

For Immediate Release

DAVIS IMPERIAL
CLEANERS
PERFECTION IS NOT AN ACCIDENT!

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Davis Imperial Cleaners Featured Twice in CS Magazine’s Best of Chicago 2010 January Issue



Chicago, IL (January, 2010) – Davis Imperial Cleaners, one of the top ten certified couture dry cleaners in the United States, was featured **twice** in CS magazine’s new Best of Chicago 2010 issue. CS, a regional publication geared toward a luxury audience, has a readership of 100,000 per month. Its annual Best of Chicago issue forecasts the hottest businesses, restaurants, trends and cultural happenings of the upcoming year.

Davis Imperial was selected for the Best of Chicago issue because of its new, state-of-art “clean room” preservation and museum quality inspection area equipped with full spectrum light (including black light). This space enables technical fabricare specialists to perform complimentary condition analysis that will then be utilized in the restoration of textiles including wedding gowns, christening gowns, eveningwear, heirloom and vintage designer and couture pieces. Simply stated: Examination of an item with full spectrum lighting (including black light) enables technicians to see both stains and damages that would otherwise be unnoticeable to the naked eye. This extensive analysis performed by Davis Imperial’s professional staff allows stains and textile damages that would normally be left undetected by an ordinary drycleaner to be addressed, therefore preventing potentially irreversible damage to an item.

Elsewhere in the issue, Lynda Wood, co-owner of Davis Imperial Cleaners, also answered questions about the best ways to maintain, preserve and clean holiday apparel before, during and after the busy party season.

Some of Wood’s suggestions:

- Get dressed last, after you’ve brushed your teeth, sprayed perfume and put on deodorant.
- After a spill, don’t use hot water or club soda to try to remove the stain; just blot the spill with a white cotton cloth.
- If you can’t get your garment to the dry cleaners immediately, don’t stuff it back in the closet. Let it air out for at least 24 hours.

See links to both these articles at modernluxury.com.

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For a newsworthy interview about Davis Imperial Cleaners, contact *Lynda Wood* at 773.267.4560, (couturefabricare@davisimperial.com)