

V&A – keeping you looking stylish without harming your skin or the environment.

Newly opened V&A Finest Dry Cleaners in Heswall aims to enhance your experience of dry cleaning. Not just offering first-class garment care as standard, V&A is also the only eco-friendly dry cleaners on the Wirral.

Investing over £80,000 in brand-new, state-of-the-art Electrolux Lagoon equipment, and more on a new-look stylish shopfront, V&A, founded by Victoria Amos-Lamb, replaces the former dry cleaners – Mason McLean. Many of you already know Victoria as she managed Mason McLean for eight years. Having built up a loyal band of clients who won't trust anyone else with their garments, Victoria and her team (mum Sue and sister Marie) have been welcomed back with open arms. But this isn't a revamp of Mason McLean – it's Victoria's first venture into ownership and she aims to set the bar even higher for dry cleaning on the Wirral and beyond.

Delving deeper into their offering as an 'eco-friendly cleaner' we've discovered they have a slight confession to make – they are not actually 'dry cleaners' at all, but 'wet cleaners' – which they proudly explain is the 'green' alternative.

Victoria says: "Traditional dry cleaners use a nasty toxic product called Perclone (PERC for short), which isn't environmentally friendly and can be harmful to skin. Some cleaners use 'Green Earth', which sounds wonderfully eco, but is a suspected carcinogen the same as PERC, and has been found to damage the liver, kidneys, and the reproductive and nervous systems." She added: "This is not something we want our staff, customers, or our earth, to be exposed to."

Wet cleaning uses biodegradable pH neutral detergents and water to clean 'Dry clean only' garments. It's been certified by US government as the only viable green alternative to dry cleaning chemicals, and is the only cleaning system approved by Woolmark®.

Victoria explains: "Wet cleaning not only has environmental and health benefits but it also leaves your garments feeling softer on the skin, and smelling fresher without the chemical smell PERC leaves behind. Wet cleaning can also clean many items your traditional cleaners may turn away."



V&A don't just want to be known as the eco-friendly cleaners – style and customer service are also paramount to the business. Victoria believes cleaning should be done with pride and care – not in a factory-style environment. She is passionate about garment cleaning (she especially loves her handbags) and the needs of her customers.

Her enthusiasm for customer and garment care is instilled throughout the company and a first-class, attentive service is standard.

The people of Heswall and the surrounding areas spend a lot of time and money on looking good and V&A want to ensure that they can keep them looking as sharply dressed as they did the day they picked their garment up off the peg.

V&A offer service washes and shirt pressing, and care for everything from couture dresses to Canada Goose jackets. Businessmen with suits and brides with the most important dress they'll ever own can trust V&A with their cleaning and know they will get a professional, hand-finished service every time.

In addition to dry cleaning, V&A offer a unique leather and suede restoration service. Bring in your beloved handbags, shoes and jackets as they can not only clean them, but can recolour those blotches, scratches and fix zips. They'll even give it a whole new look if you like with their customisation service.

Keeping their prices competitive, V&A hopes there's no reason you can't come and join them in their standard-raising, wet-cleaning revolution!

V&A Finest Dry Cleaners 61 Telegraph Road, Heswall. www.vafinest.co.uk

V&A FINEST DRY CLEANERS
HANDBAG AND LEATHER RESTORATION

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