TEXTILE

CARE...

SELECTING EASY CARE

CLOTHES

COOPERATIVE EXTENSION SERVICE MICHIGAN STATE UNIVERSITY



By BERNETTA KAHABKA

Extension Clothing Specialist

IS EASE OF CARE an important consideration in your clothes shopping? Do you want to use your time and energy for other things and keep laundering and clothes care time to a minimum?

The rise in costs of cleaning service requires easier

clothing care. The use of leisure time for recreational activities and travel also demands clothing which requires less care.

However, care does not stand alone in our conception of quality in clothing. Care is a part of the total picture of clothing which also includes appearance, comfort, durability, and economy. Each of us attaches different degrees of importance to these factors.

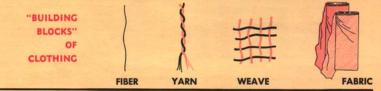
The "ease of care" factor will be more important to some people than others. Its importance will also vary with the specific item of clothing. The slightly wrinkled look of freshly laundered lingerie, pajamas, or children's playclothes may be as acceptable to you as the smooth, pressed look of a dress, skirt or a blouse.

Your available resources for care are money, time, energy, home and commercial facilities for laundering and drycleaning and storage space. All of these will affect your clothing choices.

This folder brings out the easier care factor from the whole picture of performance which means quality clothing to you and your family. It suggests some characteristics of FABRIC and GARMENT CON-STRUCTION which contribute to easier care.

Easier care clothes may include one or more of the following:

- Stay fresh looking longer—have a "built-in neatness."
- Wash and dry quickly.
- Cleaning that does not require special handling or equipment.
- \* Retain shape-do not shrink or stretch.
- Retain pleats and creases.
- Stay smoother after laundering or dry-cleaning so that no ironing or only "touch-up" pressing is needed for a finished look.



## HOW FABRICS CONTRIBUTE TO EASIER CARE

(Fiber content-finish-fabric construction)

The fabric itself—its fiber content, finish, construction—may add or subtract to ease of care quality. Let's examine easier care in the following ways:—

Fabrics woven or knitted from yarns containing 100 percent synthetic fibers. Such fibers include nylon, the polyesters, and the acrylics. The general characteristics of these fibers are such that they do not absorb moisture.

Therefore

Soil is more easily removed because it stays on the surface of the fiber rather than penetrating into the fiber.

Drying is quicker.

Shape is maintained-no shrinking or stretching.

These synthetic fibers are affected by heat and can be heat set.

Therefore

Pleats and creases will tend to be relatively more durable through laundering and drycleaning processes.

Fabrics woven or knitted from yarns which are a blend of fibers including some of the synthetic fibers. To blend, different fibers are mixed together before the yarn is spun. A blend with a high proportion of synthetic fiber should have easier care qualities related to the general characteristics as stated above. Furthermore, individual synthetic fibers may have special properties to contribute to a blend.

For example:

Polyesters (Dacron, Fortrel, Kodel, and Vycron) with their ability to resist wrinkles will contribute to wrinkle resistance of fabrics. Acrylics (Orlon, Zefran, Acrilan, Crealan) will contribute to shrink and stretch resistance or shape retention.



This is a 100 percent Dacron fabric. Soil does not penetrate.

There are many fabric blends on the market today. The following are common fabric blends which contribute to easier care:

65% polyester with 35% cotton

70% polyester with 30% rayon

50% polyester with 50% acrylic

65% polyester with 35% wool

70-80% acrylic with 30-20% rayon

70% acrylic with 30% wool

80% acrylic with 20% cotton

40-50% nylon with 50-60% rayon

Ranges of five to ten percent of these fiber proportions are on the market and will also be satisfactory in relation to easier care.

Chemically finished fabrics in which the finish beccomes a fixed or durable part of the fabric as a result of reaction with the fibers. Finishes may be used alone or in combinations on fabrics. One finish may also contribute more than one easy care quality to a fabric.

These finishes contribute to easier care:

Wash-and-wear finishes

Wrinkle resistant finishes

Shrink resistant finishes

Stretch and sag resistant finishes

Soil resistant finishes

Spot and stain resistant finishes

Moth and mildew resistant finishes

Perspiration resistant finishes

Fabrics which are surface treated or constructed to provide easier care qualities because they show wrinkles less or they recover readily from a wrinkled state.

For example: These tend to show surface wrinkling less. Textured surfaced fabrics produced by weaving or yarn twist (crepes, seersuckers)

Textured surfaced fabrics produced by chemical surface treatment (embossed, plisses)

Fabric design patterning (prints, checks, plaids, stripes)

These tend to "hang out" from a wrinkled state. Fabrics constructions permitting yarn movement (knits) (woven stretch fabrics)



The printed patterns in these fabrics may show wrinkles less than a plain fabric.



Firmly knit fabrics will tend to hang out from a wrinkled state.



This fabric has a surface treatment which camouflages wrinkles.



Stretch fabrics like this one permit movement of the yarn. Wrinkles are quickly restored to a smooth state of the fabric.



Crimped cotton yarns in this plaid print contribute to wrinkle resistance.

## EASIER CARE

## with garment construction

The way a garment is designed and constructed also affects care. Garment design and construction features which contribute to easier care are:

- \* Simple designs-less seaming-fewer seam lines.
- \* Bias cut seams tend to look and stay smoother.
- No top stitching—or at least a limited amount.
   Avoid "double-needle" or parallel line stitching.
- Smooth stitching—no puckering. If stitching is puckered when the garment is new it will most likely look more puckered after laundering.
- Generous seams allowances, finished if necessary to prevent fraying.
- \* Well finished buttonholes.
- Pleats which are pressed along the grain of the fabric rather than on the bias.
- \* A minimum of linings, interfacings, etc.
- Minimum of trim and frills.
- Interfacing attached to the facing edges to prevent curling or wrinkling.
- \* Hems with evenly distributed fullness.

## REMEMBER!

The degree of importance you place on "easy care" performance in clothing will affect your choice of clothing. There are times when you may have to place a priority on one of these performance factors: appearance, comfort, economy, durability or easier care.

These "built in" care qualities are often more expensive to manufacture. Such fabrics or clothing may cost more on the market but the care advantage may be well worth it to you.

For other information in buying and caring for textile products you may be interested in the following bulletins:

- 400 Using Modern Laundry Aids
- 401 Problems in Textile Care
- 403 Give Labels a Try Before You Buy
- 404 Keeping Clothes in Service

You may obtain them from:

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