

GOWN TIPS

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

Presents

- ◆ GOWN EMERGENCIES
- ◆ TRAVEL TIPS
- ◆ GOWN CARE
- ◆ STORAGE TIPS

Southern California's Gown Care Specialist



Margaret's Cleaners is Southern California's award-winning gown preservation specialist and the nation's first 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.

Some of Our Recent Awards...

- Award of Excellence** *Dry Cleaning & Laundry Institute*
- Best Dry Cleaner** *San Diego Magazine, La Jolla Light, & La Jolla Village News*
- People's Choice Award** *Preservation, Cleaning, & Alterations from Bridal Insider*
- Bride's Choice Award** *From Wedding Wire*
- Best of Weddings** *From The Knot*
- 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:

Exquisite Weddings by S. D. Magazine • The Prado • Four Season Aviara

Solving The Most Common Bridal Gown Emergencies

Broken Bustle

A quick fix is to loop-pin it with a safety pin. Pin five or six safety pins to the underside of your gown where they will not show & will be accessible.

It is worth spending a little more to have a French/Under bustle made, as these are stronger than the Pickups/Over bustle. They do not break as easily.

Torn Strap, Ripped Hem or Seam

Make sure you have a needle and thread of the same color. Safety pins will work. Tape and staples can damage the gown.

Missing Beads, Sequins or Pearls

Most likely no one will notice if it's just a few missing but you should carry some just in case. If there are missing beads, tie a double knot next to the bead and snip off the excess thread.

Snags

DO NOT CUT snags off. This can leave a hole in the material. Simply pull the material back and forth gently, moving and flattening the snag until it goes back in place.

Dirt, Grease, Lipstick Marks, Wine Stains & more.

The type of material the gown is made of will determine how to treat it. If the gown is made of artificial fiber such as polyester, there is a much less chance of damaging the material. If the gown is made of silk or rayon, it can be water-sensitive and you can end up with permanent water spots or shine removal. Shiny dresses, especially silk can become "bruised" if you rub the fabric. Rubbing can change the texture of the shine and is usually irreversible.



Association of
Wedding Gown Specialists

Wedding Gown Chemistry 101

There are three types of stains: water soluble (wine, coffee, or blood), non-water soluble (lipstick or grease), both water soluble and non-water soluble (sugar & butter).

If you spill wine or coffee on a polyester gown, dampen a white cloth with water or club soda and gently dab it. On silk gowns, blot with a dry cloth. On both types of materials, camouflage the stain with baking soda, cornstarch, baby powder or a Janie stick. White out and shoe polish are tricky and can actually ruin a silk dress. The Janie Stick helps absorb grease based stains (the ones that are NOT water soluble) and will help to camouflage the other ones. Blot the stain with a dry white cloth and lightly rub the Janie stick on the spot. Let it sit for a few minutes and with the brush-top cap remove the Janie residue. Repeat if necessary. When used properly, the Janie Stick will not harm the gown and will camouflage the stain until it can be professionally cleaned. Stains typically start setting within a week or two, so the sooner you have the gown cleaned after the wedding the better.



The Best Scenario?

BE PREPARED for a wedding gown emergency and make sure that someone other than the bride has the following items onhand:

- ◆ Safety pins
- ◆ Needle and thread...pre-threaded
- ◆ Janie Stick or baking soda
- ◆ Band-aids
- ◆ Pearls, sequins, buttons & snaps
- ◆ Make-up mask
- ◆ Bobbie pins



Other Reminders...

- ◆ Allow plenty of time to get dressed (and even more time if it is raining.)
- ◆ Assign the post-wedding delivery of your gown to the cleaners to a trusted friend or arrange a pick-up from the reception site or hotel.
- ◆ Remember to relax and enjoy your special day.

Congratulations!

Wedding Gown Travel Tips

Traveling with your wedding gown can be problematic. 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. Direct delivery of the gown to your wedding location following its final pressing is always your best option. If shipping is necessary, plan for the possibility of it needing touch-up pressing before the wedding.
- ◆ If you are traveling by plane, check with the airlines prior to departure to find out about their carry-on requirements. If there's a length limit, you'll need to fold it over a suit hanger. With professional packing techniques, your gown may not have to be pressed when it arrives to your destination. Consider our Destination Wedding Kit to box the gown yourself.
- ◆ 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 fiancée be in charge of it during your absence.

Tips About Caring 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, our on-line estimate request, Legacy Gown Preservation®, CleanByMail, Vestito Gown Storage, our Bridal FAQ's, and our broad variety of other specialty services.

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 protection.

Storage Tips & Recommendations

If you have your gown preserved after the wedding, choose a cool, dark, dry place to store it. Avoid places conducive to moisture or excessive heat.

- ◆ Do not place directly on top of a cement slab, in a basement, or in a closet with an exterior wall.
- ◆ Do not 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.

Additional 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.
- ◆ Be wary if you're told that opening the "preservation" box will void the warranty. Opening the box will NOT void the lifetime warranty on an archival preservation.

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.



— *Margaret's Bridal Services* —

-  **LEGACY** Gown Preservation Gown preservation with an international lifetime warranty
-  **VESTITO** Bridal Gown Storage Gown storage service before the wedding or following preservation
-  **ACADEMY** Gown Service Pressing or clean & press prior to the wedding
-  **COUTURE** Bridal Alterations Couture bridal gown alterations
-  **VINTAGE** Textile Restoration Restoration of yellowed, damaged or vintage gowns
-  **VALET** Delivery Service Church or site pick-up & delivery
-  **CLEAN** By Mail Nationwide delivery for all types of bridal gowns & accessories

Pickup & Delivery

Complimentary pick-up and delivery is available for our bridal services throughout San Diego & 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
(310) 470-9200

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