CLOSER



Jacqueline Au is the founder of bespoke wedding atelier in Hong Kong. With her background in fashion, we only expect that she brings in a refreshing POV when it comes to your big day.

Celine affect your product selection now?

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During my journey as buyer at Lane Crawford and Celine, I have loved bringing in fresh and invigorating ideas and brands that gave our customers what they never knew they wanted. I realized that I was part of a generation of women who are constantly seeking out the new and the interesting. We respond well to brands that have a point of difference. We take more risks and want outfits that truly represent us and our style.

How does the experience from being

the buyer for Lane Crawford and

Created with the modern woman in mind, the LOFT intends to push the boundaries and reinvent what bridal can be and offer a curated selection of wedding gowns that is both modern and feminine, sourced selectively from emerging boutique labels that are shaping the new world of bridal. Our edit, although

tightly curated, has unique gowns that cover every type of bride, the minimalists, the romantics, the fashionistas, the bohemians, the life lovers, the game changers.

# What is unique about the shopping experience you are providing compare to the other wedding shops in HK?

A consultation at LOFT is a personalized and intimate experience. We take the time to chat with you before trying any gowns to get a better idea of your personality and style, your wedding and how you want to look on your

special day. We also go through our edit with you, one by one, the inspiration, craftsmanship – the handling of fabrications and meticulous embroideries- behind these stunning gowns. From here we hand select a range of gowns we think would be perfect based on your body shape, style and everything we have discussed. We believe that this made to measure, experiential experience at the LOFT is the perfect idea of true luxury.

We always think about our customers - the modern women, how they think and evolve through times; we listen to what they want & curate an edit of beautiful hidden gems that resonate with them and empower them to tell their own storiesin exactly the way they want; we want to be the answer to their dreams and visions of themselves in that one important day of their lives.

#### Congratulations on the opening of your beautiful shop Jacqueline! Can you tell us the inspiration behind the name "The Lab of Fairy Tales" and what does it mean to you?

What we have put together is a modern point of view on bridal; a curation of products and in-store experience that help brides tell that story of individual beauty-the one that captures the very essence of who she is. It is not about what a bride should, or should not, look like. It is about her – the bride, difference, her unique beauty, and how she wants to tell her own story as she creates a new chapter in life as one half of a duo. That is why LOFT actually stands for Lab Of Fairy Tales.

The DNA of the LOFT resonates deeply with me and what I believe in – the way we dress is an intimate expression of our personality and it shouldn't be any different on our wedding day. Brides should feel like the most beautiful version of themselves. It's something that will never go out of style.

The LOFT is a new way of thinking about bridal and about women - we are a lot more than just selling gowns.





### What inspires the style for your studio?

Loft spaces! It is virtually impossible to find a loft space in Hong Kong but we managed to secure a space in an old walk-up building which gives us a very high ceiling and a balcony, making it quite "lofty" and allowing a lot of natural light and air to flow in.

With the interior, I wanted to keep it modern and minimalist — monochromatic with touches of gold and silver. I also used a lot of mirrors, marbles and concrete in the space to give a touch of industrial chic to the studio.

## How would you describe your customers? What are they looking for in a wedding gown?

My bride is the modern woman who wants a little more sophistication than what a traditional bridal atelier offers. She is adventurous, not afraid of trying new things, and looking for a gown like nothing anyone has ever seen before. She appreciates the craftsmanship, attention to detail and loves the made-to-measure journey. She wants to be herself on her wedding day.

### Are you a first time business owner and can you tell us about this new role?

I have never actually thought about starting my own business but I am glad I did. I have my family to thank for giving me the confidence to do this. I learn new things every day and it is an absolute joy to create the store from scratch and watch as The LOFT slowly unfolds.

