

Teflon Tuff

Fashion gets cooking

Friday, August 18, 2006

(NEW YORK) Does the idea of buying a \$2,000 dress and spilling red wine on it give you the same sensation as nails on a chalkboard? Does the rumpling and wrinkling of a meticulously engineered gown give you the heebie-jeebies? Then consider the nonstick ninjas at DuPont Teflon your saviors: Zac Posen and Yeohlee both incorporate the company's technology into their fabrics, making garments stain-resistant and less wrinkle-prone.

Zac Posen's Spring 2007 ready-to-wear show will mark his fifth season using Teflon in his textiles, incorporating the company's Repel technology into key looks made from cotton, silk, chiffon, and stretch suiting material. The Repel technology allows liquid to bead up and roll off, and residue to be wiped away or blotted with a clean cloth.

"I am delighted to continue the relationship with Teflon by using their fantastic fabric treatments," Posen said in a press release. "It allows garments to retain excellent texture and fit while staying protected from the elements. The looks are luxurious and romantic, but most importantly, they are wearable."

As a believer that "even luxurious clothing has to work very hard," Yeohlee Teng was an early fan of Teflon-laced fabrics. "I create modern clothing for the 'urban nomad,'" Yeohlee said in a statement to the press. "I firmly believe that the design of the clothes should serve a function. I am enthusiastic about working with fabrics treated with DuPont Teflon fabric protector in my spring 2007 collection."

"Teflon protects fabrics from stains and spills and keeps them looking newer longer," says Nina Servino, marketing communications manager at Teflon. "Especially when you make an investment in a garment."

Prada, MaxMara, and Tommy Hilfiger have also used Teflon in their fabrics. "It's good for any type of fabric," says Servino. "A lot of designers use it as well as mass brands. It helps repel spills and makes ground-in stains remove easily during laundering."

To know Teflon is to love Teflon, and maybe even go a little crazy for it: bygone icon Downtown Julie Brown demonstrated its benefits on a runway in the late '90s by dumping red wine on herself. Wubba wubba!

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