

How to care for velvet

Luxuriously soft and exuding quality, velvet is undeniably stylish and increasingly popular in fashion and interiors.

The term 'velvet' refers to the weave and not the fabric itself; our velvet is made from 100% Cotton. Woven on a specialist loom, the fabric creates a short dense pile which contributes to velvet's distinctive look and feel.

Velvet is ever-changing therefore is not for the perfectionist. The look, colour and texture of the fabric will change depending on the direction that it is brushed, lighting and the wear. Over time, the pile will crush but this is part of the antiquing process and will not affect the durability or charm of the product.

Weekly Care

When using velvet, you will see movement and wear of the pile due to the delicate weave. Folding velvet will often lead to creasing and marks, which can be improved through patience and care. Prolonged use without regular care will continue to crush the velvet and mute the natural sheen, therefore we recommend following this one simple rule. Gently vacuum or brush once a week to reverse any wear and maintain the textured pile.

Spills & Stains

Due to the delicate nature of velvet, dry cleaning is recommended for big spills and stains. Research a dry cleaner with expert knowledge of velvet to ensure the fabric is returned in its best condition. Water and liquid can stain velvet easily and needs to be dealt with quickly. Soft blot with a dry cloth, taking care to avoid rubbing and putting pressure on the fabric. Once you've blotted the surface, use a hairdryer at a safe distance to lightly dry the affect area to avoid marking. Finish by brushing the pile to avoid matting. The maintenance of this beautiful fabric can often be off-putting, but it shouldn't be. Regular care will keep the velvet looking good and as a result will enhance the unique look. If you're velvet has lost its sheen, try using a steamer on the reverse to fluff-up the fibres. When brushing the fabric, ensure you are following the same direction to keep the pile looking uniform.

Following these simple steps will help to maintain your velvet and keep it looking it's best.



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