



*Margaret's*<sup>®</sup>  
the  
COUTURE CLEANER

Retailer  
Alliance  
Program



## Who is Margaret's?

Margaret Clutter founded Margaret's Knit Blocking in 1953. For 34 years, because of her extensive skill at hand washing, stain removal, alterations, pressing, knit blocking & knit repair, her business earned the reputation for being the best in the prestigious La Jolla community.

In 1987, at the age of 80, Margaret sold her business to John and Barbara Horst. Continuing the heritage of owning cleaning businesses that started with his grandfather in the late 1800's, John sold the 80-employee Ohio-based dry cleaning company he had nurtured for 34 years, to purchase the five-person Margaret's Knit Blocking business. His first goal was to develop a first rate dry cleaning facility on the premises. Within the first year, John's brother, Carl, and son, Chuck, joined the operation and became the fourth consecutive generation of the Horst family to own and operate cleaning establishments. With the additional help, Margaret's began offering pick-up and delivery service and added a Del Mar location.

In 1995, confident that their service and quality stood far above the rest, Margaret's offered its services to San Diego's finest garment retailers, and their reputation for excellence continued to grow. In 2003, Margaret's added a third location in Newport Beach as well as delivery service in Orange County. Soon after the Newport store opened, the couture retailers in South Coast Plaza and Fashion Island discovered Margaret's superior quality and variety of services.

In 2004, John's second son, Scott, joined the business and currently heads up our Retailer Alliance Services division, now servicing over 100 retailers throughout the nation. In 2006, John's daughter, Jan, joined the business as the Bridal Services Manager. Most recently, Chuck's wife, Robin, joined the business and manages the specialty needs of our alterations departments. All seven members of the Horst family participate on a daily basis, overseeing and contributing to the quality and service.

In 2008, delivery service was offered to Los Angeles and Las Vegas markets. The list of stores we regularly service includes the most recognized designer names. The majority of the fashion stores on Rodeo Drive and throughout Las Vegas rely on Margaret's to perform weekly "miracles." In Fall 2013, we opened another retail location in Los Angeles to service homes and retailers in Beverly Hills, Santa Monica and the neighboring communities.

Currently, Margaret's employs over 100 highly-trained and skilled individuals in five locations. This includes the new state-of-the-art processing facility in the Kearny Mesa area of San Diego, as well as delivery service to Las Vegas. Some staff have been with Margaret's since shortly after John acquired the business in 1987. Technicians include specialists in re-knitting, couture European style alterations, knit blocking, wedding gown preservation, vintage textile restoration, French hand laundry, purse and leather detailing, leather and shoe repair, and jewelry repair.

### – DELIVERY AREAS –

**San Diego County**  
**Orange County**  
**Beverly Hills**  
**Los Angeles**  
**Las Vegas**

**La Jolla:**  
**Del Mar/Rancho Santa Fe:**  
**Newport Beach:**  
**San Diego:**  
**Los Angeles:**  
**Visit Us On the Web:**  
**Phones:**

### – STORE LOCATIONS –

7511 La Jolla Blvd. • La Jolla, CA 92037  
3790 Villa De La Valle • Del Mar, CA 92014  
1831 Westcliff Drive • Newport Beach, CA 92660  
5150 Convoy Street • San Diego, CA 92111  
10700 Santa Monica Blvd., Ste. 160, Los Angeles 90025  
**www.margarets.com**  
**Toll Free (866) 454-2375 • Fax: (858) 454-4303**

### *What Do Our Customers Say?*

*“Excellent handling of garments. Appreciate special pick ups, aside from regular pick ups...”*

— DONNA KARAN

*“It’s no wonder that Margaret’s continues to be the best! Keep doing what you are doing...amazing level of integrity!”* — SALVATORE FERRAGAMO

*“A 10+! I’ve only experienced excellent service and my garments are always impeccably clean and presented beautifully.”* — NEIMAN MARCUS

*“You guys are fantastic. I have plenty of stories to tell you about clients who love what you do.”* — JOHN VARVATOS

*“Always representing your company with a high level of professionalism. A pleasure.”* — GUCCI

*“I tell everyone who inquires that Margaret’s is the best cleaners in town and I’m glad this store is associated with them!”* — HERMES

*“I don’t trust any other cleaner for my fine clothes. Margaret’s is the best of the best!!!”*

— NORDSTROM

*“Excellent service. Always recommend to my friends and clients. Thank you very much. Your driver is wonderful!”* — NEIMAN MARCUS

*“The best dry cleaner I have ever used. My clothes always look brand new and I love that. I will continue to refer my clients to Margaret’s.”* — CHLOE

*“Margaret’s is Southern California’s preeminent dry cleaner. I’ve toured their facility, seen their hands-on care and skills at work and feel very good about recommending Margaret’s for your most cherished clothing and collectibles.”* — STEVE BOORSTEIN (The Clothing Doctor)





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COUTURE CLEANER

## *What Sets Margaret's Apart?*

**A**s the Nation's first 5-Star Certified Couture Cleaner®, our mission at Margaret's is simply to offer the finest of couture cleaning and repair services, all under one roof. To accomplish this we emphasize excellence through craftsmanship, assuring that the work performed is the best possible and that our customer's expectations are always met or exceeded.

