



HOW TO KEEP WHAT YOU LOVE

AELSE

AELSE.SHOP

BECAUSE CARE IS PART OF THE CRAFT

SOMEWHERE AELSE

THE ART OF CARE

At Aelse, we believe every garment holds a story—
and care is what carries it forward.

In a world that trades permanence for novelty, caring is
a quiet act of rebellion.

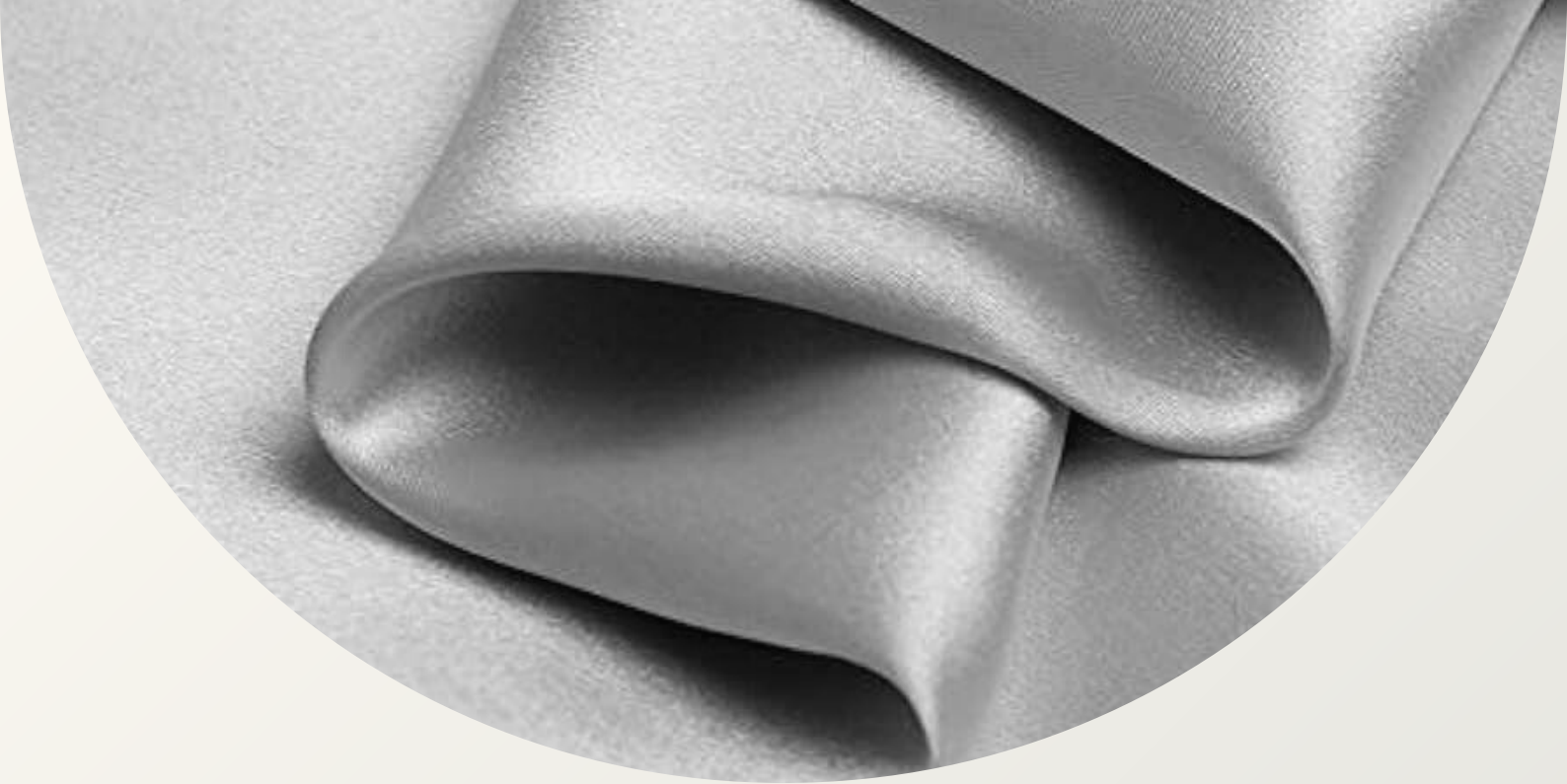
This guide is for the textile romantics:
the women who choose slow over fleeting,
who wear their clothes with intention,
and keep them in motion across years, landscapes, and
memories.

