

Buying Bezpolee

How To Ensure You Receive
A Highly Tailored Service
From Your Preferred Designer
and Bespoke Dressmaker

Ву

Gemiliana Assorgia and Richard Conner

Millana Stelier

Couture Atelier & Bespoke Dressmaking Studio

www.millana.co.uk

Introduction	5
Finding a good fit.	8
Does it feel all right?	3
Let your imagination run wild	9
A part of your team	g
What's it for exactly?	
Will you be swinging from the chandelier?	11
What do you want to get from the dress?	11
How long do you want it to last?	
Protecting your precious cargo	
Craftsmanship and workmanship. Guaranteed for a lifetime of memories	
How often are you going to wear it?	14
Have you considered your budget?	
A needle in a haystack	
Could this wasted money have been better spent?	17
Put them out of their misery with a hint of	
Taking a longer-term view for a shorter-term benefit.	
Making a couture or bespoke investment	
Take advantage of designer brand value.	
How can I pay for the experience of a bespoke or couture dress?	20
The creative process	
Collecting ideas and inspiration.	23
Copyright issues.	23
Storyboarding is essential	24
A complimentary bespoke consultation	
Three options	
Material selection	
The muslin, the toile, the prototype and the miniature	
Changes to the design	
How many fittings will be needed?	
Do you do fittings at client's premises?	
How long does it take to create a bespoke or couture garment?	
A premium priority service for life's social emergencies	
What's your availability for fittings?	28
What do I do next?	30
Are you still tired of searching for that unique something to wear?	30
Whose risk is it anyway?	31
Set up your bespoke consultation.	31

Millana Afeliev Couture Atelier & Bespoke Dressmaking Studio www.millana.co.uk

Read 'Buying Bespoke - A Client's Complete Guide To Commissioning Bespoke Dresses' to be fully informed and discover the following BEFORE placing an order with your preferred bespoke dressmaker.

The main reasons why women who order a bespoke dress or commission a bespoke dressmaker to design a unique garment just for them leave the experience disappointed and how to prevent that happening to you.

What you should do before approaching a dressmaker or designer to ensure that you are clear about what you really want and ensure you get exactly what you want from the bespoke dressmaking process (this will save you time *and* money).

How to create a day-to-day and special event wardrobe of high quality bespoke dresses and couture gowns at the same time as saving you time, money, and a lot of wasted energy.

The clues to look for that will indicate your chosen couture atelier or bespoke dressmaker is at the cutting edge of fashion design so that you can be absolutely sure that your bespoke dress will make you stand out from the crowd in the right way.

The four main essential (there are many more) ingredients a bespoke dressmaker or couture atelier must offer (and normally doesn't) for you to have ultimate peace of mind so you can relax and enjoy the experience and the finished article.

Millana Afeliev Couture Atelier & Bespoke Dressmaking Studio www.millana.co.uk

Are you spending lots of time, energy and money endlessly searching for that unique something to wear that reflects your personal style and enhances your form, shape and natural beauty?

Are you tired of seeing, or worse, bumping into someone wearing the same or similar item of clothing as you at a social or professional event?

Is being consciously or unconsciously, directly or indirectly judged by what you are wearing beginning to wear a little thin?

Are you bored with pret-a-porter and want to inject more of your personality, style, elegance and grace into what you wear on a day-to-day basis or for special events?

Do you want to refine your wardrobe so it comprises more high quality, timeless pieces instead of expensive throwaway high street brands?

Are you worried that if you order a bespoke dress that it won't turn out like you expect and your budget will be wasted?

Introduction

If you answered yes to any one of these questions then this bespoke buyers guide outlines the key issues you should be considering when allocating and spending your clothes and fashion budget. It includes an exploration of the benefits of budget re-direction to ensure you are expanding your day-to-day and special event wardrobes with garments, gowns and dresses that work for you perfectly, last a lifetime and fit within your overall budget.

Should you be new to commissioning a designer or dressmaker to design and create a bespoke garment or couture gown especially for you then this guide will lead you through the process step by step from a client's perspective with the intention of explaining why it might not be as expensive as you may have been led to believe to own a bespoke or couture dress.

Included in the guide are the most important things you should consider when selecting your preferred atelier or studio through to collecting your ideas and how the dressmaking process will unfold as your dress is created.

This guide also attempts to answer as many of the frequently asked questions that we have been asked at Millana Atelier and where appropriate offers you a general response or where we think it will add value for you more detail on our service is included so you can freely compare our approach and creativity to any other ateliers and dressmaking studios you may be considering.

Ultimately the last thing we want is for you to commission a bespoke garment or a couture dress and when it comes to your final fitting while getting ready and prepared for your big event or special occasion you find yourself deflated and disappointed with no time or budget to put things right and nowhere to turn for advice or support.

To avoid the nightmare of misspending your budget because your designer or dressmaker isn't a good match for you or misunderstands your requirements and misses the mark when it comes to meeting not only your expectations but your aspirations there are a number of questions that you must firstly ask yourself and perhaps most importantly how you should assess your potential designer and dressmaker before arriving at a decision to work together.

Cont.

In the following sections we ask some key questions and outline the stages of the bespoke and couture dressmaking process from a clients perspective so that you can be aware of all the considerations you should make when it comes to selecting your preferred designer and dressmaker so that you receive a unique to you dress, that fits your form and shape beautifully, complimenting and enhancing your own personal style, ensuring your will stand out from the crowd in the best possible way at your special event, whether it's a red carpet entrance, a night at the opera, or a birthday celebration.

The guide, split into three sections, 'Finding a good fit', 'The creative process' and 'What do I do next?' is written in such a way that you can dip in and out if there's a particular part of the process that you'd like to know more about.

Please be aware that this document is only intended as a guide to commissioning bespoke garments and an insight into the dressmaking process from a client's perspective based on the experience of Millana Atelier so if anything is unclear or you'd just like to talk to someone or ask a few more questions please don't hesitate to email richard@millana.co.uk with your query.

