



CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

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OUTDOORS . . . AND MORE Trends in Resin Furniture

With many home furnishings experts predicting that outdoor furniture will be the fastest growing category through the year 2000, the future is bright for resin furniture. Information gathered by The Soap and Detergent Association indicates that resin casual furniture is one of the fastest growing segments of the outdoor furniture market.

In addition to attractive styling and affordable price points, resin furniture possesses many other attributes that consumers crave. Formulas for the high-performance plastic used for this injection-molded furniture typically include pigments and chemicals to prevent fading and static accumulation. The result is a fade-resistant, crack-resistant, dust-resistant surface that can withstand the harmful effects of sunlight and temperature changes. It also remains cool to the touch. More expensive resin furniture is frequently treated with a high-gloss polyurethane finish. Although lacquered resin furniture is more susceptible to scratches than unlacquered pieces, both versions are extremely easy to clean. All that's required is a soft cloth and an all-purpose, nonabrasive cleaner.

Styling innovations are making the new generations of resin furniture more comfortable than their predecessors. Chaise lounges with adjustable backs, four- and five-position arm chairs with higher backs and roomier seats, deluxe cushions and coordinating umbrellas in fashionable prints are becoming the norm. Although white remains the best selling color for resin furniture, other colors and faux surfaces are gaining ground. In most areas of the country, hunter green is the second most important color, but teal, wine, ruby and jade are gaining in popularity. Resin tabletops may feature marble or polished stone looks. A color range that goes beyond the standard white often distinguishes the promotional stack chair from its



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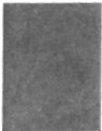
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more expensive counterparts.

Resin casual furniture is slowly making the move from outdoors to indoors. Sun rooms, play rooms, balconies, dens and children's rooms are enhanced with resin furniture, including bookcases, side tables, plant stands and chairs. Bright colors give resin juvenile furniture kid appeal. ■





WOMEN'S FASHIONS

A Season to Savor

For Fall '95, the fashion muses are vintage '60s - Jacqueline Kennedy, Audrey Hepburn, Diana Rigg - all prompt a bit of retro fever. Think Jackie's sunglasses, Audrey's sleeveless chemises and Diana's avenging jumpsuits suggests The Soap and Detergent Association.

With these ladies as role models, it's not surprising that ensemble dressing - a simple, shapely, sleeveless dress mated to an interesting jacket - is the season's hottest look. While there is a certain consistency about the dresses, the jackets wander over the fashion landscape, going short and cropped, or long and a little lean, or all grown up as a coat.

In order of importance, shapely suits follow close on the (high) heels of shapely dresses. Close-to-the-body styling puts blouses into strictly optional territory. While most of these suits sport slim, lady-like skirts, narrow pants add newness.

Wrap coats and trench coats join the dress circle or show up as the genuine article. These real coats look newest in leather, fake fur and industrial nylon. Down-filled ripstop coats undergo a glamorous metamorphosis when velvet or moiré taffeta is the outer fabric.

Black, chocolate and charcoal are strongly endorsed by American designers while their European counterparts provide a more colorful perspective with a palette of pinks, purples, lavenders and yellows. Red and navy win favor on both sides of the Atlantic.

The male call is strong with androgynous, pin striped pant suits all the rage. Flat shoes and matching solid color shirt and tie are the accessories to crave.

Leather biker jackets and blousons have had their day. Their replacements are sophisticated, suit-like jackets with buttons instead of zippers and a gently tailored appearance. Shine is in as nylon and a whole range of techno textiles take their rightful place in the fashion line up.

Camaby Street revisited captures the imagination of those too young to remember fashion's earlier journey. Mondrian-inspired patterns, groovy fitted coats, velvet pantsuits, vinyl go-go dresses and white boots make mod music.■

MENSWEAR NEWS

The Direction Is in the Details

The winds of change blow slowly in the world of menswear, but when corporate America enthusiastically embraced the concept of dress-down Fridays, it marked the beginnings of a quiet revolution. Menswear is relaxing. One casualty of this new attitude may be that perennially popular gift - the tie. Once upon a time, a man could never have enough ties, observes The Soap and Detergent Association. But, in some quarters, the belt is replacing the tie as the gift of choice. Smooth belts, textured belts, braided belts and novelty belts provide the visual focus for open-neck shirts and tailored, but casual, trousers.

