

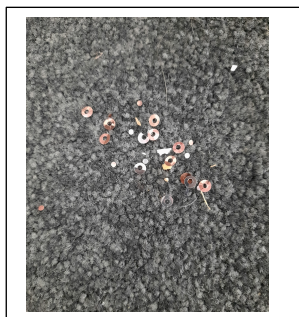


The DIA has been alerted by a drycleaner in Victoria to problems with cleaning a Layla Jones evening dress.

The garment alert will be uploaded to the DIA website under *Resources/Technical Information/Garment Alerts*

Brand:	Layla Jones	Style name/number:	Evening dress
Care Label:	<p><i>Immerse in pre-dissolved determine in cool water.</i></p> <p><i>Gentle wash separately</i></p> <p><i>Do not rub</i></p> <p><i>Do not soak</i></p> <p><i>Do not wring</i></p> <p><i>Do not bleach</i></p> <p><i>Do not tumble dry</i></p> <p><i>Lie flat to dry</i></p> <p><i>Do not spray alcohol based products directly on garment such as perfume or hairspray.</i></p> <p><i>No heat or steam on ornamentation.</i></p> <p><i>Cool iron on reverse side if necessary</i></p> <p>Drycleanable - P</p>	Fabric Content:	<p>Lace: 82% polyester 18% nylon</p> <p>Contrast: 94% polyester 6% elastane</p> <p>Lining: 100% polyester</p>

Images of garment:





Issue:

This dress was cleaned according to the care label but after being cleaned 100% of the sequins fell off. The glue using to attach the sequins to the bodice were not compatible with the drycleaning instructions.

In this instance the customer will need to return the dress to the point of sale for a refund.

As noted in our Point of Sale Trims brochure:

Sequins are always delicate, but they can be serviceable if they are made properly. Unserviceable sequins can lose colour, lose shine or curl. If the thread holding them is inferior, it may break and allow the sequins to unravel. Unserviceable beads can dissolve or transfer dye to the surrounding fabric. Glitter which is glued on will almost always fall off during drycleaning or washing.

Your DIA Professional drycleaner has the know-how to preserve the beauty of these fashionable and expensive garments unless they are trimmed with inferior or unserviceable garments to the retailer.

Reputable stores should have a fair policy on these types of garments.

For further information you may also like to read the DLI's TAB Bulletin 432 – Decorative Designs Disappear