

Velvet care

Velvet is three-dimensional. Most marks are bruises, not stains. Rubbing or water application can permanently flatten the pile.

The Velvet Protocol: Bruising and Water Spotting

Cotton velvet requires pile-safe care. This protocol focuses on lifting bruises without creating rings.

16

Velvet Care

BRUISING CONTROL

Velvet is three-dimensional. Most marks are bruises, not stains. Rubbing or water application can permanently flatten the pile.

This protocol uses blotting, hover steam, and directional grooming to restore the surface.

Asset card

Baseline material data before any intervention.

MATERIAL	Cotton or Silk Velvet (Natural Fibers)
VULNERABILITY	"Bruising" and Water Sensitivity
TOOLS REQUIRED	Soft-bristle clothes brush, Clean white cloth
NOTE	This protocol applies to Cotton Velvet. Synthetic (Polyester) velvet is much more forgiving.

CRITICAL WARNING

The forbidden list

These actions create permanent pile damage.

NEVER RUB A SPILL

Rubbing velvet breaks the fibers and creates a permanent bald spot. You must blot.

NEVER APPLY WATER DIRECTLY

Water flattens natural velvet instantly, leaving a ring that is often harder to remove than the stain itself.

NEVER FOLD VELVET COVERS

Always roll them. Folding creates permanent creases.

The mechanism: "Bruising"

Velvet is three-dimensional. When you sit on it, you compress the fibers.

- A "Bruise" looks like a silvery, shiny patch.
- **Resolution:** You must lift the fibers back up using steam (heat/moisture) and gentle brushing.

The step-by-step protocol

1. **The Blot (Spills):** If a spill occurs, place a dry, white cloth on top. Do not press. Let the cloth absorb the liquid through capillary action.
2. **The Hover Steam:** To remove creases or bruises, hover a steamer 6 inches away. Let the steam penetrate the fibers.
3. **The "J" Stroke:** Using a soft brush, brush the velvet in a J motion to lift the pile while it is warm.
4. **Directional Grooming:** Finish by brushing the entire cushion in one uniform direction so the light reflects evenly.

Maintenance schedule

MAINTENANCE NOTE

Rotate cushions weekly.

Velvet wears quickly at pressure points. Rotating cushions distributes the bruising evenly, extending the life of the sofa by years.