

# DRESSES GUIDELINES

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Maison 123  
PARIS





# THE MORPHOLOGY

At maison 123, we're committed to celebrating all women, all body types, who tell unique stories. This guide to our collection has been designed by our patternmakers to help you find the dress that will sublimates your customers and make them want to wear it.

Morphology is an essential tool in ready-to-wear. It enables us to choose garments that enhance the assets of each silhouette, while respecting the natural proportions and preferences of our customers. A good understanding of morphology helps to propose outfits that emphasize confidence and comfort, while guaranteeing visual harmony.

The classification of morphologies is based on typical shapes, identified by the proportions between shoulders, waist and hips. The most common morphologies are X, H, V, O, A and 8.

Always tailor your advice to your customers' tastes and desires, for a harmonious, elegant look.



# MORPHOLOGY TYPES

## V-SHAPED MORPHOLOGY



The V morphology features broad shoulders that visually dominate the rest of the silhouette. This shape is reminiscent of a sporty, dynamic look.

The legs and hips, often slimmer, offer a contrast that can be exploited to visually balance the silhouette.

## A-SHAPED MORPHOLOGY



The A morphology is characterized by hips that are wider than the shoulders. This silhouette emphasizes the lower body, creating an impression of femininity and softness.

Visually, the hips are the main focus of attention, while the upper body appears more delicate.

# MORPHOLOGY TYPES

## H-SHAPED MORPHOLOGY



The H morphology is characterized by aligned shoulders, waist and hips, forming a straight silhouette. The absence of a pronounced waist gives an impression of balance and linearity.

This morphology offers a neutral base that can be styled in a multitude of ways to play with volumes and shapes.

## O-SHAPED MORPHOLOGY



The O morphology is marked by generous curves, with an overall rounded silhouette. Shoulders, waist and hips are often of similar proportions, and the visual focus is on the bust and stomach.

This silhouette inspires softness and femininity.

# MORPHOLOGY TYPES

## X-SHAPED MORPHOLOGY



The X morphology is characterized by a harmonious silhouette where shoulders and hips are aligned, with a well-defined waist. This silhouette evokes a balanced, proportionate shape.

Customers with this morphology can enhance their waistline without unbalancing their overall look.

## 8-SHAPED MORPHOLOGY



The 8-shape morphology is similar to the X-shape, with aligned shoulders and hips and a well-defined waist.

The difference lies in the more pronounced curves, which create a voluptuous, elegant look, thanks to naturally harmonious, rounded proportions.



# V-SHAPED MORPHOLOGY

The idea is to play on volume to create harmony between upper and lower body:

**1.** Skater dresses: ideal for adding volume to the lower body, they create a perfect balance with a pronounced build. Their cinched waist and flared skirt emphasize the silhouette while adding a feminine touch.

**2.** Sleeveless dresses: perfect for freeing the shoulders, they visually lighten the waistline. With their simple cuts, they offer a subtle balance and discreetly enhance the silhouette, and can be accessorized with a belt.

**3.** Split dresses: ideal for enhancing the silhouette, these dresses give an elegant, feminine allure. Their cinched waist and flowing skirt with slit balance the silhouette and enhance your assets. Their V-neckline softens the silhouette with a delicate touch.

## TO AVOID :

Strapless, turtleneck or off-the-shoulder dresses, and dresses with thin straps, which could accentuate your build.



MYRIAM



MARION



HELGA



MUSE

# A-SHAPED MORPHOLOGY

The idea is to highlight the upper body while harmonizing the silhouette with a more generous base.

**1.** Cover-up dresses: a perfect choice for drawing attention to the upper body. Their V-neckline flatters the bust, while their criss-cross cut elegantly marks the waist, creating a subtle balance between shoulders and hips.

**2.** Skater dresses: ideal for flattering A shapes, they cinch the waist and their flared skirt gently hides the hips. These feminine dresses add movement and lightness to the silhouette.

**3.** Off-the-shoulder dresses: perfect for visually broadening shoulders and balancing proportions. They draw the eye to the upper body, while leaving room for airy cuts at the bottom.

## TO AVOID :

Dresses that are too tight could draw attention to the hips and unbalance the silhouette,



MARGOT



MARLENE



CLARISSA



MIRAGE

# H-SHAPED MORPHOLOGY

The idea is to respect the straight silhouette by playing on structured cuts and refined lines to sublimate the H-shaped morphology.

**1.** Straight-cut dresses: ideal for following the natural line of the silhouette without emphasizing the waist. These dresses offer an elegant, minimalist look that's perfect for enhancing your body shape with simplicity.

**2.** Shirt dresses: an excellent choice for their structured cut that subtly hugs the bust while falling straight to the hips. Worn without a belt, they create a modern, refined look.

**3.** Trapeze dresses: with their softly flared line from the shoulders, they create a sense of balance while emphasizing the natural verticality of the silhouette.

## TO AVOID :

Dresses that are too slim-fitting emphasize the waist, which can unbalance the silhouette.