### **Quality Through Craftsmanship**

- Knit garments are measured, blocked & depilled with each cleaning
- Couture & fragile items are hand cleaned when necessary
- Specialty items, including purses & handbags, are hand detailed by skilled craftsmen

### **Crystal Clear Solutions**

- Virgin solvents used with each cleaning
- Whites stay brilliantly white
- No solvent odors left in your clothes
- Garments won't shrink

### **Meticulous Garment Finishing**

- No shine, seam impressions or double creases
- You can trust your finest couture gowns and articles to Margaret's

### **Uncommon Attention to Detail**

- Inspectors assure that there are no loose hems, broken or missing buttons
- Personal preferences saved in an individual customer profile

### **Personalized Inspections**

- Every order is inspected to assure that we followed your specific instructions
- We really do listen to you & attend to the smallest details!

### **Exquisite Packaging**

- Sweaters, leathers, napkins, purses, blankets, etc. are returned to you in our custom breathable storage bags!
- Garments are individually wrapped & tissue padded
- Custom hangers & clip hangers used generously

### **Full Complement of Services**

- Servicing the retail industry properly includes much more than spot removal
- Specialty services include leather and suede cleaning, handbag cleaning and repair, shoe repair, costume jewelry repair, silver smithing, and reknitting, to name a few.
- All services are performed in house by skilled artisan technicians

### **Five-Star Customer Service**

- Our Customer Service Department always strives for the same "5-Star Customer Service" offered by world-class resorts, including regular pick-up and delivery at your location.





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## *What Benefits Does Margaret's Offer?*

Margaret's caters to retailers with its Retailer Alliance Program. We partner with the finest couture retailers and boutiques to maintain their full range of stock merchandise, assist with customer spot and damage issues, provide cost effective uniform cleaning, and even perform in-house training and conduct informative in-store customer clinics. Restoration of damaged garments and consulting on returned and damaged goods are given major emphasis. Margaret's has been able to save countless items that were improperly handled by other cleaners and has successfully removed stains that other cleaners didn't have the expertise to remove.

Margaret's has serviced garment retailers for over fifteen years and has a long track record of saving garments, sales and customers. A continuing goal of this program is to save merchandise from being discounted or marked out of stock so that the program pays for itself.

Each Alliance account is maintained by professional representatives who are knowledgeable in garment care and can respond competently to most inquiries. A partial list of the couture designers, bridal boutiques and retailers we work with regularly may be found on our website.

### **Cleaning and Restoration of Stock**

It may be an item that arrived with some staining, wrinkling, or damage during transit – something that you need to salvage, because replacement is not an option. At Margaret's, we have the patience, eye for detail, and range of expertise to correct such problems.

### **Spot Cleaning of Garments**

The inevitable mishaps that occur when goods are being tried on by a client can be corrected. Lipstick or make-up stains will be safely removed without the necessity of cleaning the entire garment. This can be especially important with items that have intrinsically limited serviceability.

### **Damaged Garment Restoration**

Don't give up on that valuable garment that was damaged by storage, handling, customer use or even improper servicing. We can return many garments and accessories to "like new" condition. If a customer returns an item for repair of snags, color loss, loss of pleating, shrinkage, broken or missing hardware, and innumerable other problems, Margaret's can often restore the garment and keep your customer satisfied.

### **Analysis and Problem Garment Consultation**

Occasionally a customer returns a garment with a problem that cannot be remedied. It's important to know exactly what caused the problem so that it may be corrected in manufacturing or labeling if possible. Margaret's offers complimentary analysis and consultation regarding these unusual problem situations.







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### **Uniform Cleaning**

Your employee's uniforms need to reflect the image of your store, so they must always look their best! Margaret's offers couture-quality uniform cleaning for our high-end retailers and boutiques at wholesale prices.

### **Direct Delivery or Shipping to Your Clients**

The sale is made, but, at the last minute, your client notices a problem with the garment. Margaret's can address whatever issue stands in the way, and either deliver or ship the garment directly to your client.

