

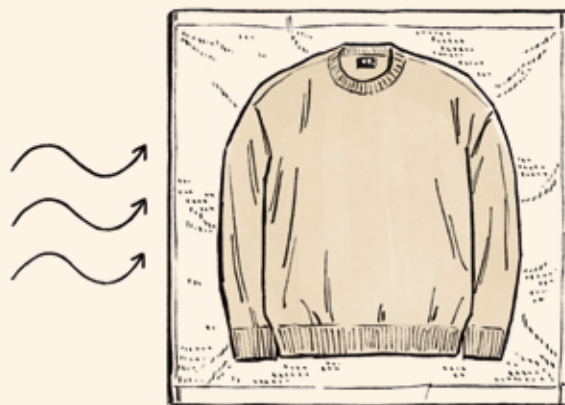
LifeWear for a Lifetime

How to Care Ideas for keeping your clothes in top shape.



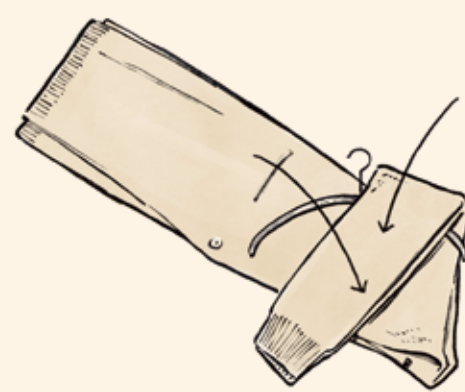
Washing inside-out

Fabric soils easily where it touches the skin. Socks and innerwear are best washed inside-out. Same goes for fleeces. Wash separately, turned inside out, and place inside a mesh bag, to help maintain their fluffiness and prevent the nap from flattening.



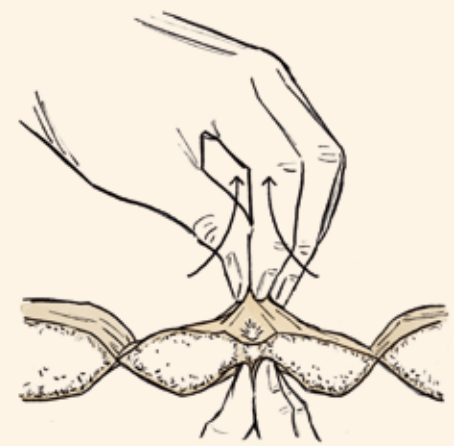
Shade drying & flat drying

For many fall and winter items, drying in the shade or drying flat is recommended. If you don't have special hangers, knits can be spread out on a towel in an airy location. Once partly dried, turn over. Finish off with a bit of steam across the surface.



Hang your knits

If you put a sweater on a hanger, it messes up the shoulders. Here's a trick. Fold the item in half, then slip the hanger under the armpits and fold it over. The difference that it makes is worth the time it takes. It also helps you notice frays and stains.



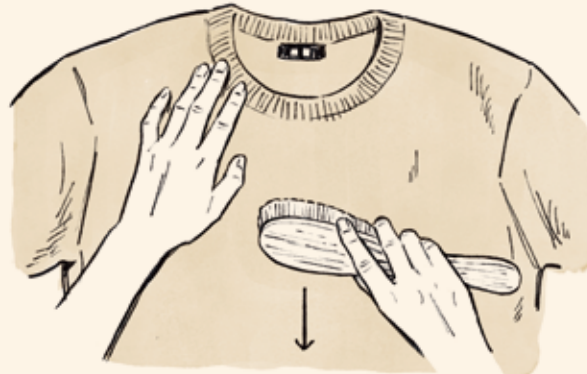
When down comes loose

Many have found themselves pinching free an errant bit of down, only to find more issuing from what seems to be a hole. A quick fix is to pinch the feathers through the fabric and work them back inside. If the issue persists, consider repair.



Dealing with lint

Tug lint gently and snip off with a thin pair of scissors. Letting clothes rest two or three days between wearings prevents lint from appearing in the first place. But lint is part of wearing knits. Let the yarn do its thing.



A note on brushing

First off, it straightens the weave. This helps to prevent pilling. Second, it removes dust and dirt. Important work, since items can't be washed as frequently. This goes for coats and knits alike. When you come through the door, give your clothes a gentle brushing.



Removing wrinkles

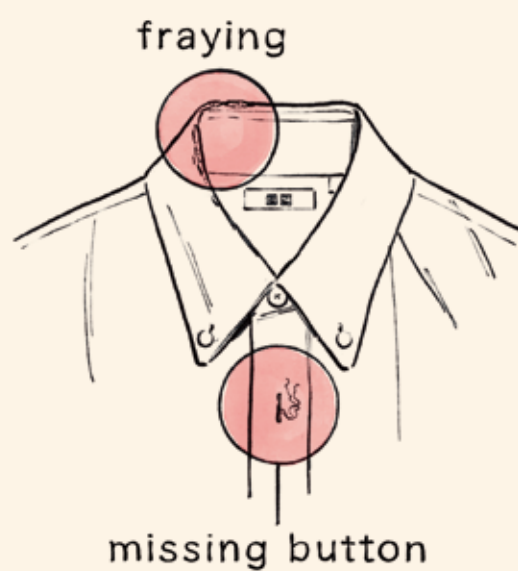
For jackets and other structured garments, a steamer comes in handy. Hang on a thick hanger and steam the shoulders, sleeves, front, collar, and back, in that order. Insert a rolled-up towel through the cuff and hold the elbow for easier handling.