MARIA



CENDRA



MAGIE



MARIA



# O-SHAPED MORPHOLOGY

The idea is to sublimate the silhouette by playing on fluid cuts and light materials, while enhancing assets such as décolleté and legs.

**1.** Empire dresses: perfect for marking just below the bust and elongating the silhouette. Their fluid cut around the stomach and hips brings comfort and elegance, while drawing attention to the upper body.

**2.** Wrap dresses: ideal for structuring the silhouette thanks to their V-neckline and adjustable waistband. They gently embrace curves while offering a feminine, sophisticated look.

**3.** Tunic dresses: with their straight lines and lightweight materials, they flatter the O-shaped body shape by concealing areas of volume, while leaving room for refined details such as flowing sleeves and elaborate necklines.

## TO AVOID :

Chunky prints, long stripes and tight-fitting dresses that accentuate volume instead of making it harmonious and flattering.



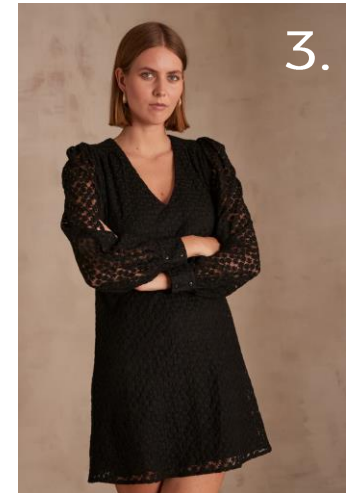
MIA



MARJO



MAELYS



MANILLE

# MORPHOLOGY IN X/8

The idea is to emphasize the marked waistline while highlighting the harmonious curves of the silhouette.

**1.** Waisted dresses: ideal for hugging the figure, they emphasize the waist while highlighting natural curves. Whether straight or slightly flared, they offer an elegant, feminine look.

**2.** Cover-up dresses: perfect for their V-neckline, which enhances the bust, and their criss-cross cut, which delicately outlines the waist. These dresses are a must for flattering X/8 silhouettes.

**3.** Pencil dresses: tight-fitting and sophisticated, these dresses hug the shape perfectly, emphasizing curves while elongating the silhouette thanks to their close-fitting cut.

## TO AVOID :

Dresses that don't fit properly or are too wide won't enhance the silhouette.



MONDAY



MAUD



MERVEILLE



MYSTERE



# PETITE

When advising a petite customer, the goal is to visually elongate her silhouette, while taking her morphology into account. Choose short dresses that show off the legs and avoid a taut look, with fitted cuts that structure the silhouette. Heels or pointed-toe shoes can add height and refine the look, while discreet prints or vertical lines reinforce the slender effect.

Avoid midi or long dresses without slits, which can weigh down the silhouette.



MYLENE



MEGHAN

# TALL

When advising a tall customer, the goal is to visually balance her silhouette while taking her morphology into account. Give preference to long, flared dresses, which add volume and break up her slim figure. If she wants to show off her legs, opt for short dresses that will enhance her stature. Unstructured cuts, such as asymmetrical ones, add a touch of originality and allow you to play with proportions.

Avoid strong vertical lines, which accentuate height.



AXEL



ASTRALINA

## FULL BUST

To advise a client with a full bust, the goal is to highlight her assets while ensuring comfort and elegance. Guide her toward dresses that balance the silhouette, such as fine knit sweater dresses, which are ideal for softening the curve of the bust. Wrap dresses, with their flattering neckline, subtly enhance the shape while providing excellent support. If the client prefers a more understated style, suggest dresses with U-shaped or square necklines, which beautifully frame the bust without exaggeration.

Avoid high necklines or thick fabrics, as they may create a bulky effect.

## SMALL BUST

To advise a client with a small bust, the goal is to play with volume and details to create a harmonious and feminine silhouette. Guide her toward dresses with ruching, ruffles, or pleated details at the bust, which add texture and structure. Strapless dresses or those with thin straps elegantly highlight a small bust. Flowing, lightweight fabrics like silk or satin also add a touch of sophistication while flattering the silhouette.

Avoid overly straight cuts or deep necklines, as they may emphasize the subtlety of the bust.



## SLIM

To advise a client with a very slim figure, the goal is to add volume and structure to create a balanced and feminine look. Recommend dresses with draping, ruffles, or structured details, which are perfect for adding dimension to her silhouette. Velvet dresses or those made from thicker fabrics are ideal for winter, while flared dresses gently accentuate the waist and add movement.

Avoid body-hugging dresses or long, straight styles, as they may emphasize the slenderness of her figure.

## ATHLETIC

To advise a client with an athletic build, the goal is to enhance her toned silhouette while emphasizing her femininity. Recommend long dresses that gently hug her figure and highlight her elegant posture. Styles with sleeves or wide straps are ideal for softening the appearance of defined shoulders. For a touch of glamour, backless dresses are perfect for subtly showcasing her sculpted back.

However, avoid dresses that are too short or overly tight if she has muscular thighs, as they might create a visual imbalance.