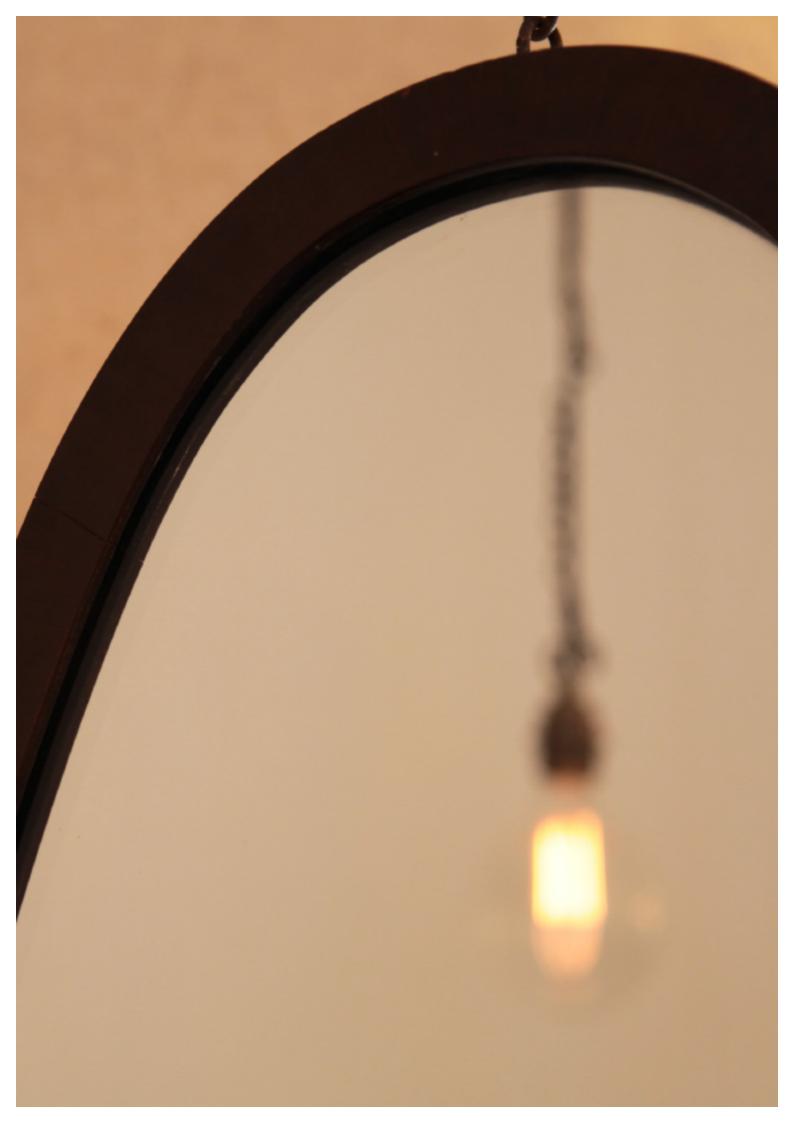
I hope you find this guide useful.

X Camm

Richard Conner

Millana Atelier

www.millana.co.uk



Finding a good fit.

Is the couture atelier, designer or dressmaker a good fit for me? Arriving at this decision comes down to many factors and is unique to your own personality and values.

Exceptional client service might understandably be high on your list of most valued (isn't it for everyone!), the studio or atelier environment within which the designer carry's out their business with you could be really important if you value and appreciate an overall more satisfying and well-rounded dressmaking experience, or it could just come down to straightforward creativity where what's most important for you is the creativity of the designers and dressmakers and how they arrive at a unique creation that stays loyal to a strong concept, developed either as part of a house collection or developed especially for you as a result of a thorough consultation.

It may be, for example, that you value a strong design concept based on your life experiences and personal story above the level and consistency of professional service that is often demonstrated quite early in the relationship by how quickly and professionally they reply to your initial enquiry.

At Millana Atelier we believe strongly that for you to obtain the most benefit throughout the bespoke dressmaking journey that, the environment, the service, the attention to detail, the workmanship and perhaps most importantly the creative response must all be of the highest standard and be considered holistically to ensure your experience is memorable and stays with you for a lifetime. Commissioning a bespoke dress should be an enjoyable experience and as much about getting to the end result as the finished article itself.

Does it feel all right?

Of course you'll get a feel for the style of an atelier by taking a look around their website but really that's just the first stage in a process of getting to know your dressmaker or designer. Is your interest piqued when you read about them on their website? Or if they have been introduced via a referral from a friend or colleague does what they describe resonate with you and make you feel that they are worth starting an initial discussion with?

For a relationship to be successful with any business, especially a creative business that is working so closely and personally with it's clients a lot will depend on how well you get along with and to what degree you can trust the people you are working with to understand your needs and desires above and beyond the usual client service expectations.

Essentially you really need to meet your designer in person, in the environment within which they work so you can experience first hand the attention to detail that they have gone to create a space that is comfortable and relaxing for you as your ideas and concepts evolve and come to life.

Digener Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns
& bespoke dresses each with a unique & individual story.

Let your imagination run wild.

Can you imagine working with that designer and wearing one of their creations, handmade and designed or finished especially for you? Can you start to imagine yourself getting ready for your special occasion, event, ceremony, or big night out and putting on something truly unique that people can't help but notice and comment on?

If you're getting those kind of feelings and can freely start imagining all the fantastic scenarios wearing your outfit and you like and get along with the atelier and the designer then I think you can safely say you've found a good fit and can move forward in the comfort that everyone will get the best results out of the relationship.

Remember it's just as important for the atelier or dressmaker to find a good fit with their clients too. The last thing anyone wants is to work with people they just don't get along with or just can't communicate with on the same level. It takes the fun right out of it for everyone.

A part of your team.

Once you've found and started building a strong working relationship and understanding with an atelier, designer or dressmaker you will very much start to consider them as part of your team that help and support you in your life and lifestyle.

