

Butter Wash

Lifestyle Garments leave no margarine for error!

Butter Wash [buht-er wosh]

Verb - Origin: YourCo Clothing

1. the act of washing an average garment in a proprietary Butter Wash process that creates the softest printed shirts you have ever imagined.
2. the process of making super soft garments that maximize your Return on Exposure.
3. what separates the closet from the drawer.



Butter Washing is a proprietary softening process developed for basic fabrics by the YourCo. chemists to make an inexpensive garment feel equally soft if not surpass the quality of a tri-blend.

*Applying Butter Wash to a YourCo. garment gives you an **unrivaled** softness, and you can apply Butter to as few as 72 pieces. While you see the most improvement in softness on ringspun fabrics you can Butter Wash just about any fabric to enhance it's softness.*

The combination of Butter Washing and soft hand prints creates the absolute pinnacle of softness.

Frequently Asked Questions



Q: Is real Butter used in Butter Wash?

Sure... ;)

Q: What are the benefits of Butter Washing?

- Makes any garment noticeably softer
- Minimal shrinkage in all future washes
- Butter is wrinkle resistant!

Q: Does Butter Washing work with all fabrics?

Butter and Poly Performance don't get along well.

Q: How much softer does Butter make my garment?

Butter-ability levels are detailed over here

