

FASHION, SHOPPING & CARE™

The 3-Minute Newsletter for Men, Women & Teens

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CLOTHING CARE ... with Steve

FASHION & STYLE ... with Kate



Stain School & Care: White Clothing 1

White is back! Fashion has embraced white for the coming season and it's my job, your job, and your drycleaner's job to help you keep your white clothing white. However, if you don't do *your* job properly, then we can't help you.

Keeping white clothing white is simply one of the most misunderstood aspects of clothing care. White clothing can become yellowed and dull all over from poor care and storage. It can also become yellowed and dull in specific areas from abuse and neglect. Follow these tips to make your job and your drycleaner's job much easier.

Keeping it White: Overall Yellowing & Dulling

- ▶ Wearing a white garment *more than once* between cleaning or washing can deposit soil, perspiration, and body oils deep into the "pores" of the fabric.
- ▶ When pores become clogged or "impregnated" with soil, soaps and cleaning products cannot always penetrate the layer of soil, so a "coating" of soil may remain on the surface. Each subsequent layer of soil that's not removed in cleaning contributes to overall graying and discoloration.
- ▶ Yellowing and dulling can also occur from poor long-term storage. It's important to store clothing in breathable bags or in a temperature-controlled vault (available at most dry cleaners). In fact, it's best to remove the drycleaning plastic from your clothing after you get home.

(More on these subjects next issue!)

Shopping Savvy – The Right Hanger

If you buy a jacket or coat, make sure that the hanger fits properly and is broad enough to support the shoulders and weight of the garment. A hanger can be too broad as well, which can then distort the shape of the shoulder.

Steve Boorstein is an author, clothier, drycleaner & radio personality

Building a Wardrobe: Body Balancing

Part 2: Determine Your Body Shape

If You Were a Fruit What Kind of Fruit Would You Be?

Once you have figured out where or if you are out-of-balance, it's time to work with the beautiful body you do have. Let's go back to my previous example, using the pear-shape. To look less bottom-heavy and more balanced, you must choose clothes that "counter-balance" your shape.

For instance, as a pear, you would want to buy clothes that diminish your hips and rump and emphasize your chest and shoulders while they also narrow your waist. Don't worry, these kinds of magical clothes exist and once you learn how buy the "right" colors, patterns, silhouettes and textures for your fruit shape, you will find them everywhere!

Last issue we asked you to determine your body shape and if you are balanced. Now it's time to ...

Discover Clothes That Flatter You: Complimentary Clothes

Selecting the "right" clothes for your fruit shape is the most crucial step when Body Balancing. It is your job (and mine) to find clothes in your closet and elsewhere that work for you, it is your clothing's job to put your fruit shape back "in-balance." Below is a short list of general clothing items that are my picks for Body Balancing each fruit shape.

The list of clothing items is long and very organized, so we'll start on that list in the next issue. In the meantime, assess your clothing for shape and color and begin weeding out the clothing that you know you will not wear. (Be sure to read the next issue!)



Kate Rice styles clothing for TV and private clients. Appearing in more than 400 style segments, she's worked with TV Guide, USA Network and Lifetime's Head 2 Toe. Kate delivers style solutions.

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