Although hosiery relies on stripes to jazz up the casual sock, an occasional bit of whimsy, such as a sock collection inspired by television's "Home Improvement," creeps in.

Ties mind their manners in geometric and paisley patternings, while fabric suspenders peek out with sartorial flair. Newsboy caps make news in vintage fabrics, including tweeds and fuzzy wools, as well as leather, velvet and brushed cotton.

Shirts check out in plaids, houndstooth and mini-checks. Favorite color schemes revolve around taupe, brown, natural, navy and grey. Sweaters take on tactile touches with nubby yarns, cable designs and Nordic patterns. Twin sets have crossed over from women's wear to menswear. The masculine version mates a rugged sweater vest to a stretched out cardigan.

As the jacket and tie relinquishes its role as the singular business uniform, the vest often takes star billing, transforming the shirt and pant duo into a sophisticated trio. Sweater knit vests, corduroy vests, double-breasted vests and wool waistcoats do their duty.

Suits assume heroic proportions with the 6/2 double breasted versions in muted stripes and wide, peaked lapels commanding the most attention. These shapely suits feature padding at the shoulders and a slight nip at the waist.

For outerwear, leather, often mated with shearling, leads the pack. The newer coats are shorter and more practical. Pewter adds shine in shimmering gunner's jackets, trench coats and ripstop nylon vests.■

CHILDREN'S FASHIONS Of Dogs and Decades

The current crop of children's fashions take their cues from the classroom. Today's trends are steeped in the lessons of history, geography, social studies and English. Scaled-down Highland plaids, folkloric fashions, British public school personas, and looks that celebrate the decades are at the head of the class.

Outwear heads north with polar fleece emerging as the most popular fabric for '95, notes The Soap and Detergent Association. Warm, fuzzy fashions include anoraks, parkas, peacoats and duffles. Vests and linings join the polar parade, where silver anoraks lined in polar fleece are shining stars. Other fashion luminaries include polished vinyls, nylon cirés, brocades, sateens, pearlized finishes and lurex yarns. These reflective surfaces enhance a wide range of outerwear, rain gear and accessories, including backpacks.

Decade-spanning duds get a roaring start with pint-size, drop-waist dresses and cloche hats inspired by the '20s. Boys' fashions give the '30s their due with depression era details, including cropped and squared-off vests, slouchy pleated trousers and newsboy caps. Palazzo pants, exaggerated collars and dusky colors recall the glamour girls of the '40s. Rock 'n roll revivals include Leave-It-to-Beaver vests, cuffed blue jeans, leather and fleece bomber jackets, and penny loafers with white socks. Love child looks from the '60s and Brady Bunch basics from the '70s, including kilts and crocheted vests, round out fashion's obsession with decades past.

Small fry fashion shows a fondness for the animal kingdom, domesticating everything from mice to moose. The fashion menagerie includes paw prints, yellow cows, teal penguins, dog-and-bone duos, faux fur trims and circus animal embroideries. Whimsical accessories include Pound Puppy slip-ons, bear booties, chicken-esque hats and doggie headwarmers complete with ears, as well as animal patterned socks.

Plaids prove popular with all ages. Traditional tartans adorn all types of fabrics, from polar fleece to thermal knits and colorful corduroys. They go cross cultural when teamed up with Nordic jacquards and peasant patchworks. ■

THE PACKING PRIMER Pack Smart . . . Travel Light

On vacation, most people bring far too many clothes. Suitcases crammed full of clothes are heavy and hard to carry . . . and, when unpacked, the contents are usually crushed and wrinkled. When it comes to vacations, you can't get away from it all if you bring it all with you! Therefore, The Soap and Detergent Association offers some tips for packing smart and light.

Mix-and-match items, built around a single color scheme, offer maximum versatility. Lightweight separates that can be layered for warmth are more practical than heavy, bulky garments. Bring tops that work equally well with pants or skirts. Choose a poolside coverup that can double as a robe. Bring accessories that can transform a daytime dress into evening mode. For men, a sports jacket and tie is usually more practical than a suit. Bring comfortable shoes - vacation is not the time for breaking in new footwear.

When deciding what to bring, check the fiber contents and the care labels so there won't be any surprises if a garment requires cleaning. Choose clothes that will be wrinkle-resistant. For example, lightweight knits generally wrinkle less than wovens; synthetics and wools generally wrinkle less than 100% cotton, linen or silk. Unless blended with polyester, nylon or acrylic, many rayon garments wrinkle easily.

