



BLANC<sup>®</sup>  
NATURAL ARTISAN  
CLEANERS & TAILORS

PRESS PACK

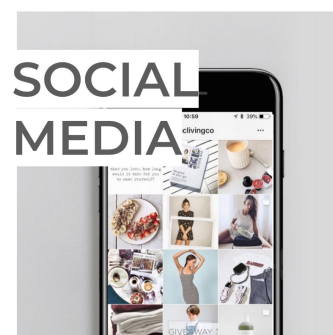




**London**  
**Evening**  
**Standard**

'London's best dry cleaner'

# WHY WET IS THE NEW DRY





# OUR STORY



In 2012, Ludovic Blanc decides to resign from his investment banking job to dedicate himself full time to a project that had been close to his heart since his childhood in Provence, growing up in a family close to nature and mindful of the environment: starting an **eco-friendly clothes cleaners**.

In London, it is not rare to get your favourite suit back with a rather unstylish shine on, or a few shirts with missing buttons after a trip to the dry cleaners. Ludovic had been a heavy, rather discontented user of dry cleaning services, and asked himself whether it was **possible to challenge this relatively unsophisticated industry by creating a fully natural alternative**, where clothes – from basic items to the most delicate – would be cared for to the highest standards, which would be kind to the environment and to people's skins.

Ludovic worked on developing his concept for the next year and a half, and BLANC, London's finest eco dry cleaners, finally opened its doors in Marylebone in February 2013. **Rethinking the customer experience with an airy, designed space, trained and welcoming store consultants, and stylish and sustainably sourced wardrobe care essentials**, Ludovic's mission to make clothes last longer had just begun.

Ludovic was joined on his adventure by wife Mathilde in 2014, and the pair launched a second store in Notting Hill that year. Three more stores followed between then and 2019 (in Chelsea, White City and South Kensington), and the business also launched a home, store and corporate offices delivery service - making **BLANC's offering truly omni-channel**.

At BLANC, we use an expert **non-toxic** alternative to dry cleaning which delivers a better quality clean.



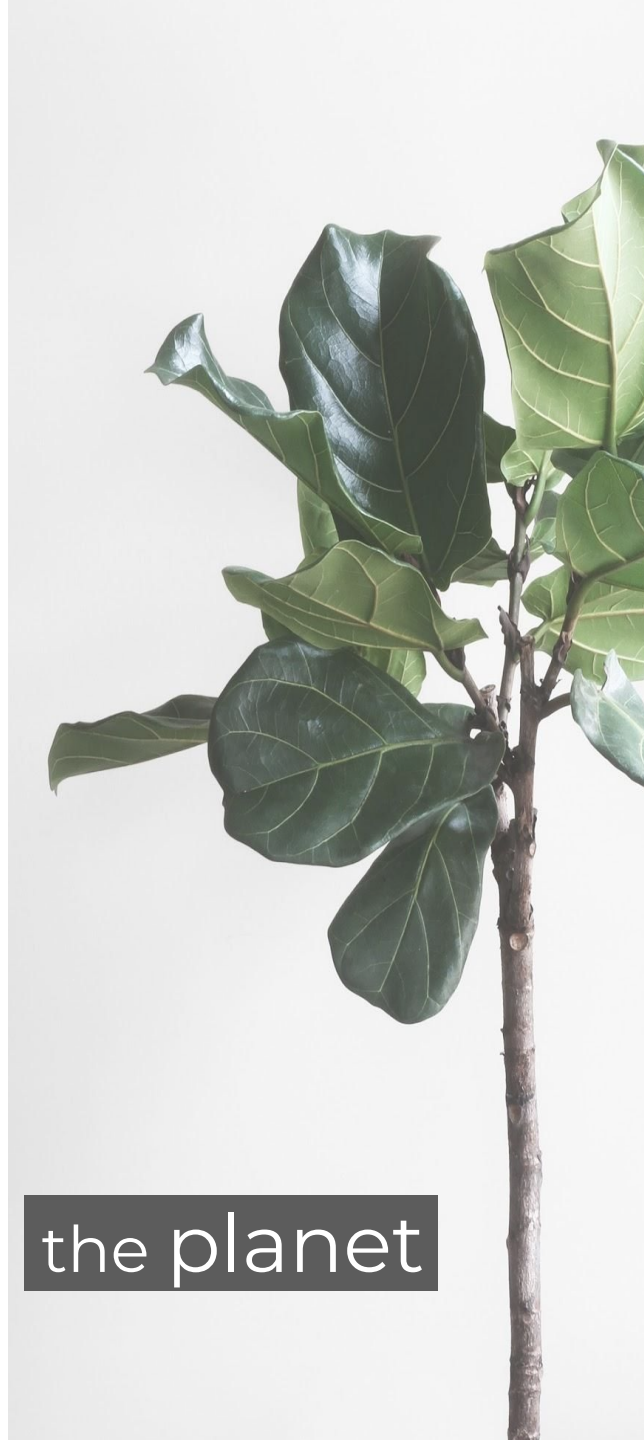


Our treatment is kinder to:

your skin



your clothes



the planet



# 3 THINGS WE CARE DEEPLY ABOUT...

## NATURE

Traditional dry cleaning relies on soaking clothes in a petroleum-based solvent called Perchloroethylene - "Perc". Perc is highly toxic for people's health (it is a likely carcinogenic), and a renowned air, soil and water pollutant. BLANC uses eco-technologies (including wet cleaning and liquid CO2 cleaning, which are the most sustainable and health-friendly methods of cleaning currently available) - gentle on textile fibres, yet efficient on stains. Kind to skin, to clothes and to our planet.

