

Hinsdale Furriers

Established 1952

Summer 2005

Dear Customers and Friends:

Last year's newsletter started with me thanking you all for your patience during the 2003 street construction and commenting on the fact that I was still sitting in the midst of a construction site with the construction going on both sides of us.

With this letter, I have to **thank you for your continued support** during the construction of Fullers Home Store and the work on the theatre building. I have learned that early this summer the building across the street will be torn down and a new building will rise from the rubble in what is being called the Garfield Project. This project has been in the works for the past few years and it looks like it will actually get underway this summer.

There is an old motto **"if you can't beat 'em join 'em"**. We are going to get a face-lift beginning this July and it should be completed by September. We will be **open during this time**, however, there will be times that you may have to enter through our side door. The work scheduled to be done is to the front facade of the building and some work in our showroom.

So, once again I am thanking you for your past patience during construction and asking for your indulgence during the next phase of construction chaos.

Fur is the fashion accessory of choice. Be it a true accessory like a fur broach, or a full length coat, fur is

being shown on every fashion runway. **Read Mel's Fashion Column** to learn more about the hot trends for this season. **My favorite** item for the season is the Persian lamb jacket's reversible to their own hide.

I would like to take a moment to **welcome our many new customers** and our 2 new staff members. Barbara Ostrowski is working at the reception desk 2 days a week. Barbara is a "customer-turned-employee" who resides in Hickory Hills with her husband. Please welcome her when you stop by. I'd also like to introduce you all to Bob Gautsch. Bob has joined us after closing his own fur salon, **Furs by Michael in Buffalo Grove.**



Bob Gautsch

Bob has been in the fur and dry cleaning business his entire life and we welcome him to our staff. Bob is here on a part-time basis, providing his expertise in fur repairs and cleaning. The rest of his time is spent as owner of Great Western Drapery. As a gift to



Family Photo

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you, Bob has included a 20% off coupon toward your first order with Great Western Drapery Service.

On a more personal note, many of you have asked about our family vacation last year. **See photo above.**

36 family members went to Florida to celebrate my parents' birthdays. A great time was had by all. We shared 5 condos and lots of fun at the amusement parks!

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



Latest Fashion

Fur is definitely here to stay!

With new styles and throwbacks to old styles, fur is coming on strong.

This season's motto is "**pay attention to detail.**" Embellishments on coats are the key to a fresh look. Some major details to look for this season are the following:

- 1. Grooving.** Grooving is the process of shearing a fur closer in some areas while keeping the rest of the fur long haired. This creates a pattern within the garment.
- 2. Combination** of furs within the same garment. Especially popular are sheared mink garments with long haired fur trim such as long haired mink, fox or chinchilla. Another great combination is Susie's favorite, Persian lamb reversible to suede (actually it's reversible to itself.)

3. New lengths. Some new lengths of coats are prevailing as the hottest trends this season. One of these lengths is called 9/10. A 9/10 coat will come down to about mid-calf. Beware, however, this length does not look flattering on "vertically challenged" women. On the other end of the spectrum, and even more fashionable, is my personal favorite, the very short crop jacket. This

length is ideal for a special occasion or for running around while holiday shopping.

4. Accessories. I have said it many times before and I will say it again...accessories are crucial! This season, look for sheared fur scarves with fringe trim and cashmere or velvet burn-out scarves with fur trim. Also, fur belts are being used to cinch coats at the waist. As a bonus, fur belts can

double as a scarf when not being used to close your coat.

To recap: grooving, combo of furs, 9/10 coats & crop jackets, and accessories. These 4 fur details will give you a good fresh start to a new fashionable fur season.
Happy shopping!!

20% discount with this coupon

at **Great Western Drapery** which provides French hand finished linen drapery service.
They specialize in fine linens and draperies.

Free Estimates - take down the draperies - rehang - pleating

Call Bob at 708.386.7150

Would you like a Fantasy Fur Night?

Many of you have asked about our **Fantasy Fur Nights** so here is the scoop: **If you are a member of a not-for-profit organization** and would like to have a **"Fun Raiser"** (could also raise funds) let me know.

We open our vaults to your members and their guest for an evening of dress-up. **We supply the wine, snacks, photos and furs for fantasizing.** You supply the guests. If you want it to be a definite fund raiser charge a small admittance fee. - **We also donate 10% of resulting sales** to your organization.

We have fall and winter dates available for this year, Just give me (Susie) a call at 630.323.1840.

Should I store my fur in a bag?

