

MARIJA KULUSIC



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HOW TO LOVE YOUR FABRICS

A step by step guide by

STITCH

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THIS IS...

... a small token of appreciation, a sort of love letter, written to the materials Marija Kulusic so often uses in her work. Having always put the quality of fabrics above most other parts of her process, the designer has time and again proven to be an advocate for creating timeless wardrobe staples. Their urge to resist the test of time shows not only in smart design but the materials in which they are crafted.

It is a selfish act, this letter. For our garments to be truly timeless, we need you, our customer, to share our love for them. Written in collaboration with Stitch.hr creator, fashion writer Nives Bosnjak, this guide will teach you how to take care of your wardrobe.

A handwritten signature in black ink, consisting of stylized, flowing letters that appear to be 'M' and 'K'.

WUNNA

wool

Wool doesn't absorb smells, and it has natural self-cleaning properties. Therefore, wool garments are relatively low maintenance and can last a lifetime.

WASHING

If they don't have stains, airing your wool garments out will be sufficient to keep them fresh. Once they do need a wash, wool clothes should be dry-cleaned, and sweaters can be washed either by hand or on a gentle cycle in the washing machine. Make sure to check the label first. If you decide to handwash your wool sweater, use lukewarm water, and don't squeeze or rub the sweater. If you need to spot-clean it first, use a damp cloth and do it very gently.

DRYING

Wool pieces shouldn't be tumble-dried or hung while drying. Hangers will ruin the shape of your wool garments. Instead, simply lay them down flat on a towel until they're dry.

STORING

When storing wool coats, empty their pockets because they could get misshaped. To keep the fibers nice and tidy, use a garment brush, and add some lavender bags or cedar balls to the closet you're keeping it in, to avoid moths. Wool sweaters will keep their shape the longest when folded nicely and stored on a shelf. Over time you will notice pilling on them. This is a natural property of wool and is nothing to worry about. Simply remove the pilling with a razor or a sweater comb. The pilling will decrease over time.

LAN

LINEN

Linen is a unique natural fabric that keeps us cool during the summer months. It is praised for the fact it gets softer and more rustic-looking over time.

WASHING

If they're not stained, linen pieces can simply be aired out. Most of them can be washed in the washing machine at 30 or 40°C. However, despite linen's durability and ability to withstand high temperatures, opting for lower-temperature washes saves energy and therefore is a better option. Lower temperatures and low spinning cycles will also preserve the fibers for longer.

DRYING

The gentlest option for drying linen garments is air drying. This will keep the fibers looking new for longer. Linen naturally gets creased pretty easily. If you don't like this, iron your linen garments at a low temperature while still damp.

STORING

To avoid further creasing, hang your linen garments in a cool and dark place. Direct sunlight could damage the colors. To evade moths, use some lavender or cedar balls.

PAMUK
COTTON

Taking care of cotton garments is pretty effortless. Most of them can be tossed in the washing machine and washed on a 40°C cycle. This, however, means that they can get ruined very quickly. So make sure to rotate your selection of cotton pieces and wash them only when necessary.

WASHING

Most cotton garments can be washed in a washing machine on a 40°C cycle. White cotton T-shirts can be washed on a 90°C cycle, while some require a lower temperature of 30°C. This is why you should always check the label before washing. Choose lower temperatures whenever you can. They save energy and keep cotton fibers new for longer.

DRYING

Cotton garments can be dried in a tumble dryer, but the process will decrease the quality of the fibers and shorten the garments' lifespan. Air-dry them instead whenever you can.

STORING

Cotton T-shirts can be folded, and dresses, skirts, and shirts should be hung. Cotton doesn't lose shape as easily as wool or cashmere, so you won't make a mistake if you fold your skirts, too.

SILK

Silk has temperature-regulating properties, which makes it a great choice both in summer and winter. It's a delicate fabric with a luxurious feel, but it's rather easy to take care of.

WASHING

Most silk garments can simply be aired outside on a hanger. This will preserve your silk shirt in its original state for as long as possible. If you get stains on your silk garments, avoid rubbing the fabric because you might damage the fibers. Most silk pieces can be washed in the washing machine on a gentle 30°C cycle, but make sure to check the label first in case your garment is suitable for dry-cleaning only. If you're washing at home, use a garment bag. The bag will protect the fabric from potential damage caused by other garments, zippers, or buttons. You can always lightly handwash your silk garments, too. Use a gentle silk detergent when doing so, or simply a small amount of hair shampoo.

DRYING

When drying silk, avoid direct heat or sun. Simply air-dry it on a hanger. If your silk garment gets wrinkled after drying, you can iron it at a low temperature or gently steam it.

STORING

Store your silk blouses, dresses, and other garments on a hanger in a cool and dark place in your closet. Bright sunlight can damage the colors, so avoid keeping your silk garments on standing clothes racks and similar storage solutions.

VISKOCIZA

viscose

Viscose is a wonderfully light fabric, great for both summer and winter. It's not very flexible, and it weakens when wet. However, with proper care, it can last a long time.

WASHING

Always consider airing the garment out first if it's not stained. If it is stained, use a small amount of detergent on the stain and rub it very lightly. Afterward, we recommend washing the garment by hand at a temperature of around 20°C. Some viscose garments can be washed in a washing machine. Always check the tag first, reverse the garment to preserve the color, and use a low-temperature and gentle cycle. You can optionally use a garment bag to protect the piece from damage caused by other garments or the machine itself.

DRYING

With viscose garments, avoid the dryer, and air-dry them on a hanger. Since they have very little elasticity, they won't lose shape. When ironing, it's best to leave the garment still damp and iron it on the reverse side, and a low temperature or a silk program.

STORING

Hang your viscose garments in a dark and cold corner of your closet to avoid bright sunlight and the damage it may cause. They won't lose shape and will need less ironing when hung.



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Production: The Study