Proper packing will also minimize wrinkling. Hang garments on wire hangers, fill the sleeves with tissue paper or rolled up underwear, and cover each hanger with a drycleaner's poly bag. Arrange these garments in the suitcase so that the heaviest items are on the bottom. When you arrive at your destination, unpack as soon as possible. Remove the plastic bags and hang the garments where they can "breathe" or, if wrinkles are present, near the shower where hot steam can help ease them away.

Start a packing list several days before departure. Add items as they come to mind. Take along a pretreat stain stick or gel to treat stains as soon as you remove a garment. This will aid in stain removal when you return home. Pack loose items, such as underwear, shoes and accessories, in ziploc plastic bags that can double as holders for dirty laundry and wet bathing suits. ■





MISCELLANY

Sinkware Savvy

Plastic accessories that brighten up the kitchen and increase efficiency at the sink are among the household helpers recently spotted by The Soap and Detergent Association. A paper towel dispenser that pops out towels one at a time can accommodate regular or mega rolls and can be mounted or free standing. For small kitchens, there's a flat-ridged mat with draining slots that fit over the sink. A larger rack has a removable plate holder to accommodate different size pots and pans. An in-sink dish drainer includes a cutting board. A crisply styled wire drainer has a granite-look coating that blends with contemporary kitchen countertops and floors.

Wedding Gown Preservation

A wedding gown is an investment in time, money and sentiment that deserves to be properly preserved. The Soap and Detergent Association points out that the road to preservation starts when the gown is purchased. Even wedding gowns have care labels! They will provide information on the requirements for cleaning each particular gown and accessory.

As soon as possible after the big day, send the gown to a cleaner who specializes in gown preservation. Ask the bridal shop, fellow brides, or your "regular" dry cleaner for recommendations.

Arrange to inspect your gown after it is cleaned, but before it is prepared for storage. Pay particular attention to the condition of the trim and beadwork. The gown should be packed in a special storage box, using white, acid-free tissue paper. The headpiece can be stored with the dress, but it should be wrapped separately. Keep the box in a cool, dry place. Hot attics or damp basements are no-no's; under the bed is perfect.

Washable keepsakes, such as linens and lingerie, should be laundered as soon as possible to prevent stains from setting, then folded and stored in a clean, dry area. Be sure to follow care label instructions as delicate items may need to be hand washed.

Digging In and Cleaning Up

Kids aren't the only ones getting dirty this summer. With new tools designed to accommodate weak grips, stiff backs, tender joints and cranky knees, everyone can get in on the gardening fun. Knee pads and kneelers that convert into gardening benches offer protection from the cold, hard ground. Trowels and hoes with extra-long handles eliminate bending and straining. A right-angled trowel allows the user to drop and pull, rather than dig and lift, reducing stress on wrist and elbow. Ratchet-type pruners multiply the strength of the squeeze. Clamp-on handles improve the grip and can be switched from tool to tool.

Heavily soiled clothes are often the result of enthusiastic gardening. To make clean up easier, The Soap and Detergent Association recommends brushing or shaking off as much dirt as possible. Pretreat heavy stains with a prewash product, and launder all soiled items as soon as possible. Before drying in the dryer, check stains to see if they have been completely removed. If not, pretreat them again and rewash.

Melamine Grows Up

Because it is extremely durable, melamine dinnerware has long been popular for picnicware and children's dinnerware. Easy care is also a benefit as melamine goes into the dishwasher for fast and easy clean up. Now, thanks to advances in technology and the trend toward casual entertaining, it is becoming the dinnerware of choice for many families. Manufacturers are capitalizing on this trend by offering consumers designs in mix-and-match colors and decorations. Merchandising approaches borrowed from other categories of tableware include open-stock programs and cross-merchandising by offering coordinating acrylicware.

Solid colors are currently the bulk of the melamine business, reports The Soap and Detergent Association. Favorite colors include white, hunter green, navy blue and teal. Until recently, printed melamine has been more expensive than its solid counterparts. However, new technological developments are closing the price gap.■

Q & A

SDA Answers Your Questions

Q: I accidentally dropped super glue on a pair of pants, is there any way of removing it?

A: No. Unfortunately, once super glue dries it is practically impossible to remove it without damaging the fabric.

Q: I live in an area that has hard water and am always trying to remove the buildup that accumulates around bathroom fixtures and other areas. Do you have any suggestions for removing this unattractive crust?

