

VELVET CARE AND MAINTENANCE GUIDELINES

CRUSHING OF PILE:

- A. No matter how carefully the piece or lengths are packed, crushing in transit is a problem for which no complete solution has been found.
- B. Should a heavy object be placed on it, crushing of the pile is inevitable. Special care should be taken in the transportation of made-up curtains. Plenty of soft paper should be placed between the folds where the pile is face to face, to prevent crush lines.
- C. As crushing alters the angle of the pile, and in consequence the reflection of the light, it shows on the surface as patches of a lighter or darker shade. Fortunately, however, crushing will usually disappear after a month or so, but sometimes needs the assistance of steaming and brushing to lift the pile. Brushing is particularly important to reduce the crushing on upholstered products.
- D. No velvet is entirely perfect. Minor irregularities that can only be seen at very close range, and which do not impair the general effect of the curtains when hanging, come within the limits of normal tolerances.
- E. It should be born in mind, however, that freshly hung velvet curtains never do full justice to the quality. As the atmosphere lifts the pile, the richness and luster steadily improve, a process, which can continue for several months.
- F. Mercerized cotton and other high luster qualities, as well as some pastel shades, occasionally have a certain amount of mottling or slight shading effect on the surface. These, however, are the properties of top quality velvet and not a fault.

DIRECTION OF PILE IN MAKE-UP:

- G. There are no hard and fast rules that curtain velvets should be made up with the piles running up or running down, but it is essential that all panels should run the same way. The points considered for each method are as follows:
 - a. PILE UP: Gives a richer, deeper color appearance because there is less light reflection and one can see down the pile. On the other hand, curtains tend to collect dust and pressure or handling marks are more obvious where flattened pile increases light reflection. This tends to make any marks show up paler in color. Pile distortion will more readily adjust if curtains are made this way.
 - b. PILE DOWN: Because of the greater area of fibers exposed this method gives more light reflection and therefore less depth of color. However, marks do not show so readily and dust is not trapped to the same extent. It is also easier to brush curtains with a downward stroke.

- H. Both methods of hanging are quite correct and preference should be discussed with the consumer before work commences. ***For upholstery we do recommend pile down.***

COLOR FASTNESS:

- I. Most velvets today are dyed to certain standards. No fabric is, however, completely fadeless.
- J. Some “toning off”, particularly on the leading edges of the curtain may gradually take place, due to the action of sun through glass and condensation.
- K. Good quality curtains should not be treated as sun blinds to protect carpets and furniture. They themselves require protection from the sun to ensure lasting satisfaction.
- L. The life of the curtains can be improved by:
- a. The use of blinds
 - b. Ensuring that curtains do not become damp by condensation or any other way
 - c. Lining and interlining
 - d. Lining also greatly improves the hand and general appearance of the curtains and is really essential.

CLEANING:

- M. We recommend **only dry cleaning** for both curtains and upholstery.