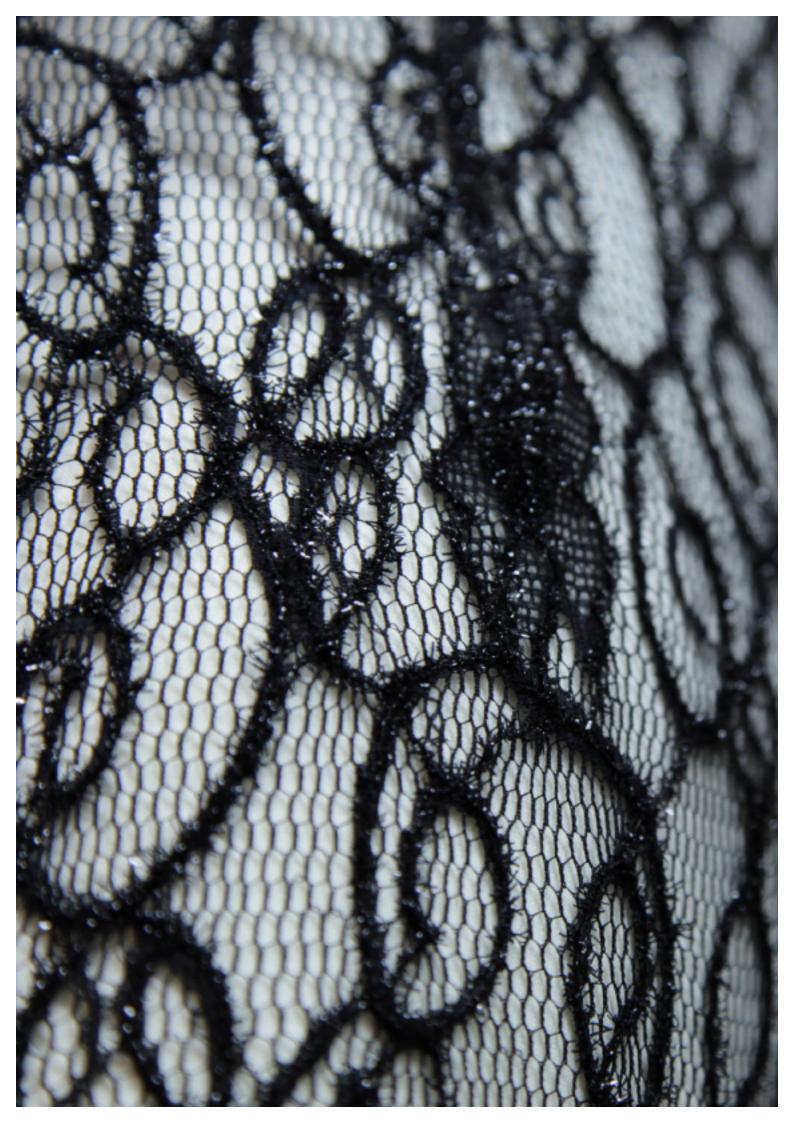
Are your shortlist or favourites actively involved in the fashion and dressmaking industry? Are they contributing to the creative community? Do they teach? Do they run special events? Do they engage and work with other creative businesses?

This may not seem that important but it's a good indicator of your potential dressmakers, or couture atelier's desire to stay current with trends and styles and also go beyond the confines of simply making dresses. Sometimes as part of the experience of your having a dress designed and made especially for you is getting involved and experiencing the wider activities of the atelier.

In the case of Millana Atelier that may take the form of an evening of performance art featuring couture creations and unique experiences, being involved in a photo-shoot, invitations to Fashion Week events and private views, as well as access to a larger, experienced styling, design and creative teams that can meet a wider range of your creative needs.

The more versatile atelier's understand these wider requirements, and can go beyond the creation of your special dress or gown and also help you with your event planning and personal styling from bespoke one-of-a-kind shoes designed and made especially for you to the organisation of 'just-right' tailored staff and actors to support your social event and make it unforgettable for you and your guests.

Digener Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns
& bespoke dresses each with a unique & individual story.



Millana Afelier & Bespoke Dressmaking Studio

www.millana.co.uk

You might describe these additions as just fringe benefits but in reality they represent a much more rounded, skilled and experienced team capable of solving your needs in very bespoke and unique ways.

At Millana Atelier we like to draw from our team's vast array of creative experience and apply it in a very special and unique way to give our clients the best possible and most individual experiences.

What's it for exactly?

It's most likely that you have a specific occasion in mind and that's why you are looking for something special and unique. It may be for a birthday celebration, a wedding, a summer ball, to accompany you on a round world cruise, a trip to Mote Carlo for the Grand Prix or to try your luck at Roulette, a night at the opera, attending Paris Fashion Week or a movie premiere red carpet event.

Or, you may want a new addition to your wardrobe for more general day-to-day use and have been searching for something unique, sophisticated and classic for professional functions, dinner parties or special nights out with friends and family. Either way it's a good idea to be as specific as possible as early as possible and also start collecting your thoughts about what you'd like to get from owning a couture or bespoke dress and how often you think you will wear the garment and how flexible you'd like it to be.

For example, you could start to think about whether you would you like it to work for you as a sophisticated standout red-carpet dress and also as a garment you can use on a more day-to-day, perhaps slightly less glamorous basis like an anniversary dinner.

Will you be swinging from the chandelier?

You may also want to let your designer know whether you will be doing anything extraordinary in it? Whether that's professional dancing, theatrical performances or swinging from chandeliers your designer needs to make allowances in the design and construction of the garment for these specific purposes.

The last thing you want is a stiletto getting caught in your lace train as you make your grand entrance!

What do you want to get from the dress?

Do you want people, men and women, to stop you in the street and compliment you on how stunning you look? Do you want to attract only a very specific, sophisticated level of attention from a very specific group of people? Do you want to shock people, your friends, or your family? Have you been hiding the real you away and is this your opportunity to really show everyone who you are and what you stand for?

These are all valid questions and if you feel comfortable to think about the underlying reasons and motives and share aspects of them with your designer or dressmaker they can use what you share as

Digraver Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns
& bespoke dresses each with a unique & individual story.

inspiration to really make your gown or dress reflect who you are, or who you want to be while articulating your strengths and accentuating your natural form, shape and beauty.

How long do you want it to last?

Obviously because of the higher quality of craftsmanship and expertise that goes into the creation of a handmade couture or bespoke dress it will inherently last longer than pret-a-porter. Couture and bespoke garments if cared for will last a lifetime.

That said sometimes a bespoke dress really is only for a one-off occasion and you really do only intend to wear it once for that very special event and then keep it in your collection. Couture ateliers and bespoke dressmakers should always ensure that the garment they create for you will last and is constructed with the highest quality materials that budgets will allow to achieve the desired result and that the workmanship, and any embroidery will last a lifetime or as close to it as is humanly possible and your garment is looked after and cared for in the right way.

Protecting your precious cargo.

We often hear from our clients that spend a lot of time travelling the world professionally or socially that they will often be very selective about their itinerary and what exactly they include in their travel wardrobe. Because their couture or bespoke dresses are so precious to them they are often reluctant to take them anywhere, especially if there is a chance they aren't actually going to wear them. Their main concern being that they may lose or damage their beloved garments or more to the point have them lost by airlines, couriers, or movers as they travel the world.

Craftsmanship and workmanship. Guaranteed for a lifetime of memories.