### **Complimentary In-Store Seminars**

Make sure that your sales team is armed with accurate knowledge about dry cleaning, so that they can give basic garment care advice with confidence. Our Dry Cleaning 101 presentation takes the mystery out of the dry cleaning process. This seminar dispels myths, clearly communicates the basics, and provides invaluable tips your staff can share with clients. Additional seminar topics include knit garment care, specialty trimmings and ornamentation, suede and leather care, problem garment handling and others. If you have a special area of interest Margaret's will custom-design a seminar to meet your needs.

### **On-Site Cleaning and Pressing**

Margaret's offers on-site cleaning and pressing for fashion shows and special events. Our experienced technicians ensure that your designs look fresh and clean between shows. We bring all the tools necessary to repair unexpected damage, remove last minute spots, and hand press garments back to a showroom finish.

### **Protect Your Clients' Investment in Your Fashions**

The most important benefit a relationship with Margaret's provides is the knowledge that in our care, the fashions with which your clients leave your boutique will stay fresh and vibrant for years. Our **Safe Cleaning Guarantee**, coupled with our unsurpassed technical expertise eliminates the worry and hassle which plagues those who settle for mediocre dry cleaning.

### **Complimentary Cleaning Attempts**

We don't expect you to be the experts in dry cleaning. There is no need for you to predict the chance of success in removing a stain or restoring a finish. If Margaret's cannot make a noticeable improvement in a damaged garment, it shall be returned free of charge, no matter how much effort was expended in our recovery attempt.

### **Pricing**

Premium services are offered at a premium price. For Retailer Alliance partners Margaret's offers most of our services at a significant discount. A discount schedule will gladly be made available. The only requirements to participate in the program are that the finished items must be delivered directly to the store or boutique, and that the store be responsible for payment. We do not discount our services if they are being paid by your customer.





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## *What If There's a Problem?*

**O**ur unique **Safe Cleaning Guarantee**<sup>®</sup> creates an entirely new dynamic in the relationship between designers and boutiques, and their clients who use Margaret's to service their fashions.

### *You are all too familiar with this scenario...*

A client walks into your busy boutique carrying a garment on a hanger, covered by a dry cleaner's plastic bag. You needn't be psychic to predict the first words you will hear. *"My dry cleaner said that this is defective and I should take it back to the store where I purchased it."*

Simply stated, this will never happen if your client uses Margaret's.

Our philosophy is simple. The legitimate need to escalate a garment service failure to the level in which we involve the designer or boutique is extremely rare. **Whether actual or perceived, WE GUARANTEE to resolve any and all problems between us and our mutual client, quickly and diplomatically.** We recognize that the goodwill built over many years is fragile. We passionately protect that goodwill and the client relationship.

In the rare instance where there is a legitimate issue with the serviceability of an item, we do not deputize our mutual customer into the role of arbitrator – rather, **WE GUARANTEE to reach out to you directly and review all serviceability issues.** We can then get together and find a way to keep our mutual client satisfied.

When we receive an item that is a challenge for even Margaret's to service, **WE GUARANTEE that we will NOT tell the customer that the item is unserviceable.** Even if the only viable means of care is complete hand cleaning. **WE GUARANTEE every attempt will be made to service even the most uniquely challenging items.**

## *What if we are not located in your delivery area?*

**M**argaret's has been servicing numerous stores and boutiques across the nation for many years. Margaret's has a dedicated staff with the procedures and custom packaging techniques to make the process reliable, painless, and swift. Complimentary webcam consultation is used frequently to provide a timely quote, feedback and assistance. By being able to discuss issues in real time, we provide instant feedback to you and your customer, a critical component needed to satisfy today's customer expectations.

You don't have to trust that special gown, hand rolled scarf, delicate leather jacket or a collector handbag to the local cleaner, shoe repair store or alterations service, when Margaret's is as close as your shipping table.



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## *What Services Does Margaret's Offer?*

**M**argaret's is always ready for a challenge on any type of garment. No stain or damage is too big or too small for us to evaluate. Each and every item entrusted to our care is treated with the utmost respect, from the mundane to the sublime. We vigilantly protect wardrobes, investments and memories.