The best way to store your fur while it is at home in the winter, is on a form-fit hanger, uncovered and with plenty of room to avoid crushing the fur. It should be kept in your coolest, driest closet with the light off. Bags should only be used for transporting your furs. As you know, we pull plastic bags over your garments for their trip home, but we also remind you to remove the plastic bag as soon as you get it home. Many of you have asked about the mesh, breathable bags...personally, I do not like to keep my furs covered. The fur gets crushed and the coat looks less luxurious. Your best option is no bag. If you must cover the garment, loosely drape a cotton sheet over it.

My fur got wet - what should I do?

If the coat is wet from being in the rain or snow, simply shake the coat out and hang it on a form-fit hanger in a well ventilated area. DO NOT put the garment near a heat source!! Let the coat dry naturally. If the fur is soaking wet, bring it to us immediately and we will make sure the pelts do not shrink while it dries.

I seem to rip my coat near the bottom ring - is there a problem with the fur in that area?

There is nothing wrong with the fur in that area. To avoid this rip, unhook your coat before sitting. When we sit, we tend to spread out and our coats do not.

What does "Insurance Valuation \$100" mean on my storage receipt?

The wording and accompanying \$100 figure which appears on your storage receipt prompts numerous questions and phone calls each year - especially when each item in question is obviously valued at more than the \$100 stated. Simply put, this means that each garment stored here is insured, not valued, for \$100 each. Be assured that this is a customary procedure. It has long been our practice to ask each of you, at the time your coat is brought in, if your garment is covered by your own policy. Your policy should protect your furs no matter where they are. The \$100 shown on your storage receipt covers your deductible should a loss occur.

Charity Corner

We will once again be selling **Entertainment Books to Support Multiple Sclerosis research**. Stop by to pick yours up after September 1st.

I am excited to tell you that **WINGS** has opened their Domestic Violence shelter and is currently opening a second resale shop. The current resale shop provides approximately \$25,000 a month towards operating expenses of both the Transitional

Housing and Domestic Violence Programs. The new shop is in the Golf Mill area. I will be very happy to take donations to them. They take housewares, clothing, knick-knacks, toys and more.

Just remember it must fit in my van. They also sell furniture but I can not carry that.

Events Calendar

June 18th,19th
HINSDALE FINE ARTS FESTIVAL
Sat & Sun 10^{am} - 5^{pm} in Burlington Park.

July 2nd,3rd,4th
CLOSED FOR THE 4TH OF JULY

July 8th,9th
SIDEWALK SALE
Fri & Sat 9^{am} - 5^{pm} on the sidewalks in front of participating stores.

Sept 3rd,4th,5th
CLOSED FOR LABOR DAY WEEKEND

Sept 6th
BEGIN TAKING CONSIGNMENT FURS
We will take in your used furs that you no longer wear and are looking to sell.

Sept 17th
GARAGE SALE
Sat 9^{am} - 5^{pm} in Public Works Garage. (just behind the police station)

Sept 26th thru Oct 10th
REMODEL SALE - Save 10% on the cost of remodeling your coat.

Oct 4th
CLOSED FOR ROSH HASHANA

Oct 13th
CLOSED FOR YOM KIPPUR

Oct 29th
BOLEY FAMILY HALLOWEEN FESTIVAL
Saturday Registration 12:15^{pm}.
Parade 1:00^{pm} in Downtown Hinsdale.

Oct 27th thru Nov 19th
SHEARLING SALE - Save 30% on all merchandise and an additional 10% on shearlings (excludes denims and accessories)

Nov 25th
HINSDALE HOLIDAY WALK
Fri 6^{pm} - 9^{pm} in Downtown Hinsdale, Grant Square and Gateway Square. Come here to meet Maggie the Clown.

Hinsdale Furriers

Established 1952

33 East First Street, Hinsdale IL 60521

PRSR. Stand.
U.S. Postage
PAID
Oak Brook, IL
60521
Permit No. 592

A Customer Writes

Both of these notes came from website customers:

Susie, hello!

Just a note to let you know that the coat/mink pelisse I bought from you in July was a **total hit this winter!**

Everybody complimented me on it.

With best wishes (belatedly) for the New Year,

Sincerely,

Marguerite Z.

Good Morning,

My coat arrived this a.m. and I want you to know **how very pleased I am. The style, color, design and fit are all perfect.** Thank you so much for all your help.

It was a pleasure doing business with you.

Just so you know, it was the word "gently" used coats that attracted me to your website.

Nancy S.

