

Care

for

Fashion

Lookbook | Catalogue

A Slow Fashion Movement

STEAMERY

Stockholm

About Steamery

Today most people don't have the time or knowledge to care for their clothes in the best possible way. As a matter of fact, garments that lose color or shape are usually not worn out – they are washed out. Clothes that are properly maintained will last.

At Steamery Stockholm we create innovative clothing care products for the urban individual. Combining high technology with beautiful and minimalistic design, we offer clothing care products that we believe will forever change the way we wear and take care of our clothes.

We call this **A Slow Fashion Movement.**

Steamery - Care for Fashion

Make Your Clothes Last

Steamery wants you to wash your clothes as rarely as possible. Washing machines damage the textile fibers, and are of course also consuming a lot of water. Clothes that are washed too frequently will lose shape and colour, and the fabric will lose its thickness.

The Best Way to Wash Your Clothes

- Sort colours properly
- Use the right detergent. Silk and wool must be washed with a detergent for fine clothes
- Never overdose detergent
- Always wash in low temperatures
- Use a laundry bag to protect your clothes in the washing machine
- Hang and flat dry

Washing Alternatives

Airing

Air your clothes directly after wearing them. Airing is especially good for woollen garments but works for all types of clothes. Airing refreshes the garment and reduces bad odors.

Steaming

The steam has the same effect as airing but works much quicker and more efficiently. The textile fibers will swell and the fabric will look shinier and more colorful. Steaming thickens the fabric and removes wrinkles.

Misting with Active Bacteria

Misting your clothes reduces bad odors. For optimal results, mist your clothes before using them.

Natural Antibacterials

Wool and leather are natural antibacterials, which means they are less likely to catch bad odors. Keep them fresh by airing them after use.

Stain Removal

Remove stains as fast as possible. Instead of washing your clothes (that will affect the whole garment) target the specific stain.

How to Steam



1

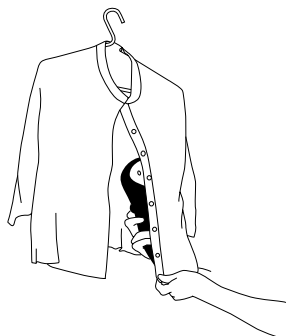


Steaming From the Outside

This is the most common technique for steaming. For a professional result, make sure you hold the bottom of the fabric and press the steamer onto the piece. Use this technique when steaming for example:

- Front of a shirt, blouse, jacket or similar
- Arms
- Pockets

2



Steaming From the Inside

This is how steaming is done in the fashion industry. When you steam your clothes from the inside you get a clear view of the wrinkles smoothing out. It also makes it easy to put pressure on the fabric. Good for:

- Backside of a shirt, blouse or similar
- Holes and buttons
- Around the seams and details

Why Steam?

Steaming is a gentle way to take care of all kinds of fabrics. It's an easy and sustainable option to ironing. You can steam almost any kinds of textiles without risk of destroying the fabric. The steam from a steamer causes the fibres in the textiles to swell, leaving the clothes wrinkle free. Steaming is also great for freshen up your garments in between use; the steam will enrich the colors and make the fabric feel thicker. That's why steaming is the oldest trick in the fashion industry.

3

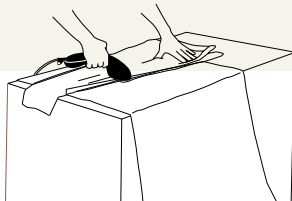


Using the Heat Protection Bag

Wear the heat protection bag as a glove and put pressure on the fabric with the steamer head. Great technique for smoothing out wrinkles and for a pressed effect. Use it for:

- Shirt collars, cuffs, pockets
- When steaming the bottom of a shirt, blouse, dress or similar

4



Steaming Horizontally

A steamer can also be used as an iron! Use a towel as a base for your clothes and press with the steamer as an iron. Great when you want a pressed effect on:

- Pants
- Arms
- Shirt collars

Cirrus No. 2 Steamer



Steamery Stockholm

Make your outfit smooth and crease-free with our bestseller Cirrus No.2. This small steamer is effective, easy-to-use and ideal to bring on travels. It works on all kinds of fabrics, from sheer silk to linen. The steam will make your clothes wrinkle-free and fresh.

