

# hinsdale furriers

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Summer '2004'

## Dear Customers and Friends:

I cannot believe how fast the years fly by- when I finish the newsletter each year I wonder if I will have any news for the next one. Well, I am happy to say I have both **business** and **personal news**.

I want to start by **thanking you** all for the patience you had during the street construction of Downtown Hinsdale last summer. The streets and sidewalks are much improved and I have been told that the Village Board is working on additional downtown parking. As I write this letter I seem to be, once again, sitting in the midst of a construction sight. Soukups Hardware to the east has closed. The building was sold and is being remodeled. The movie theatre building to the west is also in the process of being remodeled. We are looking forward to the new stores opening on each side of us. The Soukups space is now owned by the Fuller's (of car wash fame) and will be a hardware store. All I know about the theatre building, is that it will be offices on the 2nd floor and retail on the first.



Susie with Emilia DiMenco of Harris Bank receiving the **Illinois Family Owned Business of the year award**.

**Hinsdale Furriers** was very honored this past December to be nominated by one of our customers for the **Illinois Family Owned Business of The Year Award**. I was so excited to be considered and even more excited to find out we were one of 3 finalists. (Loyola University & Harris Bank sponsor this award).

We are very excited to be adding the **finest collection** of **Italian Shearlings** to our showroom. Starting in September, stop by and see the **C.C. Concepts Collection by Christia SRL**. Mark your calendars now for our **trunk show** of her collection **Nov 4th - Nov 7th**.

**Fur** was the **accessory of choice** last winter and will be stronger again next season. Every one is wearing it. We sold more fur scarves than ever before, not to mention trimmed gloves, purses and the ever-popular mink **trimmed denim jackets**. Read more about the latest fashion trends in **Mel's fashion corner**.

**TRUNK SHOW Nov 4<sup>th</sup>-7<sup>th</sup>**  
featuring the **C.C. Concepts Collection by Christia SRL**.

Join us for wine from **Benessine Winery** as you check out the most beautiful Italian Shearlings we have ever carried.

*Recieve a free gift with purchase during this trunk show.*

On a **personal note**, I am very happy to report that my husband, **Ray** (*our wonderful pickup and delivery person*) was sworn in as a **citizen** on April 27th. He says he is proud to be a "yank" but he thinks he'll keep his British accent and his tea dependency.

I'd also like to wish my **Mother** and "Wicked" **Step-Father Happy Birthdays!** They are turning 25 and 30 (*wink, wink*) this summer. They are celebrating in Florida and would like all their children and grandchildren to join them. To accommodate their wish (believe me we are not complaining) **Melissa, Sue** and **I** will all be away at the same time. Since we are the ones that work the front of the store, **Hinsdale Furriers** will be closed from Saturday July 17 and will not reopen until July 27<sup>th</sup>. We hope this doesn't inconvenience anyone and we appreciate your understanding.

I'd like to wish you all a wonderful summer and thank you all for your continued - patronage of **Hinsdale Furriers**.

Within recent years, **fur** has been continuously gaining **popularity**. You can't open a fashion magazine without seeing some type of fur. **Fur is everywhere... and why shouldn't it be!**

This year, the styles are shifting back in time. **Can we say vintage?** That's right! It's time to bust out grandma's old stoles as we revisit Old Hollywood. **Glamour is back** and it's making up for lost time. **Old shrugs, flings, stoles, wraps and capelets** are perfect for adding a touch of glamour to evening trends and everyday wear.

If you're not into the whole vintage look, not to worry, there are plenty more styles to look forward to this fall. One of them is **femininity**. The lines and shapes of many new coats are designed to **accentuate the female figure**. Delicate details and softer furs also support a more feminine style.

