



Garment care guide

If you want to take care of your garments so that they can go on season after season, we recommend you follow the care instructions on the label and the information below:

Knitwear

Alpaca wool, mohair, wool and cashmere are all delicate fibres. They are easy to look after, but we recommend hand washing. You can also use the special wool programme on your washing machine. Wash with cold water using a special wool detergent, (preferably liquid). However, avoid using softener because it risks damaging your jumper or cardigan's fibres. Use a laundry bag and select a spin cycle of no more than 600 rpm to avoid damaging the fibres. Dry flat in order to maintain the initial form of the piece as much as possible over time, and don't use hangers because they stretch the fibres. Some of our knitwear pieces need to be dry cleaned. This is marked on the item's care and content label.

Denim

Jeans, jackets and shorts are all AMV wardrobe essentials made of strong material, but they have specific washing requirements to keep them in good condition season after season. First of all, it is important to wash denim items inside out in order to protect the fibres and colours. We recommend a maximum temperature of 40° and specific detergent to keep colours from fading and fabric from shrinking. You can use a clothes dryer on a short programme for 100% cotton denim, but if possible, air drying is preferable.

Cotton

Cotton is well-known for its durability, and is a widely used textile fibre around the world. It has a central place in all the American Vintage collections. Whether pure or blended with other materials, cotton is a light material, breathable and easy to care for – it's a joy to wear. It can be washed at almost any temperature, but between 30 and 60 degrees is ideal to protect the fibres and colours. The strength of its fibres means it can stand up to machine drying.

Supima® cotton

« Supima® » is specially trademarked cotton that is harvested exclusively in the United States, in California, Arizona, New Mexico and Texas. It's rare certified cotton that has become the fibre of choice for a superior quality material. It is used primarily in the Massachusetts line, and is very soft, offering a "second skin" effect. Its long and robust fibres make it strong and hardwearing, but in order to keep it that way, we recommend using a 30° delicates programme and a laundry net. Like classic cotton, it can be machine dried.

Cupro

Cupro is known for its fine satin finish and silky feel, and is made by extracting fibres that are generally considered unusable from cottons seeds. It is a fluid and breathable material which wicks away moisture very well and is an excellent thermoregulator. It is also very easy to look after. It can be washed at 30 degrees on a standard cycle, doesn't crease easily and can be ironed at low temperature. However, choose drying on a hanger over machine drying.

Silk

Silk is a natural material prized for its lightness and soft and shiny finish. Silk has isothermal properties, which means that it keeps you warm in winter and cool when temperatures rise. However, it is a delicate fabric which means it is important to follow washing instructions. Go for a 30° wash on a delicates programme, ideally in a washing net without added softener (which can alter the material's shiny finish) on a spin cycle of no more than 600 rpm. It's best to leave it to air dry because high temperatures can cause the garment to shrink.

Viscose

Viscose is a natural plant fibre made from wood pulp. It was initially created as a more economical alternative to silk. Viscose is soft and fluid, and comfortable to wear, but needs special care. The fibres retract and become fragile when wet, so opt for handwashing or the delicates washing machine programme at low temperature, ideally in a washing net. It's best to dry flat and avoid machine drying. The material returns to its initial shape once it has been ironed.

Lyocell

Lyocell or Tencel® is a fibre made from wood pulp (generally eucalyptus or bamboo). The final cellulose obtained resembles honey which is then dried and shaped. Lyocell is an extremely strong fibre with a high moisture absorption capacity. For optimum fabric care, avoid machine washing over 40° to stop the fibre from shrinking. Lyocell doesn't crease easily, but can be ironed at low temperature for a perfect appearance.

Linen

Linen is a natural fibre whose qualities make it a very popular material, particularly in summer. Its properties reduce the sensation of heat and stop you sweating. This makes it fresh and comfortable to wear. Linen is a strong material that is easy to care for and gets better with each wash. Wash at a maximum of 30° or 40°. You can use a clothes dryer with it and it will even make the material softer. Linen doesn't need ironing because its rumpled look is what makes it so good. Air drying is ideal. It can be ironed inside out at a low temperature.

Leather

American Vintage primarily uses lamb and calf leather, especially for belts and coats. Leather needs to be maintained so that it lasts over time. Make sure you give any leather items a waterproof coating before wearing them, in order to protect them from moisture. This should be done once a year. Leather is a natural material that needs to be treated with a special conditioner to stop it drying out over time and losing its shine. It should also be cleaned with moist cotton and soap and then left to air dry.

Synthetic materials

Polyamide, polyester, acrylic and elastane are synthetic materials that are strong, stretchy, easy to care for and can be blended with natural fibres. Go for a low temperature wash (30°) to take care of your synthetic materials and avoid damaging and shrinking the fibres. They don't crease easily, but you can iron them at low temperatures