It also reduces odors and superficial dirt stains.



- Ready to use in only 20 seconds
- Neat design, small and easy to use
- Ideal for travels, weighs 0.5 kg
- Great for steaming curtains, bed linen, and home textiles



Pilo Fabric Shaver

Steamery Stockholm



This is the perfect tool for giving your wool garments a longer life. The Pilo Fabric Shaver has a minimalistic design, and is twice as powerful as any other fabric shaver on the market. It's still gentle on all types of fabrics, and ideal for your cashmere or merino-sweaters.



- The perfect tool for prolonging the lives of your wool garments
- Powerful fabric shaver, still very gentle on the fabric
- Charged by USB



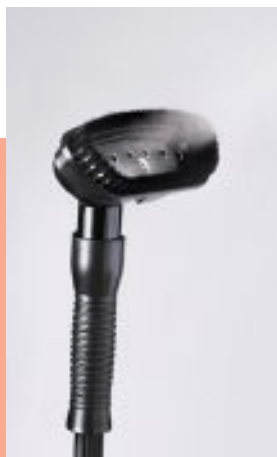
Cumulus No. 3 Steamer



Steamery Stockholm

Steaming shirts will become a pure joy with our Cumulus No.3. This steamer has many features you normally only find in professional garment steamers. The design is still neat and minimalistic, which makes it ideal for your bedroom or walk-in closet. Save time and minimize washing with our Cumulus No. 3.

- Professional clothing steamer for home
- Two steam modes – one for delicate - and one for thicker fabrics
- Large water tank, big enough to steam the whole family's laundry



Premium Detergents & Steam Water



Delicate Wash

Take better care of your favorite clothes and they will last. This product has been custom-made for sensitive materials like wool and silk. Ingredients like Lanolin- and silk oil care for, and protect the fibers. Since we want you to wash your clothes less often, we have added a mild and clean scent that will prolong the feeling of freshness.

Sports Wash

Make your sports and activewear last with the proper care. This high-tech detergent is made to remove odors and keep your synthetic blends and cotton garments stay fresh longer. We simply want you to wash your clothes less often.



Care for Fashion



Steam Water

A hand steamer and our Steam Water are a perfect duo. With Steam Water there's no need for descaling your steamer, and if you live in an area with hard water, it's a must.

Hangers

Steamery Stockholm





Space Saving Hanger

Our clever Space Saving Hanger allows you to fit six garments on one hanger. This is a lifesaver if you need to free more closet space. Use the Space Saving Hanger to create space in your wardrobe or hallway.

- Fit six garments on one hanger
- Make more room for coats and jackets in the hallway
- Organize your wardrobe

Hanger

Did you know that the wrong kind of hanger can damage your delicate clothes? Our hangers take up minimal space in the closet and are ideal for your favorite pieces. Each box contains 3 hangers.



Stratus No. 2 Steamer



Steamery Stockholm

If you run a fashion store, organize fashion shows or have a photography studio, you probably need our Stratus No.2, rather than a hand steamer. The Stratus No.2 is our most powerful steamer and comes with many features stylists can't live without. With a reliable steam engine made of brass, four wheels and a specially engineered hose, the Stratus No.2 offers a first class performance. This is a steamer that makes your job a lot easier.

Accessories



Clothing Brush

Steamery's pear wood Clothing Brush is a handy tool that gently removes dust, hairs, fur, and dirt from your clothes. A brush is far gentler than a regular garment roller made of plastic and sticky tape. The brush is an effective dust remover, it may be used on nearly all materials and will refresh your clothes instantly.



Pocket Brush

This is the clothing brush for people on the go. The Pocket Brush is a quality brush made of pear tree and natural hairs, small enough to fit in your pocket. It will gently remove dust, dirt, and hair from any fabric.



Care for Fashion

Wool Dryer Balls

Place these dryer balls, made of organic wool in your tumbler to reduce the drying time and make the clothes softer. No fabric softener is needed during the wash. Reduces the drying time with 10-30%.

Two generations ago people knew how to care for their clothes. Our mission is to make clothing care general knowledge again, with the big difference that we now make it fun, easy and accessible. In this way, we hope to inspire everyone to take better care of their existing clothes.

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