid-free tissue and a cotton-muslin liner.



This is the heirloom system we use after your gown has been expertly cleaned and finished with care.

Our Preservation Procedure

Have your gown cleaned at Margaret's soon after your wedding. The longer stains remain on the gown, the more difficult they are to remove and the harder it is on the garment to remove them.

- ☞ We thoroughly inspect your gown for stains, wear, age, oxidation, and then test beads and trims for their ability to be cleaned.
- ☞ We carefully pre-treat and hand clean your gown.
- ☞ We rinse your gown in virgin solvent for as brief a period as needed.
- ☞ Our proprietary anti-sugar treatment prevents latent caramelized stains.
- ☞ We thoroughly inspect your gown and follow up with post-cleaning stain removal if needed.
- ☞ Hand finishing follows. We take extreme care to maintain the designer's lines and drape.
- ☞ We perform a final tightening of beads and trim.
- ☞ You may inspect your gown prior to boxing, if desired.
- ☞ We carefully package your gown in an archival-quality box, with acid-free tissue and a cotton-muslin liner.
- ☞ Your gown never leaves the premises until you take it home with you, unless you have chosen to use Margaret's Vestito Bridal Gown Storage service.

Proud Member



Our Packaging Materials

Completely archival, our storage box and tissue are acid-free, lignin-free, and buffered to remain acid-free.

The unstarched, unbleached, and washed cotton-muslin liner serves as a fabric filter and blotter which helps keep moisture away from the gown.

A cotton-muslin bag fits over the box to keep the box clean. The bag may be removed and washed as needed to maintain maximum breatheability for the gown.

Restoration

Margaret's Cleaners is San Diego's only Certified Restoration Laboratory. The proprietary processes are the most advanced techniques available for restoring yellowed gowns to their original color.



Restored "split" gown on display at our Convoy location

Storage Recommendations

Choose a cool, dark, dry place to store your gown. Avoid places conducive to moisture or excessive heat.

- Never store a gown directly on top of a cement slab, in a basement, or in a closet with an exterior wall.
- Never store in an attic...temperature extremes can cause the fabric to become brittle.

We suggest that you check the gown every two to three years and refold it every three to five years, if needed, to prevent permanent creases, but otherwise keep handling to a minimum. Because skin oils can damage the preservation, we include white gloves for whenever you need to handle your gown. Instructions are provided.

Be Aware of these Facts About Archival Garment Storage & Preservation

- Avoid all plastics. This includes boxes with a plastic viewing window, and even just the plastic bag that fits over your gown or box. Plastic is chemically unstable, and promotes the formation of mold and mildew.
- Do not allow your gown to be packaged in a standard cardboard wedding gown box as it may contain acid that could damage your gown over time. Only archival-quality materials should come into contact with a preserved gown.
- Make sure that only white acid-free tissue is used.
- It is impossible to make a cardboard box truly air-tight. In addition, "air tight" is NOT the best way to store fabrics over a long period of time. Any sealed box—whether "hermetically sealed" or "vacuum sealed"—just restricts air flow. All textiles, even synthetics, need good air circulation.
- Be wary if you're told that opening the "preservation" box will void the warranty. After its preservation, your gown should be checked periodically. Opening the box will NOT void the lifetime warranty on an archival preservation.

Lifetime Warranty

Margaret's Legacy Gown Preservation includes an international lifetime limited warranty against caramelized stains on the gown. This is honored at over 500 locations worldwide. Margaret's is proud to be the only specialist to provide this warranty in San Diego and Orange Counties.

Vestito Bridal Gown Storage

For a small monthly fee, Margaret's will store your gown in a temperature and climate-controlled environment for as long as you wish. Prior to the wedding, your gown can be stored to keep away "prying eyes" and to protect it from getting crushed in a crowded closet. After the wedding, as a perfect addition to our Legacy Gown Preservation service, we will store and inspect your treasure yearly, and refold all the boxed items to prevent permanent creases.

