

TRENDS

Volume 29, No. 1 - January/February 2011

TRENDS IN BUSINESS

RAVE, simply exceptional dry cleaning

What kind of dry cleaner has an online blog that's good enough to be called out for notice by alltop.com as one of the best in the fashion category? The answer? A dry cleaner that is really, really interested in what it does. And really cares about setting industry standards.

RAVE FabriCARE is the dry cleaner and you can find their daily blog at www.truequalitycleaning.com. Here are three samples of blog headlines: "So Your Dry Cleaner Couldn't Help You," "The Cleaning and Restoration of a Garment: Vintage Wedding Dress," and "You Have Dry Cleaning Rights: Exercise Those Rights."

RAVE's web site is one of the best educational sites on the Internet relating to garment care. The amount of information on

this site is amazing. It ranges from facts about knit blocking to stroller cleaning and detailing.

For more than two decades, **RAVE** has built a national reputation for taking extreme care. Services range from expected things like dry cleaning, wet cleaning, repairs and alterations to highly specialized services like bespoke, made to measure, designer, high fashion, specialty and couture garments. Even vintage, antique and museum pieces.

Some things dry cleaning customers don't think too much about, but **RAVE** doesn't use toxic, environmentally hazardous, dry stripping solvents like perchlorethylene or synthetic petroleum, the solvents of choice by 98% of dry cleaners in the US. Instead, they clean in siloxane, a dry cleaning fluid so gentle you

rave fabricare
master cleaners
extraordinary care
for fine garments & household textiles

can wash your face in it. The result is exceptionally clean garments, brilliant whites, creams and pastels, and intense colors without a "washed out" look. There's also zero odor to the finished product. Of course, everything's hand pressed, never machine pressed.

If you've ever had a garments that's had this kind of royal treatment, you can tell the difference virtually every time you put it on. That's the target **RAVE** is shooting for every time.

RAVE FabriCARE is located at 8480 E. Butherus Drive, No 104, Scottsdale. 480.443.1005 or www.ravefabricare.com.