Changing seasons

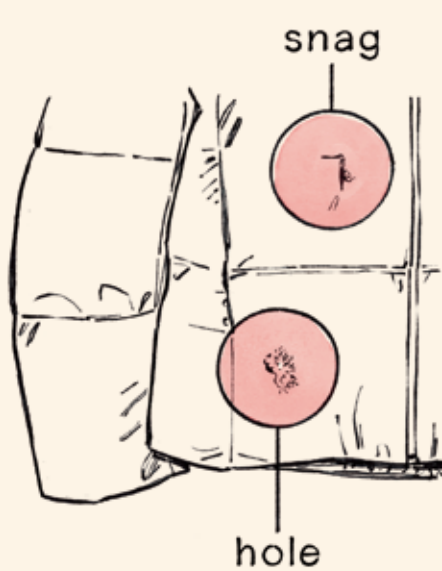
New weather and old favorites. After pulling off the plastic from the cleaner's, air items out by hanging in the shade. These bags thwart dust, but also block fresh air. A brandnew season, give yourself a fresh start. And when putting things away, omit the bags.

Make It Good as New Wear and tear are unavoidable. But clothes can be repaired.



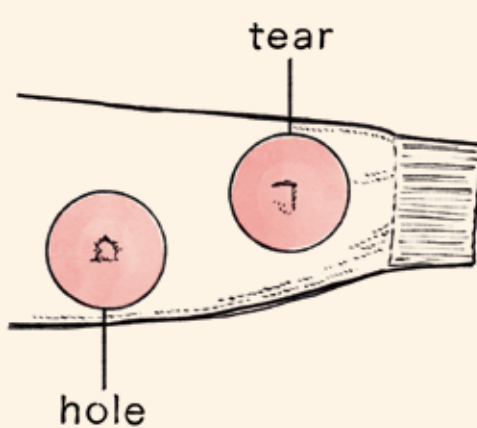
fraying

missing button



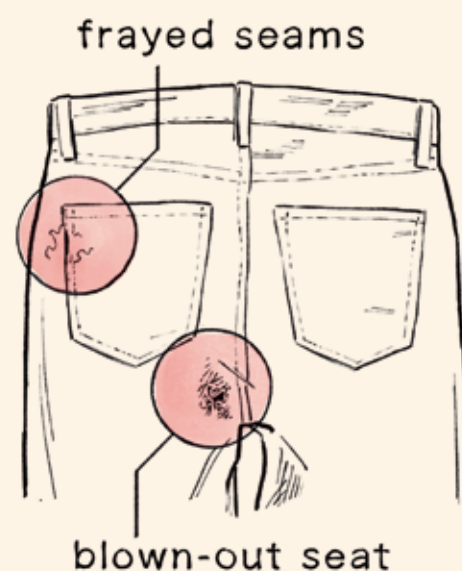
snag

hole



tear

hole



frayed seams

blown-out seat

Mending damage

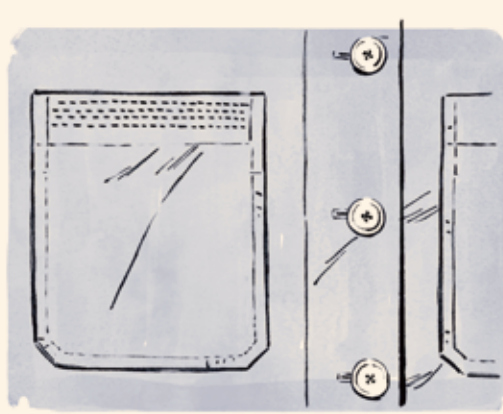
No amount of care or gentle laundering can prevent damage due to normal wear. Holes in knits, tears in jeans, and fraying collars can be points of pride, attesting to your time together, but if they make you hesitant to wear an item, that's no fun. Fixing things as soon as they show up is best. It's amazing how replacing just one button can make an item feel like new, but it's okay to ask for help. The tailor is your friend. Repairs can be discreet, done in a matching thread, or they can add new color to an item, like with an interesting patch. ①

Customize Adding a favorite color to an item makes it special.



Put your initials on a piece

Your clothes don't have to be order-made to enjoy this special touch. Putting your initials on the items that you see yourself wearing far into the future harkens back to childhood, when you wrote your name on what you brought to school. A subtle way to dress up the front of a shirt. Make your clothing yours. ①



Customize with SASHIKO

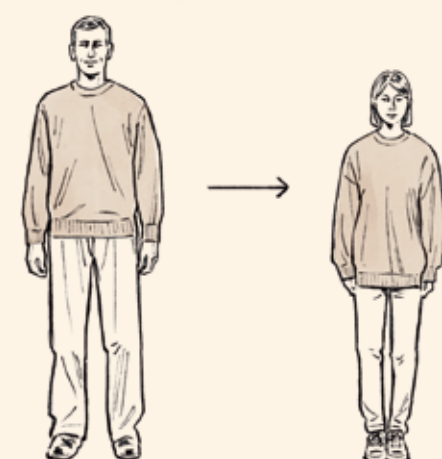
SASHIKO is a Japanese needlework tradition that stands out for its geometric patterns. Born from mending, these decorative embroideries can also reinforce features like front pockets that get lots of use. The patterns can become a mode of self-expression, as well as a gesture of commitment to your clothes. ①



Wearing rigid denim

Though stiff at first, these jeans will gradually conform to you. Denim gets better and better with time. When washing, fasten the buttons to ensure the jeans retain their shape. If they're rolled up, unroll them, too. Each cycle makes these jeans more a part of you.

Reuse & Recycle



Don't toss it: reuse or recycle

The time comes to let things go. It can feel good to pass things on, especially favorites. In Japan, there's a long tradition of hand-me-downs among friends and relatives. Why not share your well-loved items with those close to you, or recycle them, working towards the greater good? Your old clothes could become somebody's vintage finds, or they could find new life as a recycled material.



① RE.UNIQLO STUDIO provides select repair and customization services. For more info on participating stores, visit the website.

