

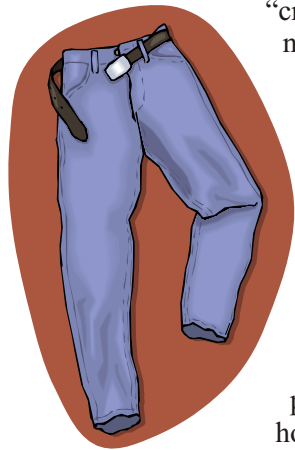
Be Careful When Wearing Silk & Satin

- Silk, satin and other fragile fabrics are especially vulnerable to snags and abrasions.
- A coat or jacket lining made of a textured fabric could create enough friction to damage fine yarns.
- Try to minimize contact between ornamented hand bags, charm bracelets and other jewelry and fine fabrics. Always be mindful that your accessories may snag a lace gown, satin skirt or silk blouse.



Denim & Dye Transfers

When dye transfers from one fabric to another, it is called “crocking,” and it can occur no matter the cost or brand name of an item. The problem with super-saturated indigo jeans is that the dark finish does not always set well. Before wearing them with lighter accessories, it is best that they have been washed at least eight times to prevent color transference. To test to see if crocking is still an issue, rub the denim with a white piece of fabric... “If you see blue, wash anew!”



If smudging does occur, bring them to Milt & Edie’s so that we can use the proper solutions to lift the dye without altering the original hues of your purse or pumps. Saving leather and suede can be done, too, however PVC-coated canvas items are much harder to restore to their stain-free status.

MILT’S MEANINGFUL MESSAGE

A positive attitude causes a chain reaction of positive thoughts, events, and outcomes. It is a catalyst, a spark that creates extraordinary results.

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Behind the Seams

Introducing Couture Cleaning: Milt & Edie’s Takes Garment Care To The Next Level

What do an Armani suit and a keepsake sweater have in common? They are special garments that deserve special care. At Milt & Edie’s, that “special care” is now available with “Couture Cleaning,” a new garment care service offering 100% hand-finishing.

“We want everyone who has invested in a high quality wardrobe to have access to a cleaner able to handle the intricacies and special needs of famous-maker suits, elaborately-designed evening gowns, and exquisite wedding dresses,” states owner Milt Chortkoff.

According to Milt, it took nearly two years to get a highly-trained management team in place before launching this service. “Since

Couture Cleaning is the ultimate in garment care, we spared no expense in terms of personnel and materials to bring this service to our customers.”

While it’s only natural for someone with an Armani suit or a Versace gown to choose to use Couture Cleaning, Milt believes the new service is ideal for garments carrying sentimental value to customers. “If grandma’s sweater is going to be passed along from generation to generation, it deserves hand care, too! Couture Cleaning is the perfect choice.”



7 Tailors Available
7 Days A Week!

MONDAY - FRIDAY: 3AM - MIDNIGHT
SATURDAY: 7AM - 8PM SUNDAY: 6AM - 10PM

Schedules are subject to change.

**LOOK INSIDE
FOR A
SPECIAL
OFFER!**

A Message From



I have spent most of my entire adult life devoted to the care of people's clothing. Now that I'm 80, I think it's fair to say that I've been through good times and bad times, and today times are pretty tough. That's why it is more important than ever to protect your garment investment!

We spend *billions* on clothing every year. That is why it's an excellent idea to protect the vast investment that you've made in your wardrobe. Clothing not only needs protection against fading, but also against dust, humidity and bugs. Remember, the more care you give your clothing, the longer you extend the lifetime of the garments.

Investment Tips for Buying Clothes

When it comes to buying clothes, quality and fit are the name of the game. Here are some things to definitely look for:

Fabric: durable, seasonless, versatile.

Lining: need enough extra material for potential alterations.

Buttons: secured through two layers of fabric.

Seams: beware of bunching; loose threads are a sign of poor construction.

Collars: should fold smoothly without puckering.

Remember: A bargain is not a bargain if you don't wear it because the fabric looks cheap, the workmanship is shoddy or the color is hideous.

Robert Shapiro, General Manager

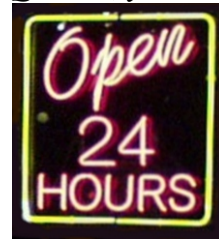
Q: What prompted Milt & Edie's to get into Couture Cleaning?

A: During the Academy Awards, we received a large number of expensive gowns and tuxedos to clean. In addition, we always get numerous requests to clean expensive items, such as a \$4,000 Christian Dior jacket or a \$6,000 Armani Black Label overcoat. After speaking with Milt and Michael, we decided to recruit the appropriate staff, as well as numerous consultants, to set up one of the finest Couture Cleaning departments available. After four months, we are gratified to see that this department has been well-received.



Robert puts the finishing touch on an evening gown.

Q: Sure, you are open 24/7, but do people really come in during the middle of the night?



A: Yes, we have a steady stream of traffic all night long. We just recently had to hire additional CSRs to handle the increased business. Police officers and people getting off work at the studios regularly come in to pick up their clothes in the wee hours.

Spotlight on Tailors

Leonora



Leonora began helping her father in his tailor shop on a naval base in the Philippines when she was 14. Little did she know that it would lead to a 50 year career in tailoring. The past 16 years have been at Milt & Edie's, where she has developed a large following of devoted clients. Leonora also has a specialty: shortening and re-tapering ties for shorter people and children.

Luis



It is no wonder that Luis has a penchant for working with men's garments: he learned to sew as a teenager in his native El Salvador, where male tailors only work on men's clothing. With 44 years of tailoring experience — from garment factories to Beverly Hills boutiques, and 15 years at Milt & Edie's — he enjoys working on all types of garments, noting that the most unusual piece he's worked on was a bikini.



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