



Alexander Seitz

GO GREEN. DRY CLEAN

For far too long, we've been under the misconception that dry cleaning is bad for the environment. But, over the last few years, the industry has introduced a number of eco-friendly processes and products. German fabric and leather cleaning specialist Alexander Seitz, associated with renowned dry cleaning and cobbler services brand Pressto, shares his thoughts on the environmental hazards of fast fashion and the measures Pressto has taken to contribute to a greener tomorrow with *GQ*

The current pandemic has taken a toll on all of us. That said, the resulting lockdown has taught us much, too. More than anything else, it has opened our eyes to the brutal realities of climate change, and, in the process, prodded us to make more responsible lifestyle choices as we embrace our "new normal" way of life.

Sustainability has been a buzzword for a few years now, but never has it carried more significance than it does today. Since it's important to start small, consider reassessing your wardrobe choices, foremost. Fast fashion has long been one of the biggest environmental polluters; and it's time we realise that and start making more conscious choices. Opting for a sustainable wardrobe is a lifetime investment and choosing to buy organic rather than synthetic items is worth it in the long run, for they promise both durability and longevity and also contribute to substantially less environmental waste.

To keep your prized possessions in tip-top condition, place your trust in renowned dry cleaning and cobbler services brand Pressto. Although dry



"THE PANDEMIC HAS WOKEN US UP. IT IS GREAT TO SEE ATTENTION BEING GIVEN TO SUSTAINABILITY. AFTER ALL, SUSTAINABLE FASHION IS NOT JUST A TREND; IT'S THE FUTURE."

—Esther Lennaerts,
Founder and Director
at Pressto

cleaning has been associated with being a major contributor to environmental waste, the recent years have brought in eco-friendly innovations to limit chemical waste and guarantee a smaller carbon footprint. At Pressto, the experts adopt responsible processes to restore your favourite wardrobe essentials to their former glory, so that they find pride of place in your cupboard for years to come.

In conversation with German fabric and leather cleaning specialist Alexander Seitz....

Why is dry cleaning a necessity today?

The cleaning method of a garment is decided by its fabric and composition. Certain materials like wool and silk damage easily if washed, and hence, have to only be dry cleaned. While dry cleaning cleans the fabric by moving the solvents over the fabric, water expands the fabric and can therefore damage the material. Also important to note here is that the industrial equipment a dry cleaner uses to clean fabrics is predominantly inverter drive equipment that is power efficient.

What eco-friendly measures has Pressto implemented to ensure a negligible carbon footprint?

Foremost, we have moved our new stores to dry cleaning with hydrocarbon. Secondly, the solvent waste that is generated is collected and centrally disposed of through a specialist waste management company. Thirdly, we ensure efficient operations to minimise electricity consumption in our stores. Fourthly, we have stopped using plastic altogether; our packaging material is now made from compostable corn starch. And finally, we have invested in good-quality, power-efficient equipment.

Going forward, why is it important that people invest in "slow fashion"?

The fashion revolution of the last couple of decades was all about "fast fashion" and synthetic materials like nylon and viscose. But we need to realise the damaging effects synthetic fibres have on the environment—from water and air pollution to high-energy consumption...not to mention the fact that they are made from fossil fuels and are not biodegradable.

That aside, we also have to realise that the garments we buy have travelled all over the world—from the source of the material to where the fabric is manufactured to where the garment is stitched, then on to a central warehouse, and finally, to a retail store. So, the carbon footprint of fashion is very high. Hence, it's important we don't consume "fast fashion" and buy repeatedly. Instead, we should invest in good quality garments and focus on maintaining them.



All *GQ* and *Vogue* readers can avail of a 10% discount at Pressto and Cobbler by Pressto outlets across India using the promo codes 'Conde Nast Pressto 10%' and 'Conde Nast Cobbler 10%'. Terms and conditions apply. For more information, Call/WhatsApp 9167188355