

TEXTILE CARE & RENOVATION

Meet Laundering Expert Yvette Morton-Williams



UNDERSTANDING AND CARING FOR TEXTILES

CONYERS BEST LAUNDRY

From a textile perspective

Most fashion design students are not interested in the care and laundering process until it impacts their creations adversely. VRO Education & Training is committed to bring as much helpful information as possible to the student. Having a better understanding of textile care will help them be more successful in their endeavors. For this reason, a second textiles class and industry talks was created.

Textiles 411 is the second class that furthers the student's knowledge and understanding of many components that are not only relevant to the business of fashion, but absolutely necessary for profitability and success.

Keeping a garment &/or textile product clean and looking new not only adds to the life of the product, but establishes the brand in the mind of the customer as a quality product.

Yvette Morton-Williams brought her industry knowledge of the laundering to our class.



UNDERSTANDING TEXTILE CARE

Machinery, Pre-treatment and Stain Removal

Ms. Williams talked to us about front and top loaders, detergents, pre-treatments, avoiding heat-setting stains and she gave us tips for removing them!

She is the President and CEO of a small chain of metro-Atlanta upscale laundromats (including Conyers Best Laundry). Yvette and her husband, Wade opened their first laundromat over 10 years ago. Yvette was recently appointed to serve as Director-Elect for the Coin Laundry Association."



Prior to starting her career as a laundromat entrepreneur, she worked in sales, marketing, and marketing consulting in the pharmaceutical industry for 17 years in New York City and in New Jersey. Yvette has a Master of Business Administration degree from New York University Stern School of Business and a Bachelor of Science degree from Florida A&M University's School of Business and Industry. She is a graduate of the 2020 Leadership Rockdale class where she was elected by esteemed classmates to be their representative for the 2021 Conyers-Rockdale Chamber of Commerce Board of Governors. Yvette has always had a love for public service. She has served on the Public Relations Advisory Commission in her hometown in NJ. She has been a volunteer for the Rockdale County Court Appointed Special Advocates (CASA) for the past seven years. She founded the Gate City Day Nursery Association Camille Hope Fairman Scholarship for Teen Mothers five years ago. She serves on the County Board of Directors for Boys and Girls Club of Metro Atlanta, was recently appointed to the City of Conyers Diversity and Inclusion Advisory Board and is a Rotarian in the Rotary Club of Rockdale. Yvette loves to read, exercise, bike ride and travel. She has been married to Wade for 25 years. They have two wonderful children, Elijah and Nia.

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