

MANOMAY - SHORT DENIM CARE GUIDE (1-PAGE)

For Longer Life. Better Fit. True Character.

1. Wash Less, Wear More

Denim looks better with time. Wash only when needed.

2. Cold Water Only

Cold wash protects colour, fabric strength, and shape.

3. Inside-Out Always

Turning jeans inside out reduces fading and protects the texture.

4. Skip the Machine Dryer

Air dry in shade. Heat damages elastane and causes shrinkage.

5. Avoid Bleach & Harsh Detergents

Use mild liquid detergent. No fabric softeners.

6. Don't Iron on High Heat

If needed, iron inside-out on low. Steam > heat.

7. Spot Clean First

Small stains? Clean the area, don't wash the whole jean.

8. Fold, Don't Hang

Hanging pulls the waist & knees. Fold to maintain form.

9. Separate Light & Dark Denim

Prevents colour transfer and keeps tones rich.

10. Let Your Denim Age Naturally

Creases, fades, whiskers - they show your story.
Denim gets better with you.