# Samsung AirDresser: A $1,049 smart closet meant to save you trips to the dry cleaner

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Samsung is bringing an innovative way to clean your clothes to the U.S. as dry cleaning businesses struggle due to the pandemic.

The company said Tuesday that its smart closet dubbed the "AirDresser" is available to buy on Samsung.com. The home gadget represents a "new way to refresh clothes," the South Korean company previously said. The

cleaning system was first announced in 2018, and the rollout started in Europe earlier this year.

The closet looks like a narrow, sleek wardrobe with a touch screen panel on the front. On the inside, you'll find Samsung's Jet Air system which is said to loosen dirt.

"The product uses a powerful combination of steam and air flow to relax light wrinkles, remove dust and odors, and refresh not just your clothes, but your outerwear, bedding and kids' soft toys, too," according to Samsung.

It's WiFi-connected, so you can remotely start, pause and receive laundering notifications via the SmartThings mobile app.

The AirDresser launched with a $1,049 price tag and features a high-temperature Sanitize cycle that eliminates common bacteria and dust mites, the company claims.

"It offers a great way to care for and freshen up your summer wardrobe, especially as we're spending more time at home and trying to limit trips to the dry cleaner," the company said.

It also comes at a time where dry cleaners are struggling to stay afloat.

With more people working from home and wearing relaxed clothing, dry cleaners are taking a huge hit during the pandemic.

Nationwide, many dry cleaners lost around 90% of their regular business at the height of the shutdown, Mary Scalco, CEO of the Drycleaning and Laundry Institute, told U.S. TODAY's sister publication the Milwaukee Journal Sentinel.

With states moving toward reopening, dry cleaners are seeing around 50% of their regular business, Scalco added.

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