

CARING FOR JEANS

Denim: Prewashed vs. unwashed

There are two general categories of denim blue jeans: prewashed and unwashed denim. Prewashed denim, also known as preshrunk or distressed denim, is achieved through bleaching or several mechanical treatments like stonewashes, sandblasting and scraping. Unwashed denim is stronger and most durable but is also much stiffer.



Reducing fading and shrinkage in Prewashed Denim

Even if your jeans are prewashed, they can still fade and shrink over time, especially if you do not follow the care label instructions. There are certain precautions that one can take to maintain color and fit:

- Always turn the jeans inside out for laundering.
- Wash in cold water with a cold water detergent.
- Never use bleach.
- If the care label instructions recommend drying in a dryer, be sure not to use hotter than recommended dryer temperatures and take the jeans out of the dryer while they are still slightly damp. Then lay your jeans on a towel to dry or, if possible, hang them so that no part of the jean is folded over.

The hottest thing in cold clean

Now using the cold cycle on your washer doesn't have to mean compromising on cleaning. New ColdWash™ technology uses cold water and enhanced washing motions to penetrate deep into fabrics, giving you cold water savings with warm water performance.

Caring for unwashed denim:

Wear your unwashed jeans as much as possible before the first wash. (They will have a tough surface, almost like they are water resistant.)

- Do not try to clean local stains, as rubbing can remove the indigo and you may get a bleach spot.
- When you absolutely have to wash them, a steam wash cycle is preferable. If your washer doesn't have one, turn them inside out so they have some resistance to unwanted crinkles from the machine.
- To encourage fading and natural worn-in effects, wash in warmer temperatures.
- To help prevent fading, wash in cold water using cold water detergent.
- Once out of the dryer, turn them back to normal and shake them flat, otherwise they might get an unwanted crease or fold. When they are still damp, you can stretch the inseam as much as needed. Let them dry naturally by hanging, not folded.

After your cycle is finished

To help reduce wrinkling, fold or hang clothes as soon as possible after the dryer cycle ends. If this is not possible, slightly dampen a cloth, add it to the load and then run the dryer for a few minutes. The moisture and heat will help the wrinkles fall out. It's also a good idea to run a cool-down cycle at the end of the drying time. All laundry items are more prone to wrinkling if left sitting in a pile when they are hot. If your washer has steam washes, this can also reduce wrinkles.

Less time with your iron

Who likes ironing? No one. The EasyIron™ Option lightly moistens clothes to make ironing easier and more efficient.