



COUCA LOOKBOOK 2023

couca.co.uk

01

ABOUT COUCA

Timeless elegance meets sustainable innovation



Discover an eveningwear brand that pays tribute to its designer's late grandmother, Kouka, who embodied timeless style and seamlessly fused Western designs with Eastern fabrics. Born from a passion for the planet and stunning textiles, COUCA's mission is to strike a balance between luxury fashion and sustainable practices. As the brand continues to evolve with new technology and research, it's becoming increasingly environmentally friendly.

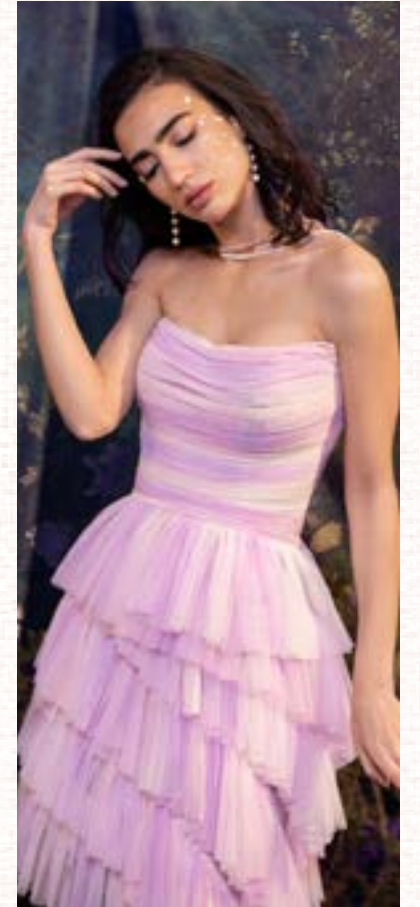


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ABOUT THE COLLECTION



Introducing the 'Roots and Reminiscing' collection, a reflection of the designer's Egyptian heritage and personal journey of self-discovery through design. Infused with global influences and a desire to infuse her culture into her designs, this collection boasts corsetry and body sculpting for ultimate comfort and support. The standout feature? Versatility and modularity, allowing for endless styling options. This collection is a harmonious blend of tradition and modernity, crafted with the utmost care and attention to detail. A true celebration of the designer's heritage, culture, and commitment to sustainability and fashion that endures.





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ABOUT THE DESIGNER

Meet Hana Amer, a visionary designer who is on a mission to revolutionize the fashion industry with her sustainable and modular eveningwear brand, COUCA. Her passion for sustainability and the power of design to create positive change is evident in every aspect of her work. With a background in costume design, Hana has set out to redefine fashion as slow, modular, and meaningful.

But her impact doesn't stop there. Hana is a dynamic leader in the sustainable fashion community, serving as a University of the Arts London Alumni Ambassador, a UAL Sustainability Ambassador, and working at The Grantham Institute for Climate Change and the Environment at Imperial College London. She is also an award-winning designer, recognized with an award for best costume in UK/Europe at the World of Wearable Art competition in 2013. She continues to be a vocal advocate for a sustainable fashion industry, leading workshops on sustainable fashion.



COUCA'S VALUES

The brand's mission is to redefine fashion as slow, modular, and meaningful by creating clothing that is designed to last and can be worn in multiple ways. The brand also prioritizes flexible sizing to cater to a wide range of body types and sizes, with the goal of reducing textile waste. Additionally, COUCA is committed to zero waste and uses eco-friendly and sustainable production methods, materials, and techniques to minimize its environmental impact. This brand is a perfect blend of tradition and modernity, and it has been crafted with the utmost care and attention to detail. The brand's commitment is to sustainability and fashion that is made to last.



MODULARITY

COUCA couture's designs are modular, allowing customers to wear each piece in multiple ways, creating versatility and value for their wardrobe. Additionally, customers can be creative and modify the outfits themselves.



ZERO-WASTE

COUCA practices zero waste production, using every scrap of material and upcycling and recycling materials whenever possible. COUCA also holds educational workshops on sustainability, promoting slow fashion with unique, customisable one-off pieces.



FLEXIBLE SIZING

The clothing is designed to be flexible with corset-laced backs, allowing for a perfect fit. The sustainable aspect of the brand does not compromise on luxury, colour, and glamour.