To wash gently. To mend visibly.

To honor fabric as something living, not disposable.

Here's how to make your favorite pieces last—
not just through seasons,
but through time.

AELSE.SHOP



LUMINOUS.
TEMPERAMENTAL. WORTH
EVERY CARE.

SILK

Hand wash quickly in cool water with pH-neutral soap. Swish gently, press out water in a towel, and air dry flat. Steam while still damp, inside out—never iron directly.

AELSE.SHOP



SOFT AS MEMORY — IF YOU
TREAT IT KINDLY.

WASHABLE SILK

Machine wash on delicate, inside out. Press water out in a towel—never wring. Steam inside out while damp to restore softness and sheen. Avoid heat and friction.



WHISPER-LIGHT WARMTH,
WOVEN TO ENDURE.

CASHMERE

Hand wash cold with cashmere-safe soap. Fold in a towel and press—no twisting. Lay flat to dry. Store folded with cedar or lavender to deter moths.



IV

TEXTURED CALM.
TIMELESS BY NATURE.

RAMIE & LINEN

Wash cool with mild detergent. Shake out and hang to dry for a natural texture, or steam while damp for a smooth finish. Avoid bleach, which weakens fibers.



V

GLOSS WITH GRACE —
HANDLE WITHOUT HASTE.

ACETATE

Dry clean recommended. If hand washing, use cold water, minimal soap, and lay flat to dry. Never tumble or apply direct heat—acetate is highly heat-sensitive.



VI

LIKE JEWELRY. CHERISHED,
NEVER RUSHED.

BEADED / DELICATE /
EMBELLISHED PIECES

Spot clean gently with a damp cloth. Avoid soaking or machine washing. Store flat or on a padded hanger, and consult a specialist cleaner when needed.



VII

LOFTY, ELEGANT, AND
QUIETLY RARE.

ALPACA CAPES

Air out between wears. Spot clean sparingly. Dry clean seasonally only if needed. Store folded or hang on a wide, structured hanger—never wire or plastic.

