

# What Your Iron Says About You

Submitted by: Robert Dyas

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Love it or loathe it, ironing is a process that most of our clothes shouldn't live without. Freshly pressed clothes not only look better, but also benefit from such care after being washed and spun in a machine. Ironing also allows wearers the freedom to experiment with a variety of fabrics too, such as linens, silks and cotton poplin which require pressing or steaming to ensure a neat and polished finish.

And not only does ironing keep our gorgeous garments looking pristine and wrinkle-free, it also helps to keep clothes hygienic. Whilst washing keeps fabrics clean, it doesn't always kill germs and in particular, those such as fungi and thermophilic bacteria. The only sure-fired way to eliminate such nasties from your wardrobe is to iron, as high temperatures will kill microorganisms left over after the washing process.

But just what does your iron say about you exactly? Are you an all-out style guru who won't leave the house without pristine seams? A busy jet-setter who needs a quick and efficient method to keeping their outfits looking on-point? Or perhaps you're someone who enjoys the process of ironing and uses it as a therapeutic way to unwind and get through household chores?

Whatever ironing category you fall into, we've rounded up our favourite irons from leading high street retailer, Robert Dyas (<https://www.robertdyas.co.uk/>), who provide a comprehensive array of irons and steamers. So whatever your ironing style, we've got you covered so that you can quickly conquer the creases.

## The Artisans

If you take your style seriously, you won't dream of leaving the house without perfectly ironed seams and folds. The artisan ironer boasts an artistic flair and is always hugely conscious about their appearance. Always impeccably dressed, this type of ironer is not fearful of sometimes tricky fabrics such as silk and linen which require a higher level of care. Their wardrobes boast a wonderful array of fabrics as armed with the right iron, there's no need to fear creases or wrinkles.

The artisan is also extremely house proud and ensures that their iron not only does the job properly but also demands that their iron is aesthetically pleasing to the eye. They may have a dedicated ironing room, equipped with starch sprays and non-slip hangers to ensure a perfect, professional finish every time. The artisan sees ironing as a therapeutic activity and a practical way of unwinding after a long day in the office or getting prepped for a busy week ahead.

For an all-out wow factor, this beautiful Breville Diamondxpress Steam Iron (<https://www.robertdyas.co.uk/breville-vin401-diamondxpress-3100w-steam-iron-white-rose-gold>) (£39.99) will make a stunning addition to your laundry room. It's the ultimate ironing experience truly packed with functionality including a host of features such as a super-wide, multi-directional, diamond ceramic soleplate, designed to give smooth, fast ironing in all directions. And not only will it make ironing your precious garments a breeze, it will also look the part within a beautiful home, due to its striking

white and rose gold colourway.

If bling is more your thing, look no further than the JML Phoenix Gold Steam Iron (<https://www.robertdyas.co.uk/jml-phoenix-gold-standard-steam-iron-2200w>) (£26.66). In a dazzling polished gold finish, this iron will glide over heavy or delicate fabrics with ease due to its ceramic plate and concentrated steam drive, allowing you to iron without touching the fabric, ideal for smoothing areas surrounding embellishments, buttons and zips.

### The Go Getters

For business minded individuals, whilst looking impeccable is crucial, sparing the time to iron is not. They don't have the time to iron, they're too busy putting plans into action. The go getter is focused and driven, with little time on their hands and likely to hire help or be lucky enough to have a partner who enjoys getting garments pressed to perfection. But rather than wait for shirts and suits to be delivered from the dry cleaners, it has become increasingly sensible to be able to get the job done from home or the office.

Speed is the key for go-getters and whilst irons can do the job they require, time is of the essence. Enter the steamer, the latest technology in maintaining a pristine appearance.

### The Swan Handheld Garment Steamer - Pink

(<https://www.robertdyas.co.uk/swan-handheld-garment-steamer-pink>) (£34.99) will make light work of heavily creased fabrics, contained in one handheld device. The perfect solution for people on the go who need to get straight to the point. Its compact size also means it's great for taking on business trips.