### **French Dry Cleaning**

At Margaret's, our highly trained professionals routinely inspect every garment for problem areas and provide special attention when and where it is needed. Garments will be cleaned and inspected with incomparable attention to detail. Each item is carefully evaluated to determine the best cleaning approach. For the most delicate of fabrics and trims, entire hand cleaning may be considered. Professional stain removal, constant filtration, and virgin distilled solutions keep fabrics looking like new. Detailed hand-finishing and respect for nuance assure that the designer's intent will be maintained. At Margaret's we take care to hand-finish rolled edges on hems, lapels, collars and sleeves. We leave no button, pocket or seam impressions during pressing. Buttons, hook-and-eyes, snaps, buckles, hems, seams and shoulder pads are regularly examined. Any issues are addressed by repair or replacement as necessary. Garments are received with the guarantee that they are ready-to-wear.

### **Premium Shirt Service**

There are many components involved in achieving the perfect shirt. Bright whites, vivid colors, crisp collars and cuffs, properly aligned French cuffs, accurate starch levels, smooth plackets, and button inspection are just some of the factors that require constant attention. Our premium Del Mar Shirt Service demonstrates our attention to these myriad of details by providing properly-sized collar stays, repairing missing, cracked, or broken buttons, and mending seams or holes. Cuffs and collars are always pressed with precision. At Margaret's the perfect shirt is not an accident—it is the result of the concerted efforts of many players.

### **Suedes and Leathers**

Margaret's also specializes in cleaning suedes and leathers such as jackets and shearlings. We have experience with such designers as Yves Saint Laurent, Coach, Fendi, and Chanel, to name just a few.

Suedes and leathers are arguably the most complex and challenging items to process. Each garment must be carefully assessed for its specific needs and limitations. The natural beauty of the skins brings with it a lack of homogeneity and a level of unpredictability that does not exist with most fabrics. Our experts strive to return your garment to as close to its original texture and color as is possible. After being gently cleaned, by hand, if necessary, the natural oils depleted during the cleaning process are replenished in finishing. This multi-phase process sets us apart from the "typical" leather cleaning service.

### **Repair Services**

Leather, shoe, purse and jewelry repair are not services typically offered by cleaning service providers. Our Master Craftsmen with over 20 years experience confidently perform all kinds of leather, suede, handbag, shoe and jewelry repair. All services are performed in-house, minimizing cost and turn-around time.



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### Handbag Cleaning

Margaret's has been hand-cleaning purses, handbags and designer luggage in-house for more than 15 years. Whether fabric, suede, leather, PVC or a combination of materials, we can resurrect that cherished accessory. Our specialists possess the expertise to master mix colors to camouflage embedded stains while retaining the original look and feel of a skin. Although this technique is a very time-consuming process, it gives us the ability to "rescue" a handbag that would otherwise be a lost cause. Very few bags are beyond restoration, and we are disappointed in the rare instances where we reach that conclusion.

### Table and Bed Linens

The care of fine and antique table and bed linens is a disappearing art. Margaret's is equipped to perform this delicate work. Whether Frette, Pratesi or Leron, our signature French hand laundry will protect your earthly treasure of luxury bed linens. The special attention required in the care of delicate and often vintage table linens cannot be overstated, nor can the commitment and passion we bring to these very special projects.

### Knit Blocking

The proper care and cleaning of fine knits is a skill developed extensively by Margaret's. To maintain its shape, every knit garment is measured, blocked, and depilled with each cleaning. Then most are folded flat for storage. With each cleaning, Margaret's knit blocking service includes our custom-made breathable sweater storage bag. These bags are suitable for long-term storage and are highly effective in the prevention of mold and insect damage.

### Reknitting and Reweaving

Snags, insect damage, unknown holes? Consider reknitting or reweaving from Margaret's as an alternative to retiring a cherished or valuable garment. Our experts often repair such damage in knits and other fabrics, as well as perform re-working and alterations to fine knits such as St. John, Loro Piana, TSE and others. Margaret's is a French weave specialist.

### Dying and Brightening

If colors have faded or whiteness diminished from a garment, there often remains hope. Whitening, brightening and color enhancement processes are possible. Even though not all garments are dyeable after manufacture, dying remains a viable option to restore some textiles. Spot dying can also be considered where applicable for localized damage.

### Archives, Collectibles, Vintage Items

Whether it is the archival collection of a fashion designer, a treasured stuffed animal that has been in the family for generations, an irreplaceable sampler made by a great-grandmother, or an authentic baseball jersey worn by a legend of the game, Margaret's has the proven expertise, heightened sensitivity and justifiable confidence to tackle these most delicate and critical projects. We have been trusted with numerous museum collections over our decades of service.

### Restoration Services

Margaret's extensive experience with all types of garments extends to being able to "rescue" items of all types... from furniture and rugs, to the finest leathers and couture garments...that have been damaged by smoke, odor, water, mold and fungus. We are the region's largest restoration professional. We are often able to effectively restore items that would have been considered a total loss by other service providers.





