

# *Madame Paulette*

**"SIMPLY THE FINEST CUSTOM COUTURE CLEANER IN THE WORLD!"**

## **PRESS RELEASE** **January, 2008**

*"Madame Paulette takes unprecedented pride in our work which is reflected in our impressive projects and our high profile clients," says John Mahdessian, President of the Madame Paulette Organization. Our pioneered cleaning and preservation services have recently been used by Kate Hudson, Naomi Watts, Uma Thurman, Kelly Ripa, Janet Jackson, Beyonce Knowles, Barbara Walters, Anna Wintour, Celine Dion, Elton John, Jennifer Lopez, Billy Crystal, Ellen Barkin and many more. Escada selected the Madame Paulette organization to clean and restore Kim Basinger's unique couture gown worn at her acceptance of the 1998 Best Actress award for her lead role in LA Confidential which was featured in a vintage "Oscar Winner Runway Fashion Show" just prior to the 2007 festivities. Additionally, Madame Paulette assisted Escada in the intricate tailoring necessary for the breathtaking Couture gown worn by the 2007 Oscar presenter, Naomi Watts.*

*In an undying effort to keep the world spotless and lend support to charitable organizations, Madame Paulette is always willing to lend a helping hand. In 2007 significant donations were given to celebrated, yet diverse causes such as The Rainforest Foundation, Lincoln Center, The Fashion Group International, the International Debutante's Ball, The United Cerebral Palsy Foundation, The New York Junior League as well as The Something Pink Campaign in conjunction with Brides Magazine and the Making Memories Breast Cancer Foundation. In early 2007, Madame Paulette was selected to dress several high profile personalities such as NBC news anchor Ann Curry and Sarah Ferguson the Duchess of York for the celebrated 2007 Viennese Opera Ball.*

*Madame Paulette's widely acclaimed Interior Cleaning and Restoration Division has recently been selected for many high profile projects including the cleaning, restoration and maintenance of luxury townhouses, waterfront estates, aircrafts and yachts. Leading architects, interior designers and insurance companies considers Madame Paulette to be the premiere resource for their clients interior cleaning and restoration needs which includes carpets, rugs, fabric window and wall treatments, draperies and all upholstered furniture. Madame Paulette's emergency telephone number allows their clientele to reach one of our specialists at any time that can assess the situation and determine the most effective course of action to protect and preserve their irreplaceable interior designs. A new service has been added to their already impressive array! An exciting, innovative Closet Organization & Maintenance Program has been launched - allowing customers to benefit from a thorough evaluation of their entire wardrobe as well as the opportunity to clean, restore, update and even replace all key items under the guidance of a specially trained Madame Paulette wardrobe consultant. All apparel as well as accessories will then be returned to each closet in a customized layout, designed for the client's own personal convenience. This program will also include the opportunity to participate in a seasonal maintenance plan that will keep each and every closet in perfect order all year round!*



As you may remember, The Madame Paulette Touring Division was commissioned to the Mar-a-Lago Estate in Palm Beach, Florida by Melania Trump to insure that the utmost personalized attention was given to both the bride and her \$200,000 Christian Dior Couture wedding gown. During her lavish \$5,000,000 wedding to billionaire Donald Trump, Madame Paulette was in charge of every aspect of her highly publicized and celebrated wedding gown. Madame Paulette's Touring division is also commissioned on a regular basis – as recently as Fall of 2006 - by Mr. Trump himself to clean and maintain the textiles aboard his Boeing 727 private jet. His customized gold silk upholstered furniture requires special care and is consistently restored to its original splendor by Madame Paulette's team of skilled artisans.

It's not only individual clients but upscale corporations and institutions that have sought the unduplicated services of Madame Paulette. They appreciate that their valued clientele is their single most important resource and therefore have approached Madame Paulette whose hallmark has become unsurpassed customer service. The elite "W" Hotel has enlisted Madame Paulette as its exclusive cleaning and restoration resource for its VIP guest White Card program. A new, ultimate luxury residential building located in the historic Beekman Place area in New York City featuring an innovative "curated lifestyle" – spearheaded by Kelly Bensimon – has selected the Madame Paulette Organization to implement an exclusive program designed specifically for the tenants of its multimillion dollar apartments.

Madame Paulette, the world renowned custom Couture, Interior and Bridal cleaning and restoration company, has always had the privilege of being selected for the most coveted commissions. Vogue Magazine chose Madame Paulette to clean many of the uniquely delicate pieces showcased in the 2006 AngloMania fashion exhibit at New York's prestigious Metropolitan Museum of Art which captured both the tradition and transgression of British fashion. It was again Vogue Magazine - this time in conjunction with the Chanel Archive of Paris - who approached Madame Paulette to aid in the restoration and preservation of numerous vintage Chanel pieces from the Coco Chanel era during the 1920's and 1930's for a global fashion exhibit. More recent commissions have been the restoration of legendary New York Yankee Clipper Joe DiMaggio's irreplaceable baseball jersey as well as the collections of vintage clothing from film icon Douglas Fairbanks Jr. and Stephanie Seymour.

With the Madame Paulette business growing at such a rapid rate, John Mahdessian, the President, has recently leased additional space between 65<sup>th</sup> and 66<sup>th</sup> Streets on Second Avenue in Manhattan's chic Upper East Side to expand the impressive retail flagship. It will be the ultimate state-of-the-art facility that will be architecturally designed with the customers' comfort in mind. A lounge will be added in the reception area for all clients to relax while waiting for tailoring appointments or fittings. Extra large dressing rooms to accommodate bridal gowns and evening attire will be added. Expansive display windows will be installed with the capacity to exhibit some of the spectacular new creations of our esteemed designer clientele as well as some of the irreplaceable commissions Madame Paulette has been selected to accomplish!



From Left to Right: John Mahdessian, President of Madame Paulette poses with the restored bridal collection, Kim Basinger's couture gown worn to the 1998 Academy Awards, New York Yankee legend, Joe DiMaggio's jersey, a vintage dress from AngloMania Exhibit and John behind the scenes working with the vintage Coco Chanel Collection.