

GILBERTSON'S

CLEANERS & TAILORS

Whatever you do, do not carelessly hang it in the back of your closet for the next few decades.

Your wedding gown is likely the most expensive – and sentimental – piece of clothing you'll ever buy. After the wedding is over, you'll probably be able to see just how much fun you had by simply looking at the gown: the tattered hemline, the wine stain, the dirty train. Rather than tossing your gown to the side, entrust your gown with preservation professionals, like Gilbertson's Cleaners and Tailors, to clean and preserve your gown as it should be.

Gilbertson's Cleaners and Tailors has been in operation since 1983, with Mary Gilbertson as owner since 1998. They are a full-service cleaner and tailor with two convenient locations in Eau Claire, one on Sherwin Avenue and the other on Clairemont Avenue. Gilbertson's employs 19 staff, including Mary's son, D.J., and daughter, Suzanne. Her children have worked in the family business since day one. The family's entrepreneurial spirit and desire to provide the best in customer service has resulted in becoming a leading cleaner and tailor in the area.

"We do everything we can possibly do to make sure that we deliver the best product quickly and at competitive rates," says Gilbertson. "We take care of our customers' clothing as if it was our own."



PRESERVING

When it comes to their gown preservation services, Gilbertson's understands that a wedding gown is more than just a dress: "Wedding gown preservation is an important step in maintaining a cherished gown," says Gilbertson. "We take great care in cleaning and preserving gowns so that they remain beautiful for years after the wedding."

Not all drycleaners are experienced in the intricate, delicate work that a wedding gown requires. Gilbertson's is. They take pride in delighting their customers by bringing soiled, damaged gowns back to pristine condition.

All of their gown preservation is done in-house. For most gowns, they begin cleaning a gown by spot cleaning any stains, scrubbing the hemline of the gown and then dry or wet cleaning the gown. The process may be repeated for severely stained gowns. Once the gown is cleaned, it is air dried before preservation begins. With time, a gown may yellow unless it is properly preserved. Gilbertson's uses top-quality, acid-free preservation boxes that are lined with acid-free tissue to protect the gown.

Gilbertson recommends having the gown cleaned and preserved shortly after the wedding is over: "The longer a stain sits, the harder it will be to remove later. Even if your gown appears to be clean, with time, perspiration, clear beverage spills and other "at the time" unnoticeable stains will oxidize and may change color."

The time required to clean and preserve the gown depends on the severity of the stains and the fabric of the gown. In most cases, Gilbertson advises brides to allow up to two months to have their gown preserved.

Gown preservation makes a nice gift, says Gilbertson: “A gown preservation gift certificate encourages the bride to take the time to have it properly cleaned. Those who don’t take care of their gown often are regretful years later.”

TAILORING

Most bridesmaid gowns need some altering before they can be worn. Gilbertson’s has three professional seamstresses on staff with experience altering hundreds of gowns and formalwear.

The process begins with an initial fitting of the gown with the shoes and undergarments to be worn on the day. Together, the bridesmaid and the seamstress locate where the dress needs to be taken in, let out, shortened, lengthened or altered. Typically one to two fittings follow to ensure that the gown fits seamlessly. The garment is pressed after the final fitting. With this, when the gown is picked up, it’s in perfect condition and ready to wear.

CLEANING

In addition to wedding gowns and bridesmaid dresses, Gilbertson’s offers full-service cleaning for clothing, drapery, leather, down, pillows and more. They provide pick-up and delivery services for many area businesses, including most of the hotels in the area. They clean an average of 300 executive shirts every day. They like to keep busy and enjoy the challenge of quickly, yet effectively, cleaning their customers’ valuable items.

Gilbertson’s business is all about before’s and after’s. Gilbertson attributes her competitive nature to their successful “after’s”: “I’m a competitive person. I use that trait to drive us to provide the best service and the best product, and make us the best cleaner and tailor in the area.”



TWO CONVENIENT LOCATIONS

2128 SHERWIN AVE 832.0041
2313 E CLAIREMONT AVE 832.6286

MONDAY-FRIDAY 7:30AM-6:00PM
SATURDAY 8:00AM-1:00PM

SERVICES

- Professional Drycleaning*
- Bridesmaid Dress Alterations*
- Wedding Gown Preservation*
- Executive Shirt Cleaning*

Unveil Your Business Here...

If you are interested in becoming a feature business, please contact Juliette at 715.415.2884.