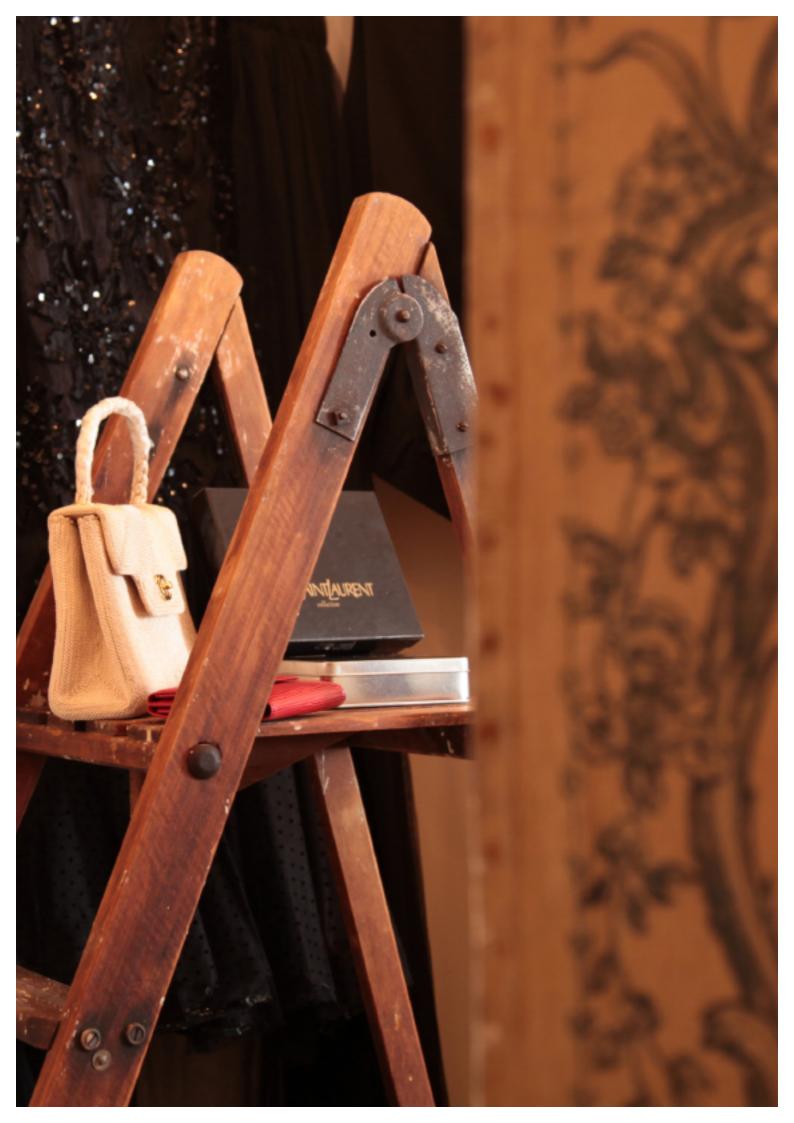
Always check if the dressmaker has a workmanship guarantee and how long it will last. Keep in mind that material wear and tear depending on the amount of use is generally out of an atelier's or dressmaker's control so will not normally be included under this type of guarantee.

However, Millana Atelier guarantee their craftsmanship for life, so if you invest in a garment from us we will repair any workmanship, and stitching without charge assuming any unlikely flaws that may reveal themselves over time were within our control.

So you can go on collecting experiences and special memories in the knowledge that your wardrobe is in safe and reliable hands for a long time to come.

Coninued.

Digraver Concepts from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns & bespoke dresses each with a unique & individual story.



A uniquely tailored bespoke guarantee that lives up to your wildest dreams.

Some dressmakers may offer a guarantee similar to that above but do they guarantee not to charge you if you aren't anything but happy. If in the unlikely event that you aren't happy with the result at the end of the process do they still expect you to pay for something you don't want?

If you genuinely aren't happy with the end result and you haven't just changed your mind about needing a dress or garment in the first place why should any business charge you for a product or service that doesn't deliver the benefit you sought from it when you originally placed your order or made the purchase?

With a thorough understanding of the dressmaking process and ensuring that we are a good fit for each other before embarking on the creative process and ensuring our clients are happy at each step of the way before continuing with the production of your garment Millana Atelier work hard to make sure you will never have to call on this guarantee.

We pride ourselves on creating exceptional bespoke and couture dresses and garments to the highest standards that exceed your expectations and where appropriate live up to your wildest dreams. We do that by treating the things you want and how you feel about them as precious. The moment we stop doing that we've let you down and we'll avoid that at all costs.

We want you to feel excited about working with us and ultimately how you experience the realisation of your ideas is of utmost importance. So much so if the end result fails to impress you we won't stop working until you are ecstatic.

If we fall short on this promise and you're not happy we won't charge you.

In addition as part of our craftsmanship guarantee should there be a problem with your bespoke or couture dress, garment or accessory after its first outing in the real world of parties, weddings, events, performances and promenades in the park we will repair it or replace it.

In short, we promise to make you feel unique. One hundred percent unique. Guaranteed.

How often are you going to wear it?

There are at least two reasons to understand how often you are going to wear a couture or bespoke dress. The first is an aesthetic design consideration. For example you may be looking for a strikingly creative standout and get noticed gown or you could be searching for a piece that is much more discreet and classic in it's overall composition. It goes without saying that the more noticeable and standout different your dress is the less often you will be able to wear it. This is especially true if you frequently socialise at the same places, with the same friends or colleagues, or attend regular special events.

Digramer Concepts from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns & bespoke dresses each with a unique & individual story.

Contrary to what you might think the more expensive and unique a dress the less frequently you will tend wear it. This is so it remains fresh and will always have the maximum impact. Serious couture gown and bespoke dress collectors often keep a record of when their garments were last worn so they don't turn up to the same social event wearing the same dress as last month or last year!

That said the higher profile the event or the more special the occasion you're most likely more willing to pay more per wear for a couture gown or a bespoke dress compared to a more day-to-day pret-a-porter piece that's more readily available.

Have you considered your budget?

It's really important to consider a bespoke dress or outfit as more of a lifetime investment or a cost spread over a period of years that you feel you'll get the best kind of wear out of the garment. The level of investment necessary will very much depend on the quality of design (uniqueness), complexity of construction (time to produce), quality of material (price) and how often you intend or would like to wear the piece. A timeless classic for example could be worn more frequently than a more extravagant piece of theatrical costume. That's obvious but it's important when considering your initial budget.

Also you should really compare like for like when deciding how much you should spend and consider the real benefits of owning a bespoke dress or a couture dress finished and fitted especially for you.

A needle in a haystack.