Testimonials from Brides

I'm very impressed with the quality of the cleaning & preservation of my Inez DiSanto gown and veil. — Judy, Claremont

I was visiting from Houston, Texas, and needed my wedding dress pressed. I found your store online and everything was fabulous! Thank you! — Trisha, Texas

I am a recent customer whose wedding gown was altered, pressed, and preserved by your company, Margaret's Cleaners. I am writing to let you know about what a wonderful experience I had in working with your Bridal Coordinator...I have already recommended that some of my friends, who are brides-to-be, contact her in the near future to have their wedding gowns pressed before their weddings and preserved afterwards. Without a doubt, [she] is one of your company's best assets!
— Quisteen S., San Diego

I was referred to you by the Manager of the Bridal Department at Saks 5th Avenue, Debbie M. Thank you for doing such a beautiful job on my wedding dress. It was purchased as a sample and was very dirty — you made it new again!
— Cristin I., Costa Mesa

I just wanted to say thank you again. My dress came out beautiful and I can't wait to see it after it has been preserved. I have already recommended you to another bride.
— Referred by Brides by Demetrios

I can't thank Carey enough for helping adjust and fit the dress to my needs. Everyone went above and beyond my expectations! I will definitely send referrals there. NO DOUBT! Thanks again!
— Lori K., Referred by Nordstroms

You guys are great and I've already referred two of my friends to get their gowns cleaned at Margaret's! — Referred by Mon Amie

Thank you so much for your courteous and experienced staff. Delivery was perfect!" — Referred by The White Dress in Corona Del Mar

The dress looked fabulous and delivery was perfectly timed!
— Anseth R, Referred by Creative Occasions

Thank you so much for providing such excellent service. My wedding dress was altered and pressed to perfection. My husband's dress pants were also taken care of and they looked great, considering that we took them in at the last minute! We loved the service...and your friendly staff! Thanks a lot! — Ricki T.



**Margaret's Bridal
Emergency Kit**

Accidents Happen!

Margaret's Bridal Emergency Kit contains many things you will need to make those emergency wedding day repairs. Listed below are some of the items included in our kit, or you can create your own...but let someone else be in charge of it.

For Spills and Stains...

One of the best solutions for gown mishaps is a Janie Stick for common wedding day stains. The Janie Stick can be used to remove grease-based stains and to temporarily cover other stains that can't be removed on site. (such as Aunt Mildred's lipstick mark which could ruin your pictures.)

For Repairs and Mishaps...

Margaret's Kit has everything you will need to stitch or fix wedding day accidents and help you through the special day, including:

- Needle • Safety Pins • Emery Board • Thread • Buttons
- Band-aids • Pearls • Snaps • Bobby Pins • Sequins
- Straight Pins • Make-up Mask • Breath Mints
- Post-it Notes • Hand Lotion

Items You Can Add...

- Antacid • Pepto-Bismol • Antihistamine • Tampons, Pads
- Pain Reliever • Prescriptions • Dusting powder • Perfume
- Hair spray • Nail polish • Handi-wipes • Kleenex
- Toothbrush /toothpaste • Earring backs • Make-up
- Extra Pantyhose • Directions to the reception
- Phone numbers & contact names for wedding vendors

Wedding Gown Travel Tips

Traveling with your wedding gown is a huge responsibility, it's bulky and difficult to replace should something unexpected happen to it. Whether you ship your gown in advance or carry with you, avoid any last minute surprises by planning ahead:

- We recommend that you hand carry your bridal gown to your wedding destination instead of entrusting it to a shipper. (There is no guarantee that your gown will arrive on time and no amount of insurance can replace your lost treasure.) Better yet, if your wedding is within Margaret's Cleaners complimentary delivery area of service, why not have us deliver your bridal gown to the wedding site.
- If you are traveling by plane, check with the airlines prior to departure to find out about their carry-on requirements. Some airlines require carry-on garment bags to be no longer than 54" long. Don't worry about your gown being crammed into this bag, you will need to have your gown professionally pressed prior to the wedding anyway. Another option is to use our new Destination Wedding Kit to box your gown for travel.
- Never put your gown in checked luggage! If at all possible, buy an extra plane seat next to you for your gown, otherwise expect to be asked to stow it in the overhead compartment or in the plane's small closet.
- If you are traveling by car, pack your luggage first, then place your gown across the top of bags in the backseat, placing the hanger on your car's hook. Packing your gown in a fabric garment bag, with plastic pulled over it will temporarily protect it from temperature changes and spills which can occur during travel.
- Pack your bridal accessories, ie., shoes, headpiece, and other accoutrements into a carry-on bag. Your fiancée may have to carry one of the bags as his one carry-on item (remember, you're also going to be carrying a garment bag).
- Carry your wedding jewelry in your purse and never let it out of your sight while traveling. Carry your purse with you wherever you go or have your fiancé be in charge of it during your absence.