Go getters often prefer all-singing, all dancing options in whatever walk of life, so it's little wonder that the Philips Perfect Care Compact Steam Generator (<https://www.robertdyas.co.uk/philips-perfect-care-compact-steam-generator-gold-white>) (was £330 now £291.99) makes the ideal addition to their homes. Strong, continuous steam will tackle the heaviest or thickest of fabrics and it boasts an impressive 1500ml water tank which means you won't waste precious time re-filling and is ready to use within two minutes. Yet as strong and mighty as it might be, it's also gentle enough to use on delicates such as linen or silk. And with OptimalTEMP technology, this steamer will never cause burns to any ironable fabric. Think of it as your new BFG.

### The Analysts

These ironing individuals are sensitive souls who shudder at the thought of wearing creased clothes. The analyst is forward thinking and can predict a situation way ahead of the curve, so foresight is firmly set on their agendas. And whilst it's all very well knowing your iron's capability at home, it's no laughing matter to worry about what packing for a holiday will do to your beloved threads. Squashing clothes into a suitcase can wreak havoc on freshly pressed and laundered items and what happens if your hotel doesn't offer an ironing service?

The analyst needs an iron that can be packed away and taken with them whenever they venture outside the

comforts of home. These irons are of course surplus to those that remain at home but are seen as no less valuable to an analyst. After all, where's the beauty in a crumpled outfit?

For smart, crease-free clothes wherever you may wander, pack this Igenix 1100W White Travel Iron (<https://www.robertdyas.co.uk/igenix-1100w-white-travel-iron>) (£13.99) in your bag to ensure smooth sailing on occasions, whether business or pleasure.

For a more comprehensive iron on the go, the Severin Travel Steam Iron - Blue/Silver (<https://www.robertdyas.co.uk/severin-blue-travel-steam-iron>) (£25.99) boasts a 50ml capacity and vertical steam so although it's small it's certainly mighty. It also has a dual voltage switch meaning that you can use it abroad, without the worry of power outages.

#### The Amiable Crowd

For those who simply view ironing as a basic job to get done with the rest of their household chores, the iron they look for is a simple but effective tool. The amiable ironer is good natured and takes pleasure in getting their family's wardrobes in good shape. For ease, they will often opt for fabrics which require little to no ironing force, such as wools, polyesters or nylon. They know all the tricks of the trade of hanging and folding damp clothes to try and cut corners on getting the ironing board out.

But for times when an iron is essential work, the amiable ironers won't grumble but simply get on with the job. For that, they need a reliable workhorse who won't let them down in times of need.

For an all-rounder to rely on, you won't go far wrong with this Philips Featherlight Plus Steam Iron (<https://www.robertdyas.co.uk/philips-featherlight-plus-steam-iron>) (£13.99). Its lightweight and ergonomic design means hands won't tire quickly, helping you to get through your ironing piles smoothly and efficiently and it also features a mist spray function to dampen clothes to achieve the best results time after time. Who says simple wasn't best?

And for the amiable people who crave simplicity but with the added bonus of steam, the Philips Easy Speed Plus Steam Iron - Blue (<https://www.robertdyas.co.uk/philips-easy-speed-plus-steam-iron-blue>) (£24.99) will speed up ironing with bursts of steam to help tackle heavily crinkled clothes and a durable ceramic plate for easy gliding. An extended 2.5m cable means you can handle all those hard-to-reach areas without anything holding you back.

ENDS

Prices are correct to the time the press release was issued.

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About Robert Dyas:

Robert Dyas, a man of notable character and remarkable determination, founded the company in 1872. He

had a vision to provide customers with the best products, service and advice possible – a tradition that continues to be the focus of the company to this day. In 2012, successful businessman and star of BBC TV's Dragons' Den, Theo Paphitis, bought the company.

Theo Paphitis is one of the UK's most high-profile businessmen with an empire spanning retail, property and finance. Theo, through his staff at the Theo Paphitis Retail Group (TPRG), has continued the Robert Dyas tradition of excellent customer service.

Robert Dyas offers an extensive range of household products. The range includes smart home technology, DIY solutions, small and domestic appliances, homeware, bakeware and kitchenware, outdoor and garden, utility, gifts, textiles plus Christmas trees and gifts.

The company has 94 stores, ranging from 1,250 to 9,000 square feet (116 to 836 square meters) and operates online and in the South of England. The most western store is in Yeovil, the most eastern store in Colchester, the most northern store in Solihull and the store furthest south is in Eastbourne. The company's head office is in Wimbledon.

Website: <http://www.RobertDyas.co.uk/>

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