

HIGH-END CLEANING FOR HIGH END COUTURE

Alessia Couture is not only the first couture cleaner in the United Arab Emirates, it's the first to use sustainable, environmentally friendly methods to keep your much-loved garments looking as good as new.

The United Arab Emirates is renowned for its diverse array of luxury malls, which collectively host some of the biggest names in designer fashion from Armani and Gucci, to Prada and YSL. As the country's appetite for high-end retail continues, more and more sophisticated shopping outlets are set to grace UAE soil.

Top quality fashion and accessories are no longer restricted to Hollywood stars or style-savvy royals. Consumer brand awareness is on a high, and shoppers from all backgrounds and ages are seeking to add special pieces from their favorite designers to their ever-expanding wardrobes. But what happens once a coveted designer piece loses its luster? It is time for a professional cleaning.

Until recently, locating a professional cleaning service was a challenge. Even more challenging was identifying a service that not only understood how to care for delicate garments but also realized that each item or accessory is unique, with specific requirements.

In the context of a UAE garment cleaning landscape that was lacking at best, Alessia Couture, has seized a clear opportunity to provide the market with a new and innovative concept. Considered the first couture and sustainable cleaner in the UAE, Alessia Couture provides a range of bespoke and professional services to its customers, including couture and leather or suede cleaning, preservation of wedding gowns,



fine dry cleaning, and specialist care for children's wear.

Alessia Couture adheres to a strict seven step regimen to bring about the best result possible: garment detailing and inspection, minor repairs, stain removal, cleaning, hand finishing, inspection and couture packaging.

Adding further appeal to its services, Alessia Couture counts as the first cleaner in the Middle East to use GreenEarth silicone, an environmentally friendly alternative to chemical cleaning. GreenEarth is the brand name for the patented dry cleaning technology that replaces petrochemical solvents with pure liquid silicone, eliminating the health and environmental risks of traditional dry cleaning while reducing the utility burden and offering a unique and gentle way to clean and care for textiles. It is not only gentle to the garments but completely safe for the consumers especially the children.

Underpinning Alessia Couture's range of services is outstanding customer service provided by the company's dedicated customer service team from the first phone call to the delivery.

Order requests can be submitted via Alessia Couture's website www.alessiacouture.com. Simply register and a member of their customer service team will contact you immediately.

Services are available in the United Arab Emirates and Kuwait, Qatar and Saudi Arabia via concierge service.

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Alessia Couture, Special Services for Special Fashion
For more information, please call 800-5599 or +971 2 5552088

www.alessiacouture.com