



Jasper Conran London Care Guide

JASPER CONRAN
LONDON

General Care Tips

We hope you will treasure your Jasper Conran London pieces and that they will become reliable friends in your wardrobe for years to come.

To increase the life of each garment we would like to share tips on how to care for each piece from wearing, laundering and storage.

Several of our fabrics such as our silk fabrics and knitwear ranges are delicate and it is advisable to take care during wear to avoid parts of the garment catching, for example any sharp objects coming into contact can pull a yarn out of place.

After wearing, we advise they have at least a day's rest before wearing again.

Overtime repairs may be needed, try to repair them as soon as possible to avoid any further damage. Spare buttons are enclosed in a button envelope attached to the hangtag. These should be carefully stored away in a safe place in case a replacement button is needed. Some styles have the spare button on the care label.

If you are not confident to mend or replace a button, a local dry cleaners will usually offer a repair service.

Washing

Follow care label, it will always advise the best way to launder, dry, and store the garment. The care symbols are always set out in the order of washing, bleaching, drying, ironing and drycleaning.

The wash tub symbol will tell you if the garment can be washed in a washing machine and the machine setting temperature and spin cycle or if it can only be hand washed or dry-clean only.

The triangle symbol is for bleaching, and we generally advise that garments are not to be bleached as this will change the colour of the garment and all our garments should not come into contact at all with any bleach.

The square symbol indicates how the garment should be dried. We do not recommend tumble drying any of our garments as this can lead to fabric shrinkage and drying out of the garment's natural fibers. We recommend air drying to reduce energy consumption and it is better for the fabric in general.

The Iron symbol will tell you the maximum temperature the garment can be ironed or if it should not be ironed at all. We would generally recommend a low heat to prevent burning and to reduce energy consumption. Sometimes all that is needed is a gentle light steam.

Washing continued

The circle symbol will tell the dry-cleaner what chemicals can be used if dry cleaning and it will also advise if the garment cannot be dry cleaned.

In addition, we will sometimes add some additional tips on how to store and care for each piece.

Use the appropriate detergent. For example, with wool it is best to use a specialist detergent for wool. We would also recommend using non-biological detergent in general for cotton or linen.

Take care when drying any Jasper Conran pieces, they do not like being overexposed to very harsh/ hot sunlight as this can lighten or change the original colour.

We would always recommend garments that can be machine washed to be loaded with similar garments together. Knitwear in one load, woven cottons in another as they generally require different spin cycles and wash settings.

Wash loads should also be separated by colour as well so that similar colours are washed together to avoid any possible colours or coloured fibres running into each other.

Only washing when needed can help our pieces last longer as well as reducing energy and water consumption. In between wear the garment can be aired or a natural refresh spray can be used.

Storage

Before storing, ensure garments are fully dry to avoid damp, mildew or mold forming.

Avoid any pests such as moths, silverfish, mites and other insects with a natural insect deterrent like cedarwood blocks or lavender bags stored with each garment. These must be regularly changed as the scent can fade over time and become less effective.

Silk Clothing

All our Jasper Conran silk pieces are dry clean only. This is because silk is extremely delicate and the process from the yarn extractions to dyeing has taken an exacting amount of calculation from the yarn quality to the exact vibrant colours achieved. The only way that this can be maintained is through dry cleaning after wearing. This also ensures a professional finish in the pressing process. If the garment needs a refresh a light gentle cool iron will help. But care must be taken to ensure the iron is not too hot as silk can easily burn.

Our silk dresses can be stored hanging, for longer storage periods it can be stored folded in tissue paper in a dark dry place with a good moth repellent.

To retain the incredible vibrant colour we achieve in our silks, we advise you to store in a dark dry space.

Wool

We have a mixture of wool pieces in knitwear and in our woven coats which have different care requirements because the fabric and garment structure will be different.

Wool generally has self-cleaning properties and does not always need to be washed after every wear. It can be aired. Any small stains can be spot cleaned with a gentle fabric detergent on a damp cloth.

