

Madame Paulette®

“SIMPLY THE FINEST CUSTOM COUTURE CLEANER IN THE WORLD!”

September, 2007

BEFORE, DURING & AFTER the most important day of a women’s life, The Madame Paulette Organization has made an unwavering commitment to be there for the bride.

For over half a century, the Mahdessian family has worked tirelessly to perfect custom cleaning, restoration and preservation processes which have allowed Madame Paulette to maintain continuous recognition as the leader in an ever-growing industry. The President, John Mahdessian, is considered a pioneer whose patented techniques have earned him a coveted place in the history of wedding gown care.

With such a wealth of knowledge available to brides today, the decision with whom to work with is a much more educated process. Brides “in the know” – including those who have every possible resource in the world available to them – select the premium services of The Madame Paulette Organization. This is why Melania Trump, whose \$200,000 breathtaking John Galliano creation - showcased by 500 intricate pleats and 300 feet of silk satin - entrusted Madame Paulette with her irreplaceable couture gown before her wedding, on the day of her wedding and after her wedding.

This is why esteemed bridal designers such as Vera Wang, Reem Acra and Carolina Herrera turn to Madame Paulette to enhance their own creations as well as to rest assured that their valued clientele are in the best possible hands. Madame Paulette has achieved level of perfection and attention to detail that is unduplicated by competitive resources.



John Mahdessian and Vera Wang.



John Mahdessian and Carolina Herrera.

There is a natural synergy between Madame Paulette’s wide array of services and the wide variety of brides- from the calmest to the most demanding – that rely on us!

BEFORE, DURING AND AFTER THAT SPECIAL DAY... the most educated brides have always come to Madame Paulette for the very finest European tailoring on the most delicate of gowns.

BEFORE...For the bride who chooses to spend less on her gown in order to prioritize her reception or honeymoon, Madame Paulette can clean, alter or completely remodel any dress – whether a delicate vintage creation or those purchased at a sample sale. Madame Paulette promises to make every gown like new – as if it were custom made exclusively for the bride.

For those brides who choose to visit Madame Paulette's flagship location, we are delighted to announce that we have recently leased additional space between 65th and 66th Streets in the heart of Manhattan's exclusive Upper East Side. It will be the ultimate state-of-the-art facility – architecturally designed with your own comfort in mind. A lounge will be added in the reception area for all brides and their wedding parties to relax while waiting for fittings. Expansive dressing rooms to accommodate bridal gowns and mother-of-the-bride or bridesmaids attire are also being added.



Madame Paulette was commissioned for all aspects of the Trump wedding



Madame Paulette was commissioned to restore and preserve the late Princess Diana gowns.

DURING...while Madame Paulette's patented, portable stain removal kit has long been the staple of every bridal emergency kit, the company's team is now available to you on your big day. To calm any "pre-wedding jitters" caused by accidental staining or soil to your gown, Madame Paulette has introduced a special "on-site" Custom Tailor, Professional Cleaner and/or Finisher plan. Enjoy the expertise of Madame Paulette anywhere, anytime, regardless of location. Our skilled artisans are always "on call" to attend even the most exotic destination wedding.

For your further convenience, Madame Paulette has implemented a 24-hour hotline to deal with any emergency that may arise!

AFTER...the big day, Madame Paulette's professional goal is to help you keep your memories perfectly in tact! A complimentary Madame Paulette shipper box can be sent to you anywhere – nationwide via Fed Ex – so that you may send us your gown free of charge to you. Once your gown has reached our facilities; it will undergo a thorough inspection and evaluation to dictate the proper cleaning method. Our finely honed cleaning and preservation processes will restore any gown to its original splendor – regardless of the delicacy of the fabrics or the intricacy of the trimmings! We will then carefully place your gown in the museum-quality chamber – complete with acid-free tissue paper – and ship it back to you free of charge with the proper preservation guidelines enclosed. You can rest assured that your bridal gown will remain in perfect shape for all of posterity!

When planning the most significant event of your life, select Madame Paulette to be the most important attendant in your bridal party.

We invite you to visit Madame Paulette's new website at www.madamepaulette.com or call our toll free number 1-(877)-COUTURE.