It's also a good idea to consider the associated costs and efforts of searching for and finding something truly unique to meet your needs and the occasion when reaching an initial decision. Sometimes, because we all occasionally like some retail therapy to pick us up or as an excuse to spend some time with friends we forget how long it can actually take to find something that really reflects how we're feeling, and how we want to feel that reflects our unique personality and style. Sometimes it's literally like looking for a needle in the proverbial haystack.

Add on top of that the fact that if you manage to find something at a reasonable price with the level of elegance and sophistication you are looking for you can guarantee that your friends or acquaintances within your close and wider social and professional circles will have made the same journey you have and could find out that a close friend has bought the same piece only the week before and at worst could easily turn up to the same social event wearing the same or similar outfit as you. I'm not sure what the cost of that is but at the very least it's embarrassing.

And of course if you go lower down the quality chain to more mainstream pret-a-porter collections you run the risk of you and your brother's wife's cousin wearing the same outfit on the same day to the same event. As soon as this becomes obvious these unavoidable fashion favourites end up collecting moth holes in your wardrobe and rarely if ever see the light of day again and at best end up lining the rails at your local charity shop.

Digener Concepts from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns



Millana Afelier & Bespoke Dressmaking Studio

www.millana.co.uk

When you add up the costs of all our fashion miss-steps, our impulse buys, our rush purchases and combine that with the amount of time and effort expended to find that something truly special and unique it doesn't take long to realise that we can easily spend thousands and thousands of pounds a year on low-quality, mediocre, and not-so-unique garments that we just never wear even though we kid ourselves that one day we will.

Could this wasted money have been better spent?

Well if you took a typical example and said that you spent on average £200 a month (and in reality that's a very conservative estimate!) on items that just don't meet your needs or desires and either get thrown away, stay in your wardrobe, fall apart, are given to a friend or donated to charity, you'd be looking at an available budget of around £2,400 a year. It's hard to believe we can spend this amount without really noticing or more to the point receiving something of real long lasting value in exchange.

Now I'm sure once or twice a year you manage to find a really special piece that serves it's purpose for a while, a nice jacket or summer dress, or a suit. Let's say you spend £600 on one or two of these shorter-lived items.

So without even trying you have up to £3000 of budget (this doesn't even take into consideration those unwanted gifts items from friends, family and partners) that you could re-direct to high-quality, high-design handmade couture or bespoke garments that will last you a lot longer than 1 year.

In fact some clients report that they still have and wear handmade bespoke and couture garments ten or twenty years or more after having them made originally. So when you look at it that way you're looking really only spending £150-£300 a year which is no more than £25 per month. Which when you look long term is a saving of at least £175 per month against your pret-a-porter budget.

Put them out of their misery with a hint of...

The man, or woman in your life most often than not will really struggle to find something special and unique for your birthday, anniversary or special occasion. This is a fact, the longer you are in a relationship the harder and more challenging it gets! Regardless of how well they know you and how much they love you this can be one of the most stressful times of year and despite the amount of effort and thought your spouse or partner puts into finding something special they'll always be worried and stressed about you liking it or if you're a passionate fire-cracker they'll be dreading you flying off the handle at how thoughtless you think they've been!

Now, what about dropping some not-so-subtle hints that a really great way to find something truly unique is to have something made especially for you.

Digraver Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns

So depending on how much your partner might decide to spend on you, I'm sure they would jump at the chance to contribute to you receiving a unique dressmaking experience and a unique garment for your wardrobe. This is especially true when buying clothes for your partner is seen as definite no-no!

Millana Atelier provides a range of gift packages from a bespoke design dressmaking service to a complete beauty makeover and couture dressmaking experience.

Taking a longer-term view for a shorter-term benefit.

So, with a longer-term view you could reward yourself by re-directing a budget of at least £3000 a year to build up a collection of bespoke and couture dresses that will not only represent a timeline of your life having collected special memories but be a map of your thoughts and feelings over that time.

Now depending on the cost of the materials and the type and the complexity of the design you commission your designer and dressmaker to create for you your high quality longer lasting wardrobe could be growing at very healthy rate reducing your need to rely on cheaper, easily recognisable lower quality and more common pret-a-porter.

Making a couture or bespoke investment

If you are lucky enough to find a couture atelier and bespoke dressmaker that you feel you could really work well with and they feel the same and accept you as a client you may also find that they happen to be or may become a high profile sought after designer. If this turns out to be the case you are not just making an investment in your own personal style and wardrobe, you are also making an investment in the brand of the designer.

Take advantage of designer brand value.

Just like art can increase in value as an artist becomes more famous and better known so can your couture and bespoke dress collection. Whilst there's no guarantees on this front it's nice to know that an additional side effect or bonus to you re-directing your budget from low-cost low-quality pret-aporter to high quality, high impact, handmade couture dresses and bespoke garments is that you may in fact be investing indirectly in the next Alexander McQueen or Valentino.

With accessories, couture pieces and bespoke garments ranging from as little as £200-£300 up to £5000 or more depending on the specific piece and complexity of the design and how long the piece actually takes to design and make this means handmade unique couture and bespoke dresses and bespoke accessories are in fact a viable and desire able alternative to more run-of-the-mill pret-a-porter for your day-to-day, professional or special event wardrobes. Add a flexible instalment payment plan to this and all of a sudden what might have seemed inappropriate or unattainable is now very much a possibility.

Digener Concepty from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns



Millana Stelier Couture Atelier & Bespoke Dressmaking Studio

www.millana.co.uk

Millana Atelier for example has been developing ways to ensure that handmade high quality couture and bespoke dresses are more regularly accessible and can form a more substantial and longer lasting part of every style conscious, passionate and successful women's wardrobe.

The first of these is making sure we are as communicative as possible keeping you informed of how to get the best out of your relationship with your designer, couturier or dressmaker. We hope this document goes some way to serving that purpose.

Second we are working to ensure that our expertise and experience is open to existing and new clients alike even if you haven't reached a decision to work with us yet. We do this by offering complimentary consultations alongside our charged for consultations to discuss your requirements that will help us both determine if we are a good fit and will help you manage your budget, ideas and aspirations while still getting what you want from the overall experience.

Next we work out an individual arrangement that works for you, that suits your schedule, your style and passions by designing a flexible plan to develop your wardrobe over a period of time.

Our payment plans remove the necessity to deal with payment all at once upfront and allows payment to be spread over the duration of the dressmaking process or over longer periods depending on the overall budget and cost of materials. Ordinarily a fraction of the budget will be required upfront to cover materials and then payments can (subject to agreement) be paid monthly to suit after an initial upfront deposit.