AELSE.SHOP



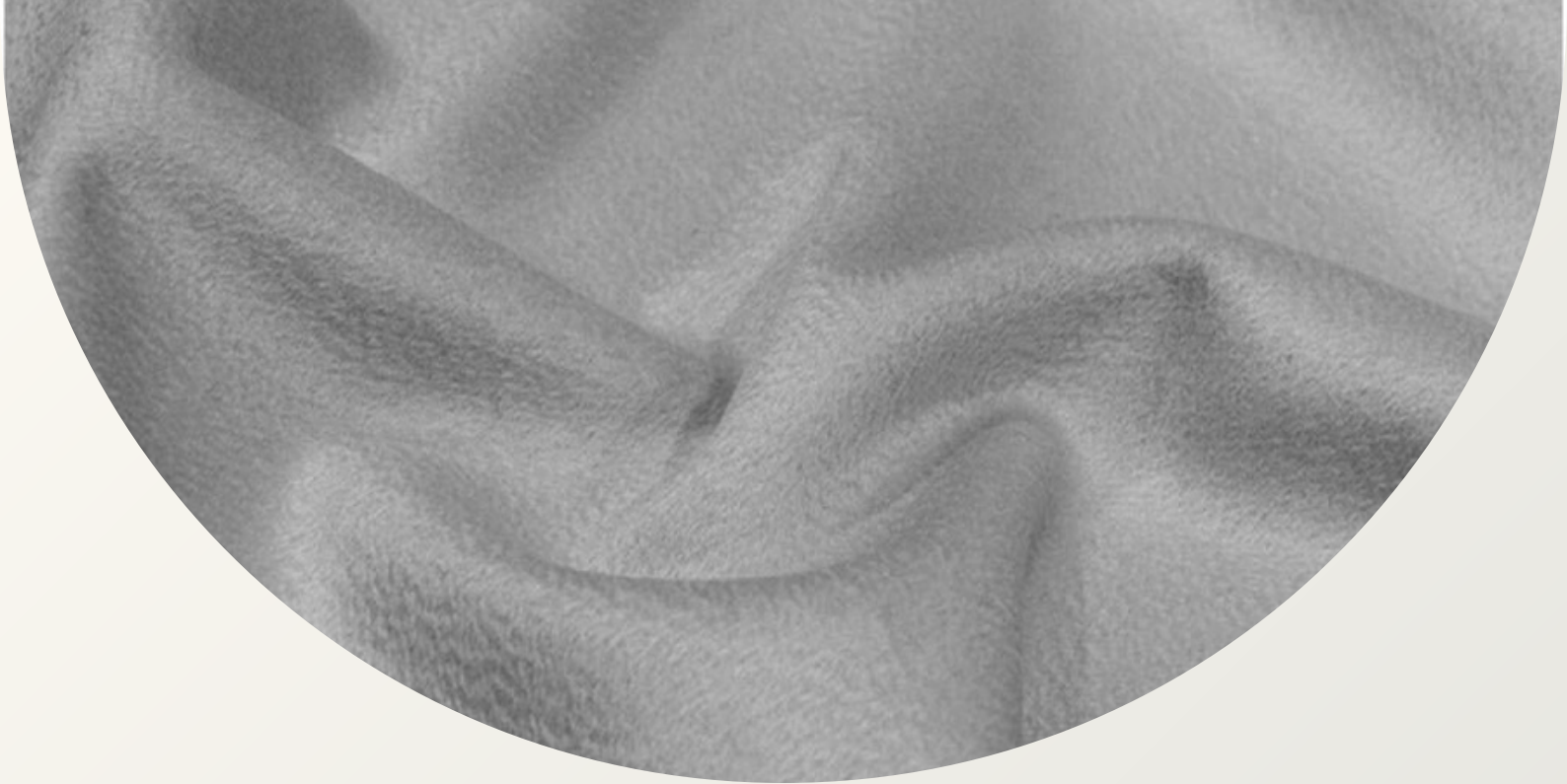
VIII

STRUCTURED EASE —
FORGIVING BY DESIGN.

WASHABLE WOOL

Use a wool cycle or hand wash with wool-safe detergent. Press in towel to remove water. Lay flat to dry and reshape while damp. Store folded to preserve shape.

AELSE.SHOP



HOLD THEIR FORM WHEN
CARED FOR WITH RHYTHM.

WOOL &
CASHMERE
SUITING &
OUTERWEAR

Steam to release wrinkles and refresh. Spot clean when possible, dry clean only when needed. Hang on wide padded hangers to support structure.

AELSE.SHOP



X

STRONG, BREATHABLE,
ENDLESSLY DEPENDABLE.

COTTON

Machine wash cool. Tumble dry low or line dry. Iron inside out if desired. Strong and forgiving, but still benefits from gentle handling.

AELSE.SHOP



XI

SUPPLE. SCULPTURAL.
MADE TO PATINA WITH
YOU.

LEATHER BAGS & APPAREL

Wipe gently with a damp cloth. Condition regularly with pH-balanced cream—Cadillac is our favorite. Store with shape fillers in a breathable space.

AELSE.SHOP



XII

VELVETY BY NATURE,
MOLDED BY TOUCH.

SUEDE

Avoid water. Use a suede brush to lift dirt and refresh texture. Treat stains with cornstarch or seek professional suede care. Store with airflow.

AELSE.SHOP



XIII

SOFT STRUCTURE.
WARMTH THAT
REMEMBERS.

SHEARLING
& SHEEPSKIN

Brush gently to lift fibers. Spot clean with wool-safe soap and let air dry—never heat. Store uncompressed to preserve softness and loft.

AELSE.SHOP



XIV

MADE TO MOVE—
BUT STILL NEED
REST.

SYNTHETIC &
PERFORMANCE FABRICS

Wash cool with mild detergent. Avoid fabric softeners—they break down elasticity. Air dry flat to maintain shape and stretch over time.

AELSE.SHOP



CARE RITUALS TO REMEMBER

SMALL GESTURES, LASTING IMPACT

CARE TIP	WHY IT MATTERS
Steam over iron	Especially for silks—gentler on the fibers.
Steam while damp	Helps restore shape and softness.
Avoid wire hangers	They can distort the garment’s natural drape.
Air out often	Natural fibers refresh without frequent washing.
Rotate wear	Allows fabric to rest and rebound between uses.