## QUALITY

Your most delicate garments are looked after with extreme care by experts with numerous years of experience. They are taken through specific programmes in specialised machines which provide visibly superior results to the traditional process of dry cleaning. Our process combines artisan care with expert tech to deliver a better quality clean and is kinder to your skin, your clothes and our planet. Quality permeates everything that we do: our stores are clean, welcoming; our staff is friendly and honest.

## CONVENIENCE

Ludovic thought of everything, even those of us who live a hectic life and cannot arrive on time at the store to drop off or pick up their precious clothes! BLANC offers a collection & delivery service for individuals and corporate clients across London, which you can book via our online app. We also have a Self-service kiosk which allows for the drop off and the collection of your garments 24 hours a day, 7 days a week is available in Marylebone. Quite a revolution!

## WE BELIEVE

that the world needs a sustainable way of cleaning the many clothes it produces each year and that people want a trusted and caring partner to do this for them, in an efficient and sustainable way.

**Our mission is to  
clean clothes  
naturally,  
and always with love.**







# THE ECO CLEAN REVOLUTION

“Wet cleaning is such an awesome and easy solution to the nasty impacts of conventional dry cleaning. It has the same great results, is safe on a crazy wide range of fabrics, and helps you avoid gross chemicals like PERC.

At Reformation, we are big fans, and always steer our customers to their favorite local wet cleaner.”

**Kathleen Talbot**

VP Operations and Sustainability,  
REFORMATION

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“CO2 cleaning is a fantastic process for most structured fabrics, in particular for luxury garments. After a year of research and tests we started using Liquid Co2 cleaning in february 2020 and response from customers has been outstanding”

**Evan Charalampous,**

BLANC Operations Director

# OUR SERVICES

DRY CLEANING

TAILORING

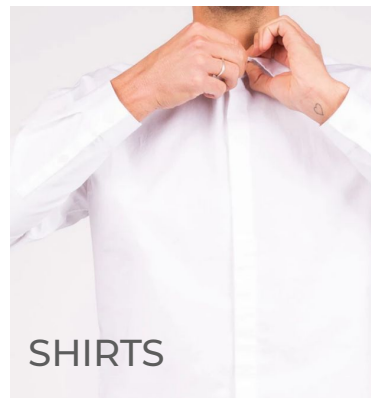
LAUNDRY



TAILORING



DELICATES



SHIRTS



CURTAINS & RUGS



BED LINEN



LEATHER



WARDROBE CARE



WASH & FOLD



# OUR STORES

## MARYLEBONE

79 George St  
W1U 8AQ London

## NOTTING HILL

77 Lonsdale Rd  
W11 2DF London

## CHELSEA

85 Lower Sloane St  
SW1W 8DA London

## SOUTH KEN

28 Bute street  
SW7 3EX London



# DELIVERY SERVICE

We can  
pick up from  
**your office**

**or your home**

... visit our webapp to  
book online!





# DRY CLEANING, MYTH BUSTING

## HOW DRY CLEANING WORKS

Despite its name, dry cleaning is not a "dry" process; clothes are soaked in a liquid solvent. The most widely used solvent - Perchloroethylene, which the industry calls "perc", is toxic (carcinogenic) and has already been banned in many countries.

## DID YOU KNOW?

Exposure to perchloroethylene can occur in the workplace or in the environment, when people use products containing PERC, spend time in dry cleaning facilities that use PERC, or bring dry cleaned garments into their home.

# FASHION PARTNERS

We work with over 100 **fashion retailers throughout London**, from couture designers to high street brands, to help them offer a positive and memorable experience to their customers.

Our fashion partners **recommend us for cleaning** - showing their commitment not just to sustainability, but to increasing the longevity of the clothes they design - **and for tailoring** so customers can get a really seamless service!

We also **clean and look after staff uniforms** to make sure that the right impression is made all round.





# BLANC LAB

As the country's leading wet cleaner, **we work with fashion brands** to test materials for wet cleaning, and recommend the optimum treatment and cycle. **Earning a "W" label** on garments enables customers to look after their clothes as best as possible, and maintain appearance and condition over time. It means customers can **purchase more ethically**, and from more sustainable brands. They can **reduce their environmental impact** by eliminating the need to use toxic chemicals in the care of their garment.

