

**BLURRED LINES**  
CODES

- 1. T-shirt, Zara, \$14.99
- 2. Zipper-trucker jacket, Tommy Hilfigan, \$75, \$50
- 3. T-shirt and jeans, Alaina Malibu, \$14.99
- 4. Baseball cap, H&M, \$10
- 5. Acrylic skirt, C&A, \$19.99
- 6. Canvas bag, Umbro, \$14.99

**STAR STREAK**

These leading ladies have mastered the mix.



**TIP**  
While a voluminous gown might be the first step in the art of evening dressing, making gets the conversation started quite like a sipper for and volume.

**ONSE MONS**

VOGUE PROMOTION



**CLEANING OUT A MAN'S WORLD**

Meet Esther Lemaerts—founder of Presto Drycleaning and Presto Cobble—who in conversation reveals how she conquered a male-dominated industry to make an indelible mark on the fashion-conscious

What happens when you start your venture out or end up stepping into a puddle with those designer shoes? You think of Presto to salvage the situation. Founded by Esther Lemaerts, a formidable yet fascinating woman, the brand has played crucial to your dry-cleaning and shoe repair needs since 2008. And within a fraction of 10 years, under her, it has revolutionized an industry that was traditionally controlled by men. And here's what she has to say:

**What were the initial reactions to your plan to launch Presto in India?**  
My plans were met with skepticism. I was told

to open stores only in dropping points. But I wanted stores where the actual cleaning would happen—a place run by experts who are always there for the customer.

**Why did you launch Presto Cobble?**  
After we established 50 dry-cleaning stores, I knew it was time to take the brand to the next level. That's when we introduced Presto Cobble. We are the only cobblers in the world that clean, repair and restore leather goods to its original state. We do this with highly skilled people who are trained for six months before they can work independently.

**How does it feel to be the leading lady in a male-dominated industry?**  
I thrive on breaking boundaries but being a woman in a man's world has never really made a difference to me. Instead of gender, I look at capability and expect other people to act in the same way. So in that way, the line between gender roles has always been a blur.

**Who are the people who partnered your dream?**  
I am very grateful that we found partners in DOST Creation and AGK Plast who share the same passion, dreams and passion.

**What message would you like to send out women entrepreneurs?**  
Learn the rules and then break them. Don't let tradition confine you. Don't shy away from defying convention. The possibilities are endless and victory awaits you.

Presto Drycleaning available in 60+ stores across Mumbai, Delhi, Gurgaon and Bangalore. Presto Cobble services available in Mumbai at Napean, Sea Road and Pashchim, in Bangalore at Indiranagar and Koramangala.



Drycleaning and cobble services since 2008