

Contact: John-Claude Hallak  
Phone: (201) 206-2883  
Email: [jch@thecouturecleaner.com](mailto:jch@thecouturecleaner.com)

**FOR IMMEDIATE RELEASE**

## **theCOUTURECLEANER NOW SERVING LAS VEGAS**

**Manhattan, NY — July 14, 2009 — TheCoutureCleaner** — Hallak Cleaners of Manhattan and Margaret's Cleaners of Southern California, announce the grand opening of their specialty cleaning boutique location in Las Vegas. TheCoutureCleaner is a joint venture of two of the nation's largest and most established couture cleaners, catering to the fabric care needs of high-end retail boutiques, finer department stores and discriminating customers nationwide.

The Hallak and Horst families have enjoyed a fifteen year relationship during which they have collaborated on many concepts, including the founding of Leading Cleaners Internationale, an alliance dedicated to the advancement of couture fabric care with members from the United States, Canada and Australia.

The concept behind TheCoutureCleaner is simple...combine a tireless focus on quality and processing innovations, along with a mutual interest in pushing the technology envelope beyond industry norms. The result has been the achievement of a level of craftsmanship and customer service, otherwise unattainable in our industry. We call it "couture cleaning" rather than "dry cleaning."

TheCoutureCleaner initiated its Las Vegas presence one year ago by exclusively serving the needs of numerous couture boutiques and fine department stores, as well as independent specialty couture shops. After establishing and nurturing these boutique relationships for a full year, TheCoutureCleaner is proud to announce the opening of its first consumer retail location and delivery service in Las Vegas.

### **theCOUTURECLEANER** **Specialty Cleaning Boutique is located at:**

3330 West Hacienda Ave. #408  
Las Vegas, NV 89118  
(888) 336-9433

#### **Summer Store Hours:**

8:00 to 10:00am and 3:00 to 5:00pm, Monday – Friday

TheCoutureCleaner offers bridal services, designer handbag care, re-weaving and re-knitting, suede and leather care, heirloom and vintage restoration, fine table and bed linen cleaning, and hand laundry, as well as custom care for the entire wardrobe. Complimentary pick-up and delivery service is available in most of the Las Vegas metro area. Delivery services on the East Coast include Manhattan, Bergen County, NJ, and Greenwich, CT, and in Southern California, San Diego County, Orange County and Beverly Hills.

In addition, TheCoutureCleaner's CleanByMail service brings the same high-level of specialty care to the front door of anyone in the United States. TheCoutureCleaner and its parent companies regularly service clients in virtually every state of the union, as well as internationally.

*Trusting **theCOUTURECLEANER** is no gamble. . .it's a sure thing.*