

## Choose a Reliable Dry Cleaner

Experience is the most important factor to consider in selecting a drycleaner. A good way to find out if your cleaner is the best choice to handle your dress is to ask if they ship the dress away to have it cleaned, or if they do the work themselves. Also ask if the gown is to be boxed and whether you can view the gown before it's put in the box. West Oak Cleaners has been cleaning wedding gowns in the St. Louis area for more than 33 years. We are a high-quality cleaner that painstakingly tests every type of bead, stone and fabric that makes up the dress in order to ensure the best possible outcome. We know that silk is more difficult to clean than synthetics and requires a truly skilled cleaner. We take the time to discuss with you any concerns or special requests you may have about the care and preservation of your dress. We encourage you to view the garment after cleaning to ensure your dress meets your expectations before it is stored. You've gone to the rest, now come to the best.



## Six Convenient Locations

1736 Clarkson Rd.  
636.537.3250

14838 Clayton Rd.  
636.394.2743

#12 Four Seasons Center  
314.275.2009

11042 Olive Blvd.  
314.567.3583

11471 Olive Blvd.  
314.567.4180

2470 Taylor Rd.  
636.405.0808

## Quality Wedding Gown Experts for over 32 Years



## Wedding Gown Preservation





## Why Clean and Preserve Your Bridal Gown?

You've waited your whole life for your big day. You dreamed about it as a little girl, pictured the expressions on your family's faces, wondered how your parents would feel and, of course, imagined what your dress would look like. And everything turned out perfect. But after your flowing white gown has taken you down the aisle, after all the pictures have been taken, and after all the tears have been shed, your gown will serve as a reminder of your special day. Taking good care of your gown will help it stay as beautiful as it was on your magical day. If your dress is properly cleaned and stored, it can be available for another blushing bride someday, perhaps your daughter or granddaughter. Ideally your gown should be cleaned within days or weeks of the wedding. Some stains may be clear at the time, such as white wine or white soda. If not removed quickly, the sugar in these stains will oxidize over time, and may later turn brown and be quite difficult to remove. Also, dirt around the hemline is much easier to remove right after the wedding. Dirt left in the dress may also weaken the fabric. To keep your dress as beautiful as the day you got married in it, bring it in as soon as possible.



## Museum Method

Museum Preservation is a hanging method of gown preservation that will keep your gown in better condition than boxing or sealing it. We use 100% acid-free tissue to fill in the bodice area. After cleaning and pressing the gown, it is then placed in a 100% acid-free all-cotton muslin bag. Museums have used this method for preserving heirloom costumes and gowns for years. This method is an excellent option as it keeps the dress protected from both dust and light. The specially designed garment bag allows the dress to 'breathe' which is essential in protecting the gown from mold and mildew. A bagged gown is the easiest to inspect periodically. The gown must be kept in a temperature- and moisture-controlled environment. Some gowns cannot be hung, because of the design of the dress.

The sentimental value of a wedding gown is often far greater than the monetary value. Clean and storing your gown correctly will keep your memories for years to come.



### Clean and Box

With the Clean and Box Method, the gown is situated in a specially designed acid-free, museum quality container. Acid-free tissue paper is used to buffer the folds along with a cardboard bodice to maintain the integrity of the dress. This is a great option if you don't have a place to hang the dress in a climate controlled.



**Sealed** The box can be rid of all oxygen and sealed tightly, thus protecting it from harmful elements. This option does not allow easy access. We suggest this method if you plan to store the gown in a basement or an environment that is not completely dry or temperature regulated. Desiccant packs are put in the box to seal in moisture.

**Not Sealed** The dress will be placed in the acid-free box, but not sealed. This allows the dress to 'breathe' but does not take up room in a closet. This method is recommended if the dress is going to be repositioned or reviewed from time to time. The box should be kept in a cool, dry place.