How can I pay for the experience of a bespoke or couture dress?

It's not necessarily the aim or mission of all dressmakers, designers or ateliers but some, including Millana Atelier believe that Bespoke Dresses and Couture Gowns should be more available to a greater number of stylish, passionate and highly selective and successful women that value design and creativity and want to express their personality and style professionally or socially or both.

For this to be successful Millana Atelier aim to keep budgets in mind, balancing them against aspirations, presenting a selection of options at different price points to ensure that you have a choice not only in material selection, which obviously affects the overall price, but in the amount of design time and ultimately sewing and production time to create your individual and unique dress or gown.

If required three different options are presented based on initial ideas and concepts discussed at the initial consultation. Depending on their complexity and the house style of the couture atelier you are working with they will normally be presented in sketch form with samples, or in when the specific design and material choice demand it a miniature dress will be created so the concept can be articulated very clear. This is especially important when exploring the effects of layering and colour selection.

Digeover Concepty from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns

Once a budget has been agreed and you are happy with the chosen style for the dress, if needed a stage payment or instalment plan can be agreed to spread the cost over the duration of the dressmaking or if needed, and depending on the scale of the project, over a longer period to ensure that you can get exactly the dress you are looking for.

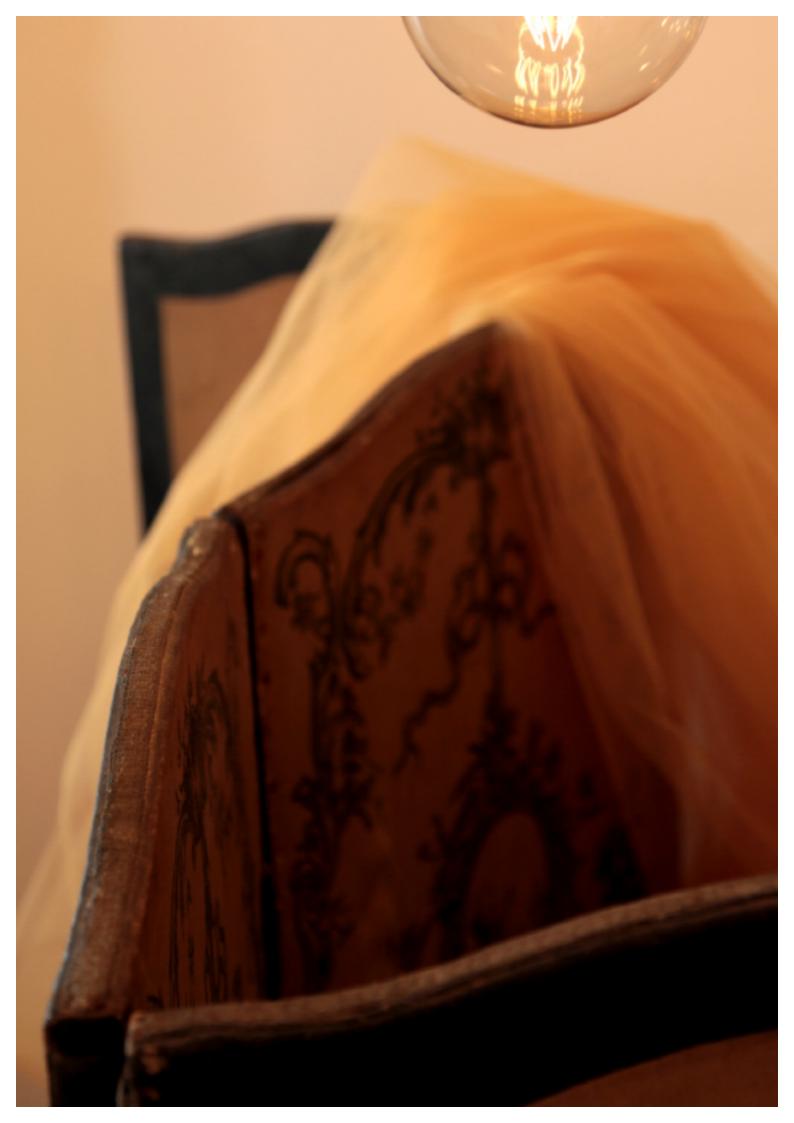
A payment plan fit for a princess.

So, just like the very best bespoke and couture dresses feel like a second skin and fit like a silk lace glove that you don't notice you're wearing as you glide effortlessly across the parquet hand in hand with your partner in crime we believe that even though you should really consider owning a bespoke or couture dress an investment you shouldn't notice paying for it. At least not all in one go!

If you agree bespoke and couture dresses really are the only feasible way to find exactly what you're looking for it will be up to you if you decide to satisfy your need for instant gratification for a high quality unique outfit without any of the pain. Depending on what you decide we'll split your investment into monthly installments depending on your budget and the order value. That way you or your white (or dark) knight won't have to feel the dent in your shining armour.

Continued.

Digener Concepts from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns & bespoke dresses each with a unique & individual story.



The creative process.

Collecting ideas and inspiration.

Whether it's from the catwalks of Paris Fashion Week, vintage couture, classic films, or a film premiere red carpet your inspiration and ideas are important to the process. They're the best indicator of your preferences, like and dislikes.

You should keep in mind that some of the creations adorning the film stars, princesses and models may not be quite right for you on a number of levels, first is the obvious, your shape, form, figure, and height may just not be the right match for the style of the garments that inspire you, or it may just be that one or two details are more appropriate to you. Whichever it is your chosen designer will, from experience understand and be able to explain what will mostly likely work better for you personally.

It may involve stepping out of your comfort zone of what you are used to sometimes but more often than not the result will be better than you imagined and the breadth of your wardrobe will have expanded meaning you have a wider variety of styles and designs to choose from in the future.

That said assuming both you and your designer or dressmaker have reached the decision that you are a good match and want to work together you are of course the customer and the process of designing a bespoke dress is to make you happy and feel wonderful so your designer should listen to everything you have to say and you must be very clear with them if you're not feeling good about progress or where the design options are progressing.

It's always better to voice any concerns early in the process as that's when designs and concepts and most flexible and of course that's one of the main advantages of choosing bespoke over pret-a-porter.

Copyright issues.

It's really important to respect the design copyright of artists, poets, and photographers, essentially any creative work. That's why most if not all dressmakers, or designers will refuse to copy any dress you may already own, a friend owns or indeed you've seen in a magazine.

