

Madame Paulette®

THE WORLD'S LEADING CUSTOM COUTURE CLEANER FOR HALF A CENTURY

MADAME PAULETTE CELEBRATES 50 YEARS

Unveils Fashion Donation Program and New Boutique with Lavish Celebration

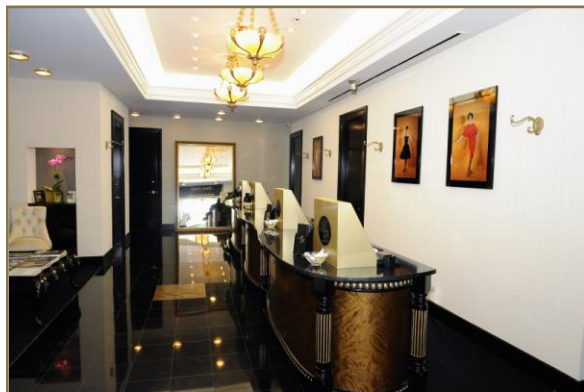
June 22, 2009 – New York – In honor of 50 years in business in New York City, Owner and President of the Madame Paulette Organization, John Mahdessian, revealed his renovated luxury boutique located on the Upper East Side of Manhattan, with three nights of exclusive parties attended and hosted by New York's elite.

Special guests at the fete included Faith Hope Consolo, Cristina Greeven Cuomo, Dennis Basso, Maggie Norris, Angel Sanchez, Phillip Bloch, Nanci Shallman, Kristin Ingersoll, Monica Knoll, Janna Bullock, Arsha Cazazian, Sophia Base, Anna Kulinova, Michele Berkelhammer, Christopher London, Andrew Parker, Lawrence Leeds, R. Couri Hay, Amanda Hearst, Caroline Childers, Paul and Jane Schindler, Joan Jedell, Ann and Noubar Mahdessian and many others.

"I am so thrilled that my family, friends and clients came out to celebrate this amazing milestone for the Madame Paulette Organization," said Mahdessian. "We've worked so hard to become the most recognized cleaning and restoration business in New York City, the country and even the world, so to see this turnout means the world to me."



Beautiful window display at Madame Paulette's new Flagship location at 1255 Second Avenue in Manhattan, NY.



Main foyer of Madame Paulette's boutique.

The new boutique features a main foyer blanketed in an intricate layer of black marble and custom made brass fixtures bearing the Madame Paulette logo. The boutique's dressing rooms offer clients the added comfort of viewing their ensembles in an array of different lighting spectrums, including daylight, fluorescent, and evening as well as a black light setting to pinpoint invisible blemishes. The storefront windows feature some of the most prized pieces that Madame Paulette has restored including pieces from

Hubert de Givenchy, Angel Sanchez, Paul Poiret and Mariano Fortuny.

About Madame Paulette:

The Madame Paulette Organization is one of the most recognized and respected cleaning and restoration companies in the world. Madame Paulette has worked with the most revered institutions such as the Metropolitan Museum of Art, The Museum of Modern Art, The Smithsonian Institute, Sotheby's and esteemed clientele such as Anna Wintour, Eva Longoria-Parker, Melania Trump and many others. Madame Paulette's services range from European tailoring, bridal cleaning, alterations and preservation; couture and vintage cleaning; hand laundering of shirts, fine linens and bedding; interior cleaning including water and fire restoration and pest control; leather and fur servicing; and the newly added touring, destination valet and closet concierge. For more information, please visit www.madamepaulette.com.



From Left: Full window display of Madame Paulette's boutique, waiting area with custom upholstered furniture.

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