

the COUTURE CLEANER™

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FOR IMMEDIATE RELEASE

THE NATION'S FIRST GARMENT CARE WEBCAM CONSULTATION SERVICE

San Diego, California — April 16, 2009 — **theCOUTURECLEANER**, in association with Margaret's Cleaners of Southern California, has launched the nation's first garment care webcam consultation service. This complimentary service is an addendum to their already popular CleanByMail service, through which garments and accessories that require the specialty care of a couture cleaner may be handled. The webcam now makes it possible for the customer to show an item to a garment consultant, who will assess problems, discuss remedies, and provide an estimate...all before they ship their item to **theCOUTURECLEANER** for servicing.



Articles such as designer handbags, couture wedding gowns, St. John knits, silk neckties, scarves, and leather & suede garments, are examples of packages that arrive daily. CleanByMail handles general cleaning, difficult stain removal, knit blocking, reweaving, re-knitting, refinishing, preservation and much more.



The webcam eliminates much of the guesswork for items such as this.

To take advantage of this new service, all that is needed is a computer with a webcam. No special software is required for PC users. Mac users will need to download free software. A link from **theCOUTURECLEANER.com** home page initiates the contact with the webcam to begin the complimentary consultation.

Once the decision is made to send in an item, a CleanByMail request form is filled out to accompany the order. Standard return shipping is complimentary on all orders over \$100. **theCOUTURECLEANER** provides a pre-paid courier kit for shipping bridal gowns for preservation.

MORE ABOUT theCOUTURECLEANER — **theCOUTURECLEANER** is a partnership of Margaret's Cleaners of Southern California and Hallak Cleaners of New York, two of the finest and most experienced couture dry cleaners in the nation. The cleaner of choice to many couture retailers, **theCOUTURECLEANER** services are available nationwide. They handle everything from preserving an irreplaceable civil war uniform to the delicate hand cleaning of a one-of-a-kind haute couture evening gown.

Webcam Consultation Hours: Monday – Friday from 8:00am to 5:00pm (Pacific)
www.thecouturecleaner.com • (888) 336-9433

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