Cleaning naturally since **2013** (over **1 million items** cleaned)

**50 employees** sharing the BLANC values

**1000+** items processed every day in our **10,000 sq ft Atelier**

Extensive knowledge of **fashion brands**

## FACTS & FIGURES

**4 award-winning** concept stores

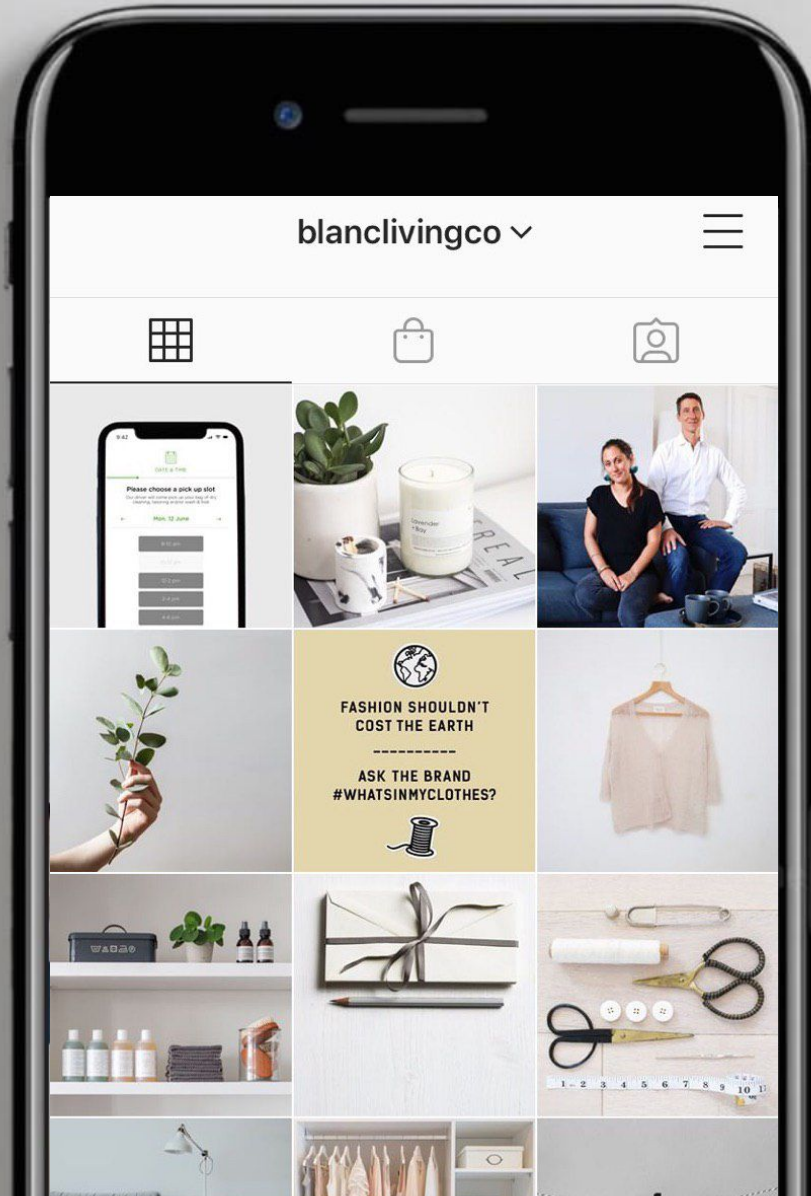
**100+** fashion stores partners in London

Eliminated the use of **single use plastic** in our processes

**24/7 service** with our card-operated kiosk system (selected stores only)



# SOCIAL MEDIA LINKS



# RAVING USER

# FEEDBACK

'Used BLANC several times while on an extended holiday in London and while renting a flat in Notting Hill. They did a great job with dry cleaning trousers and with laundering dress shirts. Staff were friendly and helpful. Recommend them without reservations.'



'A great cleaning and alterations company with brilliant staff.'

'The best place in London to get your clothes to be washed. such a lovely and skilful staff too!'

'Staff are extremely helpful.'



'Had my favourite coat from Japan repaired in BLANC Notting Hill branch and I'm more than chuffed about the results! The ripped pocket looks new as when I first purchased and I also had my sleeves shortened to fit my arm length and the seam looks meticulously done. Thank you so much for the service and quality '

# AWARDS

We have won several awards since 2015 - including industry awards such as the [Laundry & Dry Cleaning Awards \(LADAs\)](#) and the [Laundry and Cleaning News Awards \(LCN\)](#) and have been recognised for our sustainable process and Corporate Social Responsibility.





**PRESS**

**VANITY FAIR**

**VOGUE**

**BOF**

**The  
Guardian**

*STYLIST*

**E L L E**  
DECORATION

**WWS**

**London  
Evening  
Standard**

**PSYCHOLOGIES**

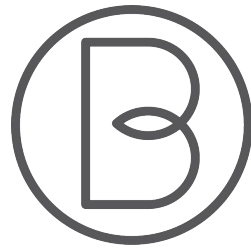
**The  
Telegraph**

**Forbes**



**THE TIMES**





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