

# A.P.C. + Aēsop®

## Fine Fabric Care

A collaboration between Aesop and A.P.C. sees the development of a cleanser for delicate clothing.



Fine Fabric Care is a cleanser designed specifically for handwashing delicate garments. Formulated by Aesop chemists, it contains extracts of Pettigrain, Lemon and Cedarwood. Fine Fabric Care is made with the quality ingredients and customary care Aesop uses when making skin, hair and body products.

Fine Fabric Care will be available through A.P.C. and select Aesop signature stores in Australia, Europe and Asia.

Aēsop®

### MIND YOUR OWN LAUNDRY BUSINESS

Washing your clothes yourself is a good thing to me, and this is specially true of jumpers, wool requires a lot of water, and taking your woollen, cotton, or cashmere jumpers to the dry cleaners is altogether a depressing, costly, and not so efficient affair.

This «fine fabric care» will enable you to look after your clothes properly. This gives your mind a break, it smells good too, and once you've finished your task, you have, at last, the feeling of having done something.

It is stated that this product will enable us to hand wash our delicate clothes. I will add something else: this liquid soap will also enable us to wash our heavy duty clothes, particularly jeans, and you will proceed in this manner:

- two soup spoons in a bath tub half filled with hot water, but the water must not be so hot that it burns your hands
- let your jeans soak for a while
- swish around, give it a twist
- rinse and dry normally (a dryer is to be avoided at all costs)

Jean Tuitou

'You never know what is enough unless you know what is more than enough.' **William Blake**

For sale in **A.P.C.** stores september 16th 2010.