

# Air Leather: the What, the Why, the How

## What is Air Leather:

Also known as leathaire, it is a woven fabric made to look and feel like leather but have the breathability of fabric for a more comfortable feel as it will not be too hot depending on the season. Basically, it is a fabric that is designed to breathe better than other synthetic leather products, so you don't get that icky sticky feeling. According to some claims, it is as strong as real leather and as soft, once broken in.

## But is it real?:

It is not real leather. It is a faux leather fabric that is used to give the appearance of leather, but without the hefty price tag. With that said though, it needs to be remembered that while genuine leather may cost more upfront, it also lasts much longer than any of the faux leather fabrics.

## How is it made?:

It is a purely synthetic fabric as it is made from petroleum products that come together to make polyurethane material. One thing it has which real leather does not are microscopic holes. These holes help the fabric be more comfortable in both hot and cold seasons of the year.

## Air Leather Tips:

**Tip 1:** Leathaire is supposed to be an upgrade of all the faux leather fabrics on the market already. It is easy to clean unlike leather and cheaper to get clean, also unlike leather.

**Tip 2:** Since leathaire is not as strong or as durable as real leather, it is best to use this material in low traffic areas or as a decorative pillowcase.

**Tip 3:** If you have pets, it is best to keep them off the material. Their sharp claws can scratch this material right away and ruin the look.

**Client: Furniture Retailer**

**Tip 4:** Cleaning leathaire should be the same as cleaning other faux leather products. Use a damp cloth, not dripping wet, to wipe away any stains before they set. All you will need is some mild soapy water to help the cleaning process.

**Tip #5:** It is possible to use baby wipes on this faux leather material. If you are in a position where clean cloths and soapy water are not available, just reach for those baby wipes and wipe up the mess right away.

---

**Client: Furniture Retailer**