SUSTAINABLE FABRIC

COUCA couture uses high-quality, sustainable materials in all of their products, making them an environmentally conscious choice for customers.



ETHICAL, FAIR LABOUR

The brand has a strong commitment to fair labour practices and ethical production.

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SERVICES

We specialize in providing premium alteration, care advice, customisation and made-to-order services to meet the unique needs of our clients. Our highly skilled and experienced team is dedicated to delivering the highest level of quality and care in all of our services. Whether you require a minor adjustment or a completely customised piece, we are here to accommodate your every need. Our commitment to excellence and attention to detail ensures that your clothing will receive the care it deserves and that you will receive a finished product that exceeds expectations.

CUSTOMISATION

COUCA customises many of its designs to suit the buyer. We are able to modify sleeves, lengths and sometimes silhouettes.

ALTERATIONS

COUCA alters the couture dresses to the wearer in Egypt.

MADE-TO-ORDER

Some pieces are made to order in order to reduce waste and orders can be made on the website or directly via email to us.

CARE ADVICE

COUCA's website offers extensive advice on how to care for each item of clothing. Many pieces are dry-clean only. We are also partnered with Save Your Wardrobe in the UK, who are happy to alter and dry clean COUCA's dresses and corsets.

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OUR PRODUCTS



SS23- NATURE'S PALETTE

Nature's Palette is a sustainable fashion collection inspired by the rich colors and patterns found in nature. Drawing from the vibrant hues of flowers and birds, as well as the more subdued tones of leaves and natural landscapes, this collection is a celebration of the beauty and diversity of our environment.

The color scheme of the Nature's Palette collection is a reflection of the natural world. Bright and vibrant colors like fuchsia, turquoise, and sunflower yellow are juxtaposed with more pastel and muted shades like lavender, blush, and sage green. Prints featuring florals, leaves, and other natural motifs are prominent throughout the collection, and fabric combinations include cotton, linen, and other sustainably sourced materials.

With a focus on both style and sustainability, Nature's Palette is a collection for those who want to look great while also doing their part to protect the planet. Whether you're looking for a bold statement piece or a more understated everyday look, you'll find something to love in this collection.





THE CHROMA-CORSET

The Chroma-Corset is a stunning two-tone corset made from zero-waste satin, featuring a reversible design for maximum versatility. Whether you're in the mood for a bold pop of color or a more subtle and understated look, this corset has got you covered. The adjustable lace-up back and flexible boning provide both comfort and support, while the luxurious satin fabric adds a touch of glamour to any outfit.

With its sustainable materials and chic, reversible design, the Chroma-Corset and Chroma-Skirt set is a must-have for any fashion-conscious eco-warrior.

Colour variation: Fuschia-red , indigo-lime , white-blush , black-emerald

Available in size: XS-S, S-M, M-L, L-XL

Price: £88

THE CHROMA-SKIRT

The Chroma-Skirt is a beautifully draped, reversible skirt that's perfect for adding a touch of elegance to any outfit. Made from zero-waste satin, this skirt features a unique design with a short hemline on one side and a longer, flowing hem on the other. The modular design of the skirt allows you to wear it in multiple ways, depending on your mood and the occasion.

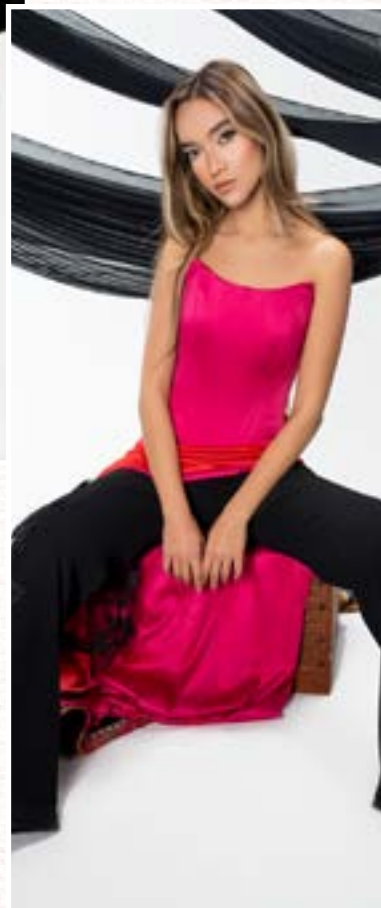