However if you just wish to use images, or existing dresses as inspiration or as an aide to communicating your aspirations that's another matter. Of course everyday we are bombarded with images, film, on the Internet, TV and billboard advertising campaigns that obviously inform all of our ideas and aspirations about what we want and how we want to feel. All designers generally draw inspiration from these sources and what they surround themselves with or what they also experience in life.

High quality couturiers, designers and dressmakers funnel this inspiration into their own house style and approach to designing handmade dresses and garments be they a couture collection or bespoke to you and based on your aspirations. Although they retain this house style and approach sometimes

Digraver Concepts from Another World

London Couture Atelier & Bespoke Dressmaker Millana Atelier

creates strongly artistic & simplistically classic couture gowns

developed over many years and sometimes decades it is what makes a particular maison and couture atelier unique and in turn what allows them to create something individually unique for you the client.

This is achieved and maintained by respecting each others copyright and designs and always striving to deliver truly unique pieces with their own particular theme and concept and where appropriate the client's aspirations influencing the design.

Storyboarding is essential.

Developing a thorough brief and storyboard for how you'll live the dress and experience the garment and in what environments. That way you'll be sure to get a dress you can really connect with and enjoy and avoid any disappointment.

For example at Millana Atelier we've worked hard to more fully understand what's important about couture and bespoke dressmaking so we can be sure that our designs hit the mark and address all the subtleties of what you need, and want out of a unique couture creation. In fact this has become the pillar of how we work to ensure that when we start working with a new client we remain focussed on this aspect when designing a unique piece so that our clients are rarely disappointed. If they are and we can't put it right by re-working we simply won't charge you.

A complimentary bespoke consultation.

We understand and appreciate that talking you through the bespoke dress and garment creation process and exploring your initial thoughts and ideas in our studio is one of the best ways to unearth and expose exactly what you are and have been looking for and couldn't find in traditional pret-a-porter clothing ranges.

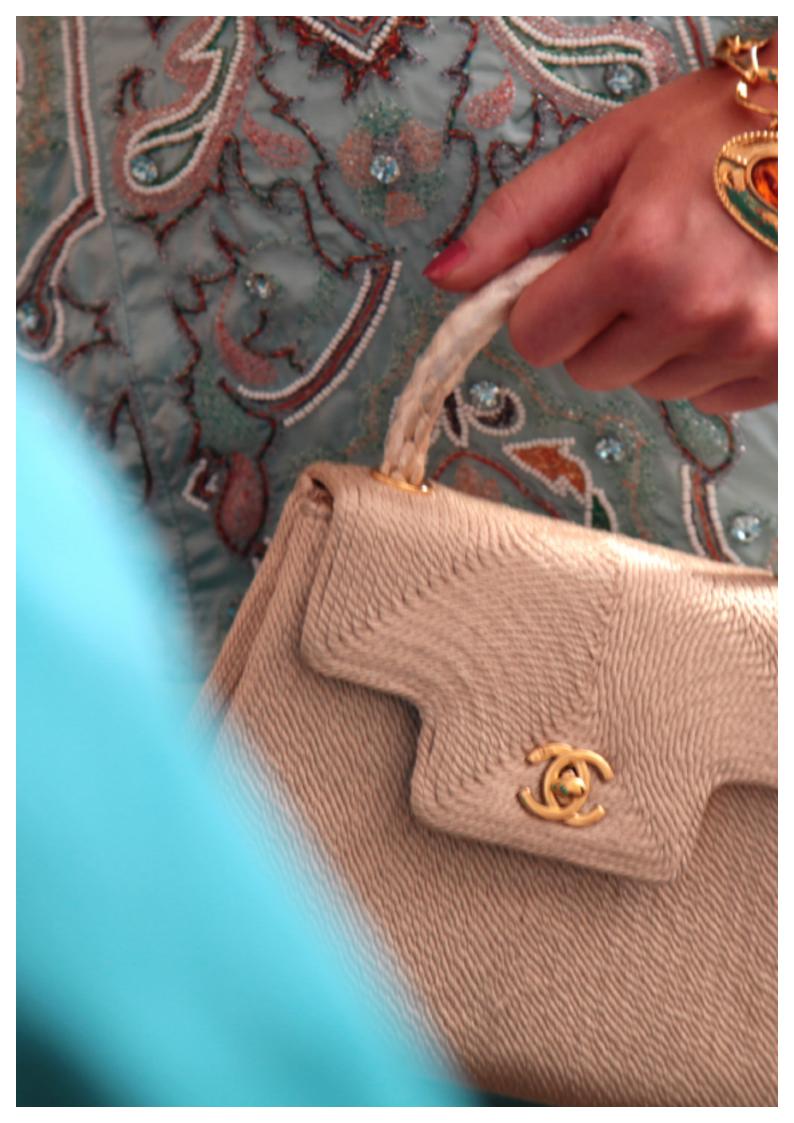
Based on what we hear about your ideas, passions and dreams and after our introduction to the way we work we'll discover if our house style and way of working will suit you and your own personal style and sensibility and perhaps most importantly whether working together will bring the best results and experience for everyone.

Please email concepts@millana.couk for current availability of our complimentary consultations.

Three options.

Often having a bespoke dress made can be a big decision, especially if it's a really important event or special occasion that you want it for. For that reasons it's good to check if the designer, dressmaker, or couture atelier provides a range of options for you to consider. These options may address different elements such as budgets, designs, or materials, or a combination of all of these.

Digraver Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns
& bespoke dresses each with a unique & individual story.



Millana Afelier & Bespoke Dressmaking Studio

www.millana.co.uk

At Millana Atelier we sometimes propose three options at different price ranges that reflect the level of complexity of the design, the material choice, and the level of couture dressmaking that may be required. Our options will price for a simple design predominantly machine-sewn dresses through to more complex and sophisticated haute couture, hand-stitched and embroidered gowns.

However, quite often, especially when our clients have a very strong sense of what they want, we are able to arrive at a single design option that satisfies all of your requirements.

Material selection.

You can normally supply your own material that you already own or your have found somewhere local to you or perhaps while on holiday. Do let your designer know about this as early as possible and if you can bring a sample or image of the material to your initial consultation.

Be aware that if your chosen atelier sources the material for your dress they will charge a mark-up that will increase the price to of the material you by 20%-40% depending on how difficult the specific material is to source. This mark-up is to cover the cost of time and effort to research, find, and organise delivery of the material and accessories for your dress. If you don't have the time, inclination or energy to worry about finding and buying the materials for your dress your dress designer and her team will organise this for you as part of the overall dressmaking experience.

