



BLANC, THE NATURAL ARTISAN GARMENT CARE SPECIALIST, CONTINUES AMBITIOUS BRAND EXPANSION PROGRAMME

FIFTH STORE SET TO LAUNCH IN SOUTH KENSINGTON IN SEPTEMBER

BLANC, the natural artisan garment care specialist, offering an expert non-toxic alternative to conventional dry cleaning alongside tailoring and laundering services, will be opening a fifth London store in Bute Street, South Kensington in late September. This adds to the portfolio of award-winning concept stores established in Marylebone, Notting Hill, Chelsea and White City, alongside the West London Atelier, which also services the home delivery network available throughout central London.

BLANC is transforming the business of garment care – introducing an eco-friendly and sustainable alternative to conventional dry cleaning, which delivers a better quality clean and is kinder to your skin, your clothes and our planet, complemented by BLANC's expert tailoring and laundering services. BLANC incorporates innovative technology alongside high-quality artisan clean and finish processes. This is supported by a range of convenient collection & delivery services for individual and corporate clients including instore, home delivery, use of a pioneering 24-7 self-serve kiosk and the recently launched VIP service package, which ensures an Account Manager is available to answer all wardrobe maintenance queries in real time. On top of this, the brand offers a range of beautiful, natural wardrobe care products, to further embrace a sustainable lifestyle.



Unlike traditional dry cleaners who soak clothes in toxic chemicals which they then evaporate at very high temperatures, highly-trained staff at BLANC hand-treat fabrics with expert use of more natural pre-spotting products and then clean garments with water and biodegradable detergents in specialist machines. Wet cleaning machines work at significantly lower temperatures than traditional dry cleaning, which is much gentler on fibres. They calculate individual cycles for each type of fabric or garment type, be it wool, cashmere, silk, lace, etc. Essentially, wet cleaning combines artisan care with expert tech, and provides a much higher quality outcome. The process leaves garments softer, brighter and fresher.

BLANC has replaced the toxic and likely carcinogenic chemical used by 85% of traditional dry cleaners, called perchloroethylene or PERC, with an innovative health-friendly and efficient alternative: the Woolmark-approved 'wet clean' technology, which is suitable for everything with a dry clean label. Highlighting just how toxic it is, PERC is already banned in many parts of the US, France and Denmark, although not yet here in the UK and is known for being a strong pollutant for air, water and soil, as well as irritating the skin.

BLANC was founded in 2013 by Ludovic and Mathilde Blanc, who wanted to build a business that mattered and to improve people's health and the environment by "cleaning up" an industry that was toxic and rather set in its old-fashioned ways.

Leading the way in terms of sustainability and challenging the environmental impact of 'Fast Fashion', BLANC not only offers cleaning services that are kinder to clothes, health, and the planet, it also offers repairs and alterations, encouraging individuals and fashion boutiques alike to consider fixing, rather than throwing away, clothes that need a simple mend.

BLANC is passionate about educating consumers and the wider fashion industry on the issues around PERC and the previously unknown benefits of wet cleaning, empowering everyone to make informed decisions when it comes to eco-friendly lifestyle choices.

The brand has recently launched BLANC Lab, which works with design houses to make sure that the textiles that are being used for future collections are long-lasting and cleanable in a more sustainable way, to ensure their designs can stand the test of time. It's something that not every company can afford to do on their own, so BLANC offers testing services to enable smaller brands to assess designs prior to launch.

Many established fashion brands now partner with BLANC for their aftercare needs and leaders such as Reformation and Hugo Boss are already recommending "Wet Clean Only" or "W" on their garment care labels, which allows consumers to make more ethical decisions. BLANC also offers its professional services to a wide network of fashion clients, including over 100 London stores.



Ludovic Blanc, Founder comments:

“BLANC is committed to a fully sustainable approach to clothes and wardrobe care, one that goes beyond just the manufacturing process. We’re proud to be an ethical brand doing everything we can to decrease toxicity in cleaning and the environment, enabling our customers to live more healthily and inspiring change in our industry. We’re delighted to be opening in South Kensington, the next exciting step in our brand growth, highlighting that consumers genuinely want more sustainable choices.”

BLANC opens on Bute St, South Kensington, London SW7 on Friday 20th September 2019.
For further information visit www.blancliving.co

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