

MARGARET'S the COUTURE CLEANER

WHERE LUXURY HANDBAGS (AND MORE) GET A SECOND LIFE

For collectors, stylists, and luxury retailers across the country, Margaret's the Couture Cleaner has long been the trusted authority for reviving, restoring, and reimagining luxury accessories, apparel, and footwear. Whether restoring a beloved handbag, refreshing a couture garment, or repairing an heirloom-quality shoe, Margaret's brings a level of craftsmanship that blends art, science, and generations of expertise. From everyday maintenance to rescuing pieces most clients believe are beyond saving, their team is known for producing extraordinary transformations that honor both the material and the maker.

Long before the company became synonymous with couture restoration, the family behind Margaret's had already spent decades perfecting the craft of garment care. Their story begins in the late 1800s, when the Horst family entered the

dry-cleaning industry in Ohio — where they would master a discipline that would be passed down, refined, and expanded over four generations.

John Horst, who founded Margaret's the Couture Cleaner, operated 20 successful dry-cleaning stores across Ohio before selling the business and working briefly in the fur industry. A move to San Diego proved pivotal. There, John met Margaret Clutter, the founder of the original Margaret's Cleaner. After joining her operation, he purchased the business in the mid-1980s - setting the stage for what would become one of the nation's most respected names in couture garment and accessory care.

As the company grew, other family members joined the business, bringing continuity, innovation, and a deep commitment to excellence. John Horst is now the chairman, and his son, Chuck Horst, is the president. John remains actively involved and visits the main plant every day.

Today, Margaret's has expanded to five locations, supported by 15 vans and 10 customer pick-up routes, allowing the brand to serve clients throughout California and across the country. Still privately owned and operated, the company takes a long-term, detail-driven approach that anchors every decision. As the nation's first Five-Star Certified Cleaner, Margaret's remains guided by a simple principle: provide exceptional quality with an uncompromising dedication to service, expertise, and value.

HANDBAG RESTORATION: A MASTERFUL ART

Among Margaret's most sought-after specialties is the restoration of luxury handbags. Their team works extensively with iconic designers including Louis Vuitton, Celine, Dior, Hermès, and Valentino, applying advanced techniques that honor the intention and craftsmanship of each piece. Every



GREY VALENTINO BAG
(Sanitizer Spill)

"A hand sanitizer spill left this stunning Valentino studded bag with serious staining. Margaret's specialized cleaning techniques safely removed every trace while preserving the delicate leather and hardware. Expert care for life's unexpected accidents."



BLUE CELINE BAG
(Burn Damage)

"When fire damage nearly destroyed this beautiful Celine handbag, expert restoration brought it back to perfection. From 'fatal' accident to award-winning transformation—no damage is too severe for their master artisans."



LOUIS VUITTON PUPPY CARRIER

"This vintage Louis Vuitton pet carrier went from worn and weathered to completely renewed. Every detail matters—from refreshing the iconic canvas to restoring the leather trim and interior."



repair is performed entirely by hand, tailored to the unique construction, materials, and needs of the bag.

"Handbag restoration requires technical expertise and a deep understanding of luxury craftsmanship," explained chief marketing officer Katia Graytok. "Since 1953, we have aimed to be the nation's top couture dry cleaner. We deliver excellence through skilled craftsmanship and Five-Star Customer Service for consumers and luxury brands."

Restoration at this level extends far beyond surface cleaning. Margaret's addresses structural issues, refinishes leather, restores color, replaces damaged components, and revives pieces suffering from extreme wear. Their work on a severely burned Celine handbag earned national attention and recognition from the Accessories Council, which awarded Margaret's a Design Excellence Award in the Sustainability category for their remarkable ability to give luxury items a longer life.

Margaret's is also trusted for highly specialized stain and damage removal. "Designer handbags do not have care labels, so our specialists use experience to choose the right cleaning and restoration methods for each piece," Graytok added. "Our resident leather artisan, trained at Hermès, brings that expertise to every project. Our hand-performed process changes based on the bag's construction, materials, and specific damage or soiling. Whether removing ink stains, refinishing suede, or restoring a vintage piece's structure, our commitment to excellence has stayed strong for seven decades. These are not just accessories. They are cherished items that deserve the superior care and expertise that has defined us since 1953." That expertise ensures safe, precise, and effective restoration across leather, suede, coated canvas, and exotic skins.

Complete restoration services are available for handbags, purses, wallets, travel bags, and luggage, including deep cleaning, refinishing, structural reinforcement, hardware polishing, color correction, glazing repair, and meticulous detailing. The goal is always the same: to restore and maintain a piece's original appearance while extending its lifespan.

For more remarkable transformations and to learn about nationwide services, visit margarets.com. **AC**