Buying clothes built to last is one thing — but there’s a lot you can do to make them endure. We polled Demna Gvasalia and his team for tips on how to take care of our clothes. And our biggest takeaway is that first and foremost, everything we wear should be enjoyed — accessorized with a joie de vivre and not a fear of getting ruined. Here are the experts’ tips for wearing, storing and even cleaning your clothes correctly to prolong the life of your favorite items.

**DRESS SHIRTS**

Guram Gvasalia, who co-owns and operates the legendary label of VETEMENTS, suggests these tips for taking care of your button-down shirts:

Pay Close Attention to the Insides of collars. It’s here that stains can creep up from skin products, like lotion or makeup. Be sure to wash them immediately, especially before hanging shirts in the closet (scroll down for tips on how to remove stains).

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**PHASE 1: HYPER**

**Goal:** Spark interest across channels and make consumers guess what and when the next launch will be. Visual cues will suggest the launch won’t be about clothes or a collection, which will reassure big engagement ratio due to the predictions many people will have.

**Walkthrough:**

Start of teaser campaign with an Instagram post and website banner sharing the VETEMENTS CARE project title. During Paris Couture Week, the teaser campaign, reveals every two days a detail of the project (as shown above).

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**PHASE 2: REVEAL**

**Goal:** Reassure brand visibility and daily content flow across channels, showcasing the new garment care collection as well as interactive information flow in order to make sure consumers are aware that it’s not a one-day only event.

**Walkthrough:**

Instagram story of building up the event space reveals the exact location and interior. Subsequent posts reveal the in-store experience as well as the full collection and the e-commerce sites it can be purchased from.

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**PHASE 3: REBOOT**

**Goal:** Increase traffic towards the currently dated VETEMENTS website by linking it on other channels and posts in order to shift and monitor consumer engagement seamlessly.

**Walkthrough:**

Every three days of the launch a current visual cue of the product sales appears as a story. A week before the end of the London pop-up and one week prior the Hong Kong one — an Instagram post discloses the next location. Campaign follows its structure, till third city roll out.