Wool Knitwear

Our merino knitwear can either be gently hand washed in lukewarm water or dry clean only. We recommend following the care label closely.

With knitwear it is best to avoid rubbing and wringing during hand washing as this can matt the fibers together or cause heavy pilling. A delicate wool detergent is recommended to maintain the yarn quality. Wool will not respond well to tumble drying and can not only damage the yarn fibres, but also cause the knit structure to shrink in the high heat. Instead, we recommend drying knitwear flat on a towel and reshaping whilst damp.

We love the natural soft fluffy texture of the knit, at times the fluffy yarn can come together creating small fibre balls known as pilling which is natural and cannot be avoided. These pilling balls are easily removed with a cashmere comb or stone and over time they will decrease.

To maintain the shape, knitwear should be folded and stored flat. It can lose its shape or become stretched if stored on a hanger.

Wool Coats

Our wool coats are dry clean only with a soft fluffy brushed surface. From time to time, we recommend brushing the coat with a clothes brush on a downward direction along the front, back and sleeves to keep the brushed surface in the same downward direction and brushed along the shoulder seam in smooth strong strokes to stop the fibres clumping together. This also reduces any dust or dirt that may settle into the coat fibres.

To keep the shape of the coat, we recommend hanging it on a good size hanger. The hanger width should not be too small or too big for the shoulders as this can cause the coat to become out of shape.

At the end of the winter season, prepare the coat for storage by emptying out the coat pockets and dry cleaning before storing away in a garment bag with natural moth repellents.

Cotton and Linen Clothing

Our cotton and linen fabrics can be machine washed at as low a temperature as possible with a non-biological detergent following our care label. Make sure there is plenty of space in the washing machine for movement within the washing drum to avoid squashing the garment.

After washing it should be taken out as quickly as possible and line dried. It helps to reshape and iron whilst damp to get rid of any wrinkles.

Our cottons and linens do not like tumble dry process and once line dried should be hung and stored in a dark dry space.

Caring for your Handbag

The easiest way to ensure your bag stays its best and to give it longevity is to keep it clean and dry.

We recommend when not using your bag, you keep it in its dust bag, zipped up, ideally packed with tissue, placed on a shelf, making sure handles do not get bent or distorted.

It is best to keep your bag protected from prolonged exposure to strong light, intense heat and humidity, direct contact with rain, oil, and grease (make-up) alcohol (perfume solvents) as this may cause the colour of your bag to fade.

Handle items gently and store in a safe place away from sharp objects to minimize the risk of accidental damage.

Accidental contact with sharp items may puncture or damage any finishing coatings, compromising the integrity of the product

Leather

Leather is a skin, and it can stretch. Avoid overfilling your handbag, purse, or wallet to maintain its original shape.

We encourage you take extra care of leather items you use often, taking the time each week to wipe away dust and spots with a soft cloth.

To clean up your leather bag, we would recommend using a soft, clean cloth dampened with fresh water, then wipe with a dry cloth and leave the bag to dry for 24-48 hours with the handles down.

Avoid abrasive cleaners or scrubbing tools that could scratch or damage the surface.

To treat leather, apply a colourless wax or cream to a dry cloth and massage into the leather using small circular movements. Leave to dry for 2-8 hours and buff the leather with a chamois leather or cotton cloth to restore its shine.

All our leathers are carefully crafted and sourced for their unique qualities. Any incidental marks, tonal changes and or textural variances are part of the materials natural characteristic and should not be considered as imperfections.

Non-Leather

Clean your bag with a soft damp cloth and leave to dry or you can remove excess moisture with a soft dry fabric such as a microfibre cloth.

Avoid using an abrasive cloth or sponge and do not rub or scrub it as that may damage the material and cause cracks.

Please do not dry clean your nylon or non-leather bag as it will cause damage.

Caring for your purse or small leather goods

When carrying your purse to prevent scratches and marking, we recommend you place it in one of the designated compartments or zip pockets in the lining of your bag.

Removing all your cards and items and gently wiping your purse with a soft cloth will remove the build up of dust and dirt if done regularly.