A: Water hardness is caused by the presence of dissolved mineral salts, such as those of calcium, magnesium, iron and manganese. When hard water evaporates, a mineral deposit is left behind which can build up over time. This is what you are seeing around your fixtures.

The most efficient way of combating this problem is to wipe any area where water may sit and evaporate - around faucets, shower areas, etc. - after every use. However, this is not always possible. Using a hard water mineral remover on a regular basis will help prevent mineral buildup. These products will also remove mineral deposits once they have accumulated. For specific instructions, follow label directions on the product package.

Q: Some of my garments seem to lose their body after washing. What causes this and is there anything I can do to prevent it?

A: Most fabrics are treated with a sizing to give them extra body or weight, a smooth hand, and/or a lustrous look. If the fabric is treated with a water-soluble sizing, it can be removed after many washings. The longevity of the finish depends on the quality and type of sizing used.

You can't prevent this from happening, but you can restore firmness or crispness to the garment by using a starch, sizing or fabric finish and pressing the garment. Use starch for cotton and cotton blend fabrics and sizing or fabric finish for synthetic fabrics. You will probably have to repeat this process after each laundering in order to maintain the crispness of the original garment.■

WHAT'S NEW?

Active toddlers will actually find sitting down fun when they can rest on a Syrocosaurus. This molded resin child's chair with dinosaur styling is available in lime, dark purple, blue, red, tangerine and lemon. The chairs are designed to nest vertically for storage.

(Syroco, Inc.; 175 McClellan Highway;
P.O. Box 9114; East Boston, MA 02128)

Two new entries into the stovetop pot category are designed to brew coffee and herbal tea. The Biesse coffeemaker is tall and thin with an acrylic carafe and an aluminum base. After the permanent filter is filled with coffee, water is fused through the filter and the finished coffee comes up through the carafe portion. The teapot has an additional feature - a system that allows water to recirculate for stronger tea.

(Kaminstein Imports; 5 Skyline Drive;
Hawthorne, NY 10532)

Radiators and other hard-to-reach crevices need no longer be a breeding ground for dirt and dust bunnies, thanks to the Radiator Brush Vac Attachment. This washable, bristled device fits on a vacuum's standard crevice tool. It's a thoughtful purchase for anyone with asthma, dust allergies or who simply loves a clean home.

(Ideaworks, Inc.; 74-940 Hwy 111; Suite 121;
Indian Wells, CA 92210)

The Robochef is the computerized version of the live-in cook. This cooking machine can read recipes off digital cartridges or can memorize them after one manual execution. Once programmed, the machine adds each ingredient at the right time, and proceeds to simmer, stir-fry, deep-fry, stew, grill, and even flip steaks, fish and other pieces of meat.

(C.P. Design; 1500 Industrial Way #12;
Belmont, CA 94002)■





"KEEP IT CLEAN" BRIEFS

Summer is swimwear time and The Soap and Detergent Association offers some tips for caring for your favorite swimsuit. Hand wash or use the delicate setting on your washer to launder your suit after every use. Do not dry in the dryer or wring dry, instead, gently blot out excess water using a towel and hang on a non-metal hanger to dry. Make sure any swimwear is thoroughly dry before storing; if it is damp, mildew may form. Never leave your suit in a plastic bag for any length of time.

Is your water hard or soft? Your local water company, public utility or Cooperative Extension Service can provide this information or refer you to someone who can. You probably have hard water if there's a "ring" around your bathtub, soaps and shampoos do not lather easily, white residue forms around faucets and drains, and fabrics feel stiff, not fluffy.

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Garment fibers can become damaged if they are brushed or rubbed while wet, especially those of silk, linen and cotton. This damage can look like a white, chalky area on one side of the fabric. Attempting to remove a spill or stain by wetting a napkin or cloth and rubbing the fabric is most often the cause. The damage may not be noticeable until after the garment is cleaned.

When attempting to remove or minimize a spill or stain, it is best to gently blot (not rub) the area. For washable garments, pretreating then laundering, or applying a pretreat stain stick or gel as soon as possible will aid in the removal of the stain.

If laundering in hard water, add slightly more detergent than the label directions recommend. The extra detergent will help soften the water and allow the remaining detergent do its cleaning job. Adding a water softener or a detergent booster to the wash water will also help overcome water hardness and increase cleaning power. ■

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