

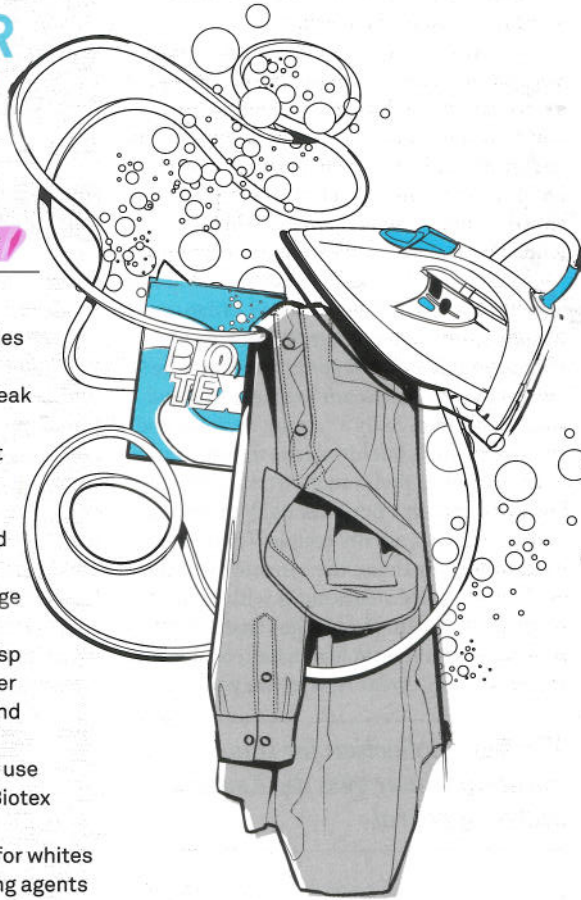
HOWTO...

LOOK AFTER YOUR SHIRT

Employ these top tips from Simon Maloney, head of production at Thomas Pink

WASHING GUIDE

- 1 | Be warned: professional laundries can be aggressive on your clothes and the ironing machines often wreak havoc on your buttons.
- 2 | Wash your shirts at 40°C. Do not bleach, do not tumble dry — line dry and iron while slightly damp.
- 3 | Stretch shirts should be washed at 30°C; when ironing, follow the care instructions — you will damage the fabric if the iron is too hot.
- 4 | Starching shirts keeps them crisp and helps keep them clean, but over time it makes fibres more brittle and accelerates wear as a result.
- 5 | To keep collars and cuffs white, use laundry products like Vanish and Biotex before washing.
- 6 | Use a specific washing powder for whites as these contain optical brightening agents



to keep your cuffs and collars spotless.

- 7 | Do not use bleach on shirts as this damages fibres and can unevenly lighten the colour of the shirt.
- 8 | Spin-dry shirts at low speeds (if your machine has this option). This will reduce creasing and makes ironing easier.

IRONING GUIDE

- 1 | Unbutton the shirt.
- 2 | Iron the collar (from the edge to the middle) and collar stand.
- 3 | Iron the placket (the piece of the shirt where the two sides overlap along the buttons) and then the body of the shirt.
- 4 | Iron the back of the shirt flat and then, in turn, pull the top of each sleeve over the pointed end of the board to iron the yoke (the two panels above and behind the shoulders).
- 5 | Use the point of the iron to press the fabric between the buttons.
- 6 | Open out the cuffs and iron them.
- 7 | Iron sleeves (using a sleeve board if you have one), being careful not to crease them.
- 8 | Use a well-padded ironing board and replace the padding on a regular basis. We like the board designs at Brabantia (www.brabantia.com).
- 9 | For 100 per cent cotton shirts, iron using steam and ideally while the shirt is still damp.
- 10 | When hanging shirts, always leave sufficient room between them to prevent any creasing.



SPORTSWEAR

HIGH STYLE, LOW COST

WITH FASHION LABELS increasingly parking their (stylish) tanks on the lawn of sports labels, it's no surprise that the brands that have made their names selling athletic apparel are reciprocating with increasingly well-designed lines. Adidas already offers the high-end Yohji Yamamoto designed range Y-3, but is now introducing a more reasonably priced range called SLVR (we blame Primal Scream for this deliberate mis-spelling) that combines high-fashion concept and design with Adidas's traditional easy street style. The result is a sharp looking range of casual clothes which we think constitutes perfect weekend wear. (+44 800 37 874 737 www.adidas.com/SLVR)