Your estimate, proposal, bill, receipt or invoice, should itemise what you are paying for materials and the design and production of your dress and VAT if applicable. That way you can be clear which elements are having more impact on your overall budget.

The muslin, the toile, the prototype and the miniature.

Millana Atelier often finds that miniatures of the dress created from the material choices being discussed give a much realer feel for the design, how it will hang, and the effect of any layering in the build up of the dress. Quite often after the initial consultation Millana Atelier will present in this way so you can quickly see, feel, and touch the dress before committing to a particular design.

Depending on the choice of material, the complexity of the design, and whether or not you are a new or existing client your dressmaker may then create a toil or prototype in a cheaper material before committing the design to your chosen fabric. In this way any aspects of the design you are not comfortable with can be identified and corrected easily and quickly.

Continued.

Digener Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns

Changes to the design.

As you move through the stages of design and production of your dress there will be specific points where you will be asked if you are happy with progress and the design so the designer and dressmaker can proceed with the production of the dress without risk of abortive time and without risking the material that has already been bought and paid for.

If for any reason you want to change the design after initial consultations and designs have been signedoff you should let your designer know as soon as possible. If your brief has changed the atelier may choose to charge you for any additional time required to change the design and to cover the costs of any wasted material costs.

How many fittings will be needed?

This depends a lot on the complexity of the design and how fixed the design is during the early stages of development. Normally an initial fitting (often during the initial consultation) to take your measurements and try a few select pieces followed by 1-2 stage fittings with one final fitting ensures a perfect fit.

Do you do fittings at client's premises?

This depends very much on the kind of atelier or dressmaker you are dealing with. Most often freelance dressmakers will be able to visit you in person but will most likely charge for the additional time and expenses to get to you, wherever you are.

It's not unknown for some clients to cover the costs (time and expenses) to have their preferred designer or dressmaker visit them personally wherever they are in the world. Established ateliers will very often have teams available specifically for their long-standing and high value clients. Keep in mind you will normally be charged a significant premium to cover the cost of travel time and expenses and to compensate for the inconvenience caused to the team and the atelier.

However some ateliers have invested a lot of time, money and energy in creating a special environment for their clients within their studios and ateliers and prefer to focus consultations and fittings where everything is to hand ensuring that the process is as seamless and as enjoyable as possible. Ultimately these ateliers, including Millana Atelier want you to enjoy the whole experience from start to finish and want you to consider them as part of your beauty and styling team that supports you and your lifestyle whenever you need it.

How long does it take to create a bespoke or couture garment?

Anything from 1-2 weeks to 6 months! It really depends on the complexity of the design, availability of the fabrics, your availability for fittings and your chosen ateliers current workload and client list. An experienced couture atelier and bespoke dressmaker understands that sometimes we just can't plan that far ahead and life doesn't always give us 6 months notice of that 'must be at' once in a lifetime event.

A premium priority service for life's social emergencies.

Social emergencies happen. For this reason Millana Atelier offer a premium priority service that can, by arrangement, re-direct their resources to solving your problem so that you shall go to the ball! There will normally be a premium charge for this service that will depend very much on how quickly you need your garment and the current workloads of the atelier.

What's your availability for fittings?

Quite often your availability for fittings can be the main factor that affects how long it takes to create your dress. We're all busier than we've ever been before and struggle to keep up with all our commitments. To ensure you have your garment ready for your special event be prepared for 1-2 stage fittings of 1-2 hours each depending on the complexity of the design.

Continued.

Digraver Concepts from Another World London Couture Atelier & Bespoke Dressmaker Millana Atelier creates strongly artistic & simplistically classic couture gowns & bespoke dresses each with a unique & individual story.



What do I do next?

Are you still tired of searching for that unique something to wear?

Gemiliana Assorgia, Creative Director of Fashion Design Studio and Couture Dressmaker Millana Atelier, Couturier, Fashion Designer, Stylist and Seamstress with more than 20 years of experience believes that the Haute Couture dream is not lost and the essence and experience of owning and wearing Couture Dresses and Garments can and should be made available and more accessible to a much wider community of special, selective and stylish women that not only know what they are looking for but also suffer the continual frustration of knowing that what they really desire they cannot easily find, if they can find it at all.

After days, months, sometimes years of searching these unique women have discovered the hard and expensive energy draining trial and error way that the only real solution for them to truly express themselves in all their glory in an authentic, sophisticated and highly stylish manner in a variety of different social and professional environments is to take control and ownership of the situation and find a fashion designer, couturier or dressmaker whose house style they respect and appreciate and commission a unique couture dress or bespoke garment they know is designed especially for them to the highest standards and quality instead of hunting high and low for that special something that they may simply never find or if they do will just fall apart after just a few wears or stay at the back of their wardrobe.

Continued.

Diputer Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns
& bespoke dresses each with a unique & individual story.

Whose risk is it anyway?

It should not be all your risk when working with professionals that should be sufficiently experienced and skilled to translate your requirements into a stunning result that exceeds your expectations, meets your aspirations and succeeds in making your feel fantastic and get noticed – in the right way!

Do remember that Millana Atelier offers it's new clients a complimentary bespoke consultation, two types of guarantee, and the option of a bespoke payment plan tailored to your individual order.

This combination of no-obligation consultation, guarantees, and deferred payment options reflects Millana Atelier's unique approach to providing a high level of service combined with a high standard of creativity that you'll struggle to find elsewhere.

A complimentary bespoke consultation.

An in-studio no-obligation private and personal exploration of your ideas and concepts. Please email for our current availability. Charged for consultations available at any time.

Craftsmanship and workmanship. Guaranteed for a lifetime of memories.

Your wardrobe is in safe and reliable hands for a long time to come.

A uniquely tailored bespoke guarantee that lives up to your wildest dreams.

We promise to make you feel unique. One hundred percent unique. Guaranteed.

A payment plan fit for a princess.

Unique is an investment you shouldn't notice paying for. At least not all in one go.

Set up your bespoke consultation.

If you feel ready to embark on a unique and enjoyable experience and start creating your bespoke and couture wardrobe then email concepts@millana.co.uk to arrange a call back or to schedule an appointment at Millana Atelier's studio at 24 Cheshire Street Londond E2 6EH.

Digraver Concepts from Another World
London Couture Atelier & Bespoke Dressmaker Millana Atelier
creates strongly artistic & simplistically classic couture gowns
& bespoke dresses each with a unique & individual story.