## *Are Bridal Services Available?*

### **Bridal Salon Support**

**M**argaret's services many couture bridal salons and designers. We are a full-service gown care specialist, and our services include touch-up pressing and cleaning of sample gowns before a bride's wedding, and cleaning, preservation and storage following the wedding.

Pre-wedding services include alterations, cleaning, pressing, temporary storage and site delivery. Emergency response is available in some areas.

### **Cleaning and Preservation**

Our wedding gown preservation service is the best you'll find anywhere. We have extensive experience in cleaning and preserving gowns from the most distinguished gown designers including Vera Wang, Inez de Santo, Reem Acra and more. We are very proud of our decades of exceptional service to brides throughout the United States. Being given the privilege to care for such an important piece of one's personal history is never taken lightly.

Months of planning go into this single, special day. A wedding gown isn't just a dress, it's a part of one's life story. It is important to plan for a gown's cleaning and preservation procedure, remembering the key to a successful preservation is to begin the process as soon as possible after the wedding. Proper cleaning and preservation of each gown will ensure that it will last for years to come.

- First, we thoroughly inspect each gown for loose beads, trim, and any other necessary minor repairs. Special attention is devoted to stains which, if left unattended, can turn yellow or brown over time. They are pre-treated by our spotting specialists. After the gown is cleaned, it is treated with an anti-sugar treatment. This treatment will prevent any sugar stains from returning and yellowing the fabric over the years.
- Then each gown is meticulously cleaned and hand-finished to follow the designer's line and drape. Finally, a gown undergoes a rigorous inspection in our proprietary multi-spectrum inspection facility before it is deemed ready for preservation. Brides are invited to participate in a personal inspection at our facility as well.
- The preservation process is completed with the packaging of the gown in our completely museum-quality, archival, acid-free, sulfur and lignin-free, storage box and tissue. This packaging will keep the gown fresh for years to come. Remember, just "acid-free" is never enough.

All of our preservations include a lifetime warranty. We also enclose a pair of white cotton gloves for the bride to wear when she wants to take her gown out of the box. We do not seal our preservation boxes. Fabrics need to breathe and we encourage removal of the gown from the box every two to three years to re-fold it and prevent permanent creases. A complimentary pressing is included with each preservation when the gown is going to be worn by a future bride.

### **Vintage Gown Restoration**

When a bride decides that she would like to wear a vintage gown, many factors must be considered. Margaret's has been restoring gowns and antique fabric for over 50 years. The ultimate goal of restoration is to restore a vintage gown to its true color, without damage to the original fabric. In our business, there is nothing more gratifying than being able to restore a vintage gown and see the smile on the bride's face when she realizes that she will be able to walk down the aisle in a dress that was once worn by someone dear to her.



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## *What Cleaning Method is Used?*

*“sorry, we only carry size six...”*

Sounds absurd, doesn't it? A boutique with rack after rack of fabulous fashions ... in just one size!

**J**ust as one size does not fit all of your clients, there is no single cleaning technology that can handle the wide spectrum of components present in today's fashions.

While the overwhelming majority of dry cleaners have a single cleaning system at their disposal, we employ five different cleaning chemistries and methodologies to offer a service that can properly process virtually anything a designer's mind can conjure up! In short, if the laws of chemistry and physics allow for the proper care of a given item, Margaret's will have the appropriate equipment and expertise with which to handle it. No other cleaner in the United States has as comprehensive a selection of cleaning technologies, as well as the expertise to take care of any cleaning challenge that arises.

Similarly, personal preferences vary greatly. At Margaret's, we have the systems in place to ensure that special processing and/or packaging instructions are carefully observed. For instance, a client who prefers their wool slacks to be folded over a hanger, their cotton slacks hung from the waist, and their linen slacks hung from the cuffs, can be readily accommodated. This is just one of many examples of how we make every effort to tailor our service to “fit” the needs of the individual client.

## *What About the Environment?*

**O**ur recent addition of the **GreenEarth Cleaning System** makes available to our clients one of the latest “eco-friendly” systems. Now you and your wardrobe have a real choice! We are proud of this new addition to our family of cleaning systems (all of which are operated with the utmost environmental responsibility). Hanger and packaging recycling is also encouraged.

In an industry, which is too often associated with negative environmental issues, Margaret's stands atop the list of environmentally-conscious dry cleaning operations.

*Isn't it Time for the  
Margaret's Experience?*

Margaret's  
Couture  
Fabric  
Care



[www.margarets.com](http://www.margarets.com)

(866) 454-2375

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