Conservator's Comments

What is the case for the acid-free box?

Sheila Landi, Victoria and Albert Museum, London: "When boxes are needed, they must be made of acid-free materials."

Jane K. Hutchins, chief conservator, Textile Conservation Center, Andover, MS: "If you are putting away a wedding dress, the Center advises storage in acid-free paper, in an acid-free, crush proof box."

Florence Minifie, former home extension specialist for the state of New Jersey states, "Layer white acid-free tissue between all folds of the gown. Store the gown carefully folded in a sturdy, acid-free box."

N.C.A.'s bulletin, "Wedding Gowns" by Dan Eisen (chief garment analyst & director, N.Y. School of Dry Cleaning): "When wedding gowns are stored, they should be properly cleaned and free of stains. Use an acid-free box with acid-free tissue paper."

What about vacuum sealing a box?

Norman Oehlke, director, IFI: "You can not vacuum seal a cardboard box. It requires a steel or glass container that cannot breathe."

Dr. Nancy Kerr, Professor of Textile Science, Univ. of Alberta: "Vacuum sealing is not a good idea...moisture trapped inside leads to mildew."

Jane Batchelder, Textile Analysis Service, Edmonton, Alberta: "Vacuum sealing is supposed to remove gases...which cause fabric degradation such as yellowing. But, it's [more] important to avoid gas buildup by letting air circulate."

Mechthild Flury-Lemberg, Textile Conservator, Bern, Switzerland: "...suppose a 100% dust-free, air-free storage unit...exists. Even with clean textiles, such an environment would not be ideal...textiles need to breathe."

What about plastic bags and viewing windows?

Katherine Dirks, Museum of Natural History: "Don't let plastic touch fabrics. Plastic can decompose, some give off fumes."

Justin E. Leene in *Textile Conservation*, "Excess humidity causes the greatest damage in a storeroom. For this reason textiles should not be stored in sealed polyethylene bags."

N.C.A.'s bulletin on Wedding Gowns, Dan Eisen: "Do not cover or seal with plastic since this type of storage builds up an acid condition that hastens deterioration."

James Kirby and Mary Scalco, IFI's bulletin: "The use of plastic windows is not recommended due to moisture and possible mildew damage."

Why use a cotton muslin liner in the storage box?

Anne Lambert, Univ. of Alberta: "Textiles themselves are among the most useful materials in textile storage. If atmospheric conditions change, textiles act as a buffer for storage systems. An advantage of using textiles is that they may be periodically rewashed."

Justin E. Leene: "The muslin liner serves as a fabric filter which can remove 99.99% of the incoming suspended dirt."

— *Margaret's Bridal Services* —

-  **VESTITO** *Bridal Gown Storage™* Gown storage service before the wedding or after preservation
-  **ACADEMY** *Gown Service™* Pressing or clean & press prior to the wedding
-  **COUTURE** *Fine Alterations™* Couture bridal gown alterations
-  **VINTAGE** *Textile Restoration™* Restoration of yellowed, damaged or vintage gowns
-  **VALET** *Delivery Service™* Church or site delivery
-  **CLEAN** *By Mail®* Nationwide delivery for all types of bridal gowns & accessories

Pick-up & Delivery

Complimentary pick-up and delivery is available for our bridal services throughout San Diego and Orange Counties, and the Los Angeles/Beverly Hills area.

STORE LOCATIONS

LA JOLLA

7511 La Jolla Blvd., La Jolla, CA 92037
(858) 454-2375

SAN DIEGO & MAIN OFFICES

5150 Convoy Street, San Diego, CA 92111
(858) 454-2375 • Fax (858) 454-4303

DEL MAR/RANCHO SANTA FE

3790 Via De La Valle, Del Mar, CA 92014
(858) 755-2715

NEWPORT BEACH

1831 Westcliff Drive, Newport Beach, CA 92660
(949) 645-5210

LOS ANGELES

10700 Santa Monica Blvd. #160, Los Angeles 90025
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