

focus on fashion

Clothes You Cherish Require Careful Cleaning

(NAPSA)—There are clothes you like and then there are clothes you cherish—once-in-a-lifetime clothes that require specialized care.

Treasured garments can include a delicate wedding dress handed down for generations, an army uniform worn in a long past war, an antique heirloom garment, or any item that is so rich in memories, it requires a special touch.

Here are some tips to remember from Meurice Garment Care, known as The Clothes Doctor to many celebrities:

- Don't wait too long to have a garment cleaned when soiled. Stains and soil left too long are sometimes impossible to remove.

- Protect special garments from prolonged exposure to direct sunlight or strong artificial light.

- Choose a cleaner that combines modern technology and Old World craftsmanship. For example, Meurice Garment Care has cleaned such priceless gowns as the original Edith Head couture gown that Elizabeth Taylor wore to the Oscars.

The gown was one of dozens cleaned for the AmFAR (American Foundation for Aids Research) Unforgettable Fashion of the Oscars auction.

The garment care company has considerable experience cleaning irreplaceable clothing, having cleaned more of Princess Di's gowns than any other garment care company.

For anyone who wants to preserve a cherished wedding gown, the garment care company can be considered "a good thing." The company has been featured twice on



The gown that Elizabeth Taylor wore to the Oscars received special treatment from one garment care company.

Martha Stewart's television show because of its expertise in wedding gown preservation.

A specialist is the place to go if you have suede or leather, expensive ties or family heirlooms.

At Meurice, up to ten individuals are involved in servicing every garment. The cleaners handle all textiles, including suede, leather and fur.

The company also provides worldwide pickup and delivery.

Meurice also provides phone consultation, with advice on stains, answering questions such as what to do if you get a spot of soup on your \$150 Hermes tie. The Clothes Doctor offers expert advice based on years of working with some of the finest clothes around.

For more information, call 1-800-240-3377 or visit the Web site at www.garmentcare.com.