Even more popular this year than last year are **reversibles** and **shearlings**. Many sheared furs are being combined with **silk, leather,** and **microfiber** to add versatility. The shearlings this year are incredible. You'll have to come see our new shearing collection. **It is absolutely exquisite!**

As far as color goes, anything goes! It is obvious that **pink** is *the* color, but can pink hold its own on fur? According to the fur shows in **Montreal** and **New York, YES!** If a pink mink isn't exactly your cup of tea, maybe **earth tones** are more your style. Many shades of **browns** and **blacks** are key colors. **Bronze, olive,** and **cream** are a few examples of popular fur fall colors.

I have said it before and I'll say it again... **ACCESSORIZE!!!** There are so many great fur accessories available that you really have no excuse not to wear them. Come in and check out our selection of **scarves, hats, gloves, purses, slippers, earmuffs, headbands, cuffs, hair scrunchies** and much more!

**To recap: vintage, femininity, reversibles, shearlings, earth tones, and accessories.**

## 2004 Calendar of Events...

[June 19<sup>th</sup> and 20<sup>th</sup>]

**HINSDALE FINE ARTS FESTIVAL**  
Saturday & Sunday 10am - 5pm  
in Burlington Park.

[July 3<sup>rd</sup> thru 5<sup>th</sup>]

**CLOSED FOR THE 4TH OF JULY**

[July 9<sup>th</sup> and 10<sup>th</sup>]

**SIDEWALK SALE**  
Friday & Saturday 9am - 5pm on the  
sidewalks in front of participating stores.

[July 17<sup>th</sup> thru 25<sup>th</sup>]

**CLOSED FOR VACATION**

[August 15<sup>th</sup>]

**BEGIN TAKING IN CONSIGNMENT FURS**  
We will take in your used furs that you no  
longer wear and are looking to sell.

[September 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup>]

**CLOSED FOR LABOR DAY WEEKEND**

[September 27<sup>th</sup> thru October 10<sup>th</sup>]

**REMODEL SALE** - Save 10%  
on the cost of remodeling your coat.

[September 16<sup>th</sup> and 17<sup>th</sup>]

**CLOSED FOR ROSH HASHANA**

[September 18<sup>th</sup>]

**GARAGE SALE**  
Saturday 9am - 5pm in Public Works Garage.  
(just behind the police station)

[September 25<sup>th</sup>]

**CLOSED FOR YOM KIPPUR**

[October 7<sup>th</sup> and 8<sup>th</sup>]

**ACCESSORY TRUNK SHOW** - 10% OFF  
all our fur and shearing accessories also  
featuring shoes from Biondi Shoes and  
Jewelry by Kate Gleason.  
(See Accessorize To Perfection)

[October 30<sup>th</sup>]

**BOLEY FAMILY HALLOWEEN FESTIVAL**  
Saturday Registration 12:15pm.  
Parade 1:00pm in Downtown Hinsdale.

[November 4<sup>th</sup> thru 7<sup>th</sup>]

**SHEARLING TRUNK SHOW**  
featuring the **C.C. Concepts Collection**  
by **Christia SRL**.

[November 4<sup>th</sup> thru 20<sup>th</sup>]

**SHEARLING SALE** - Save 30% on all  
merchandise and an additional 10% on  
shearlings (excludes denims and accessories)

[November 28<sup>th</sup>]

**HINSDALE HOLIDAY WALK**  
Friday 6pm - 9pm in Downtown Hinsdale,  
Grant Square and Gateway Square.  
Come here to meet Maggie the Clown

## Charity Corner

I am happy to report that **WINGS** is in the process of furnishing their Domestic Violence shelter and will soon be a **safe place** for **abused women** and **their children** to flee their abusers. I am still happy to take any donations of clothing and small housewares to them. Just drop them off here. (Please remember that donations need to fit in my van.)

Starting in September we will once again be **selling Entertainment Books** to benefit the *Joe Lessman Multiple Sclerosis Society*. Charities are able to sell the books for **\$20 each** unlike the grocery stores that must sell them for \$25. We have books here that you can finger through to see how much money you will save. I have fun keeping track of the money I save. This year I saved \$60 at Dominick and \$450 at restaurants, pretty good for a \$20 donation to charity!

### Accessorize to Perfection...

Some people just seem to have the knack to pull an outfit together and others are kind of like ..... (I better not mention any names)!

Well, there are two of my fellow merchants that always seem to be **accessorized to perfection**. One is *Pat Norman* from **Biondi Shoes** and the other is *Kathleen Gleason* from **Kate Gleason Jewelry**. This year many of you have noticed the new and improved Susie. Getting trim has been a hard job but it has been fun getting new clothes and compliments. Both *Pat* and *Kate* have been my wardrobe coaches. I have asked them to join us at **Hinsdale Furriers** as the accessory mavens to help you choose the perfect accessories for your winter wardrobe. *Pat* will be here with a selection of her **shoes** and **boots** and *Kate* with her **jewels**. So stop by, have a **glass of wine** and a **little snack**, and don't forget to bring your "problem" outfit and let *Pat* and *Kate* work their magic.

They will be here on **Thur Oct 7<sup>th</sup>** from 3-7pm and on **Fri, Oct 8<sup>th</sup>** from 12-5pm.

## Website Up-Date:

We have now **re-designed** and **fully expanded** our **website** to include some of the **new arrival inventory**. You'll find photos and descriptions of new coats and jackets along with different accessories and even fur care tips. All of the gently used coats/jackets can also be seen **on-line** and are regularly up-dated. We are making this an interactive part of **Hinsdale Furriers**.



[www.hinsdalefurriers.com](http://www.hinsdalefurriers.com)

The website has been a great way to expand our customer base and answer customers questions. If you have 5 minutes to spare, please visit us on-line at [www.hinsdalefurriers.com](http://www.hinsdalefurriers.com) and see what we have done. If you have any other ideas for our site, please let us know. It's great to hear from you and get your views.

Join our email mailing list and receive reminders of up and coming events along with **special discount/savings coupons** via email. Visit us at [www.hinsdalefurriers.com](http://www.hinsdalefurriers.com)

*(Our promise to you: You will not receive more than 8 emails per year and we will not give out your email address to anyone else!)*

## Shearling Trunk Show Nov 4<sup>th</sup> thru 7<sup>th</sup>

Over the last few years, **shearling coats** and **jackets** have become a fashionable addition to many wardrobes. Shearlings are **lightweight**, but still **warm**; and with the numerous shearing, tanning, and dyeing techniques available, shearlings have quickly risen to "**must-have**" status. In light of the popularity of shearlings, we often receive questions regarding the care of shearling coats and jackets.

**Here are a few guidelines to follow when caring for your shearling:**

- ☑ Use a **soft suede brush** or **sponge** to periodically brush up the suede knap if it gets worn. A suede brush or sponge can also be used to remove **minor spots** and **stains**.
- ☑ For liquid spots (grease, drinks, water), sprinkle a bit of **cornstarch** directly onto the spot. Let it sit for a day or two (the worse the stain, the longer you should let the cornstarch sit). **Vacuum** the **cornstarch off**.
- ☑ When not wearing your shearling, hang it on a sturdy, **well-shaped hanger**.
- ☑ **If your shearling gets wet** (if you get stuck in a downpour), dry the garment with a **towel** and allow it to **dry naturally** at room temperature. After drying, use a **suede brush** or **sponge** on the suede side and a **gentle steel comb** on the hair side. (Another option is to bring the coat to us for proper care).
- ☑ Mend any **small tears immediately**. Delaying a repair can lead to an expensive replacement of pelts.
- ☑ Do **NOT** put adhesive stickers on shearling. *The adhesive can either get left behind or may pull off some of the fabric when removed.*
- ☑ **NEVER** put a shearling in the washer or dryer!
- ☑ Do **NOT** place a shearling right next to an open flame or other strong heat source, such as a heater.
- ☑ Do **NOT** store shearling in direct sunlight, as it can bleach the coat over time.
- ☑ Do **NOT** take your shearling to a DRY CLEANERS. Shearlings should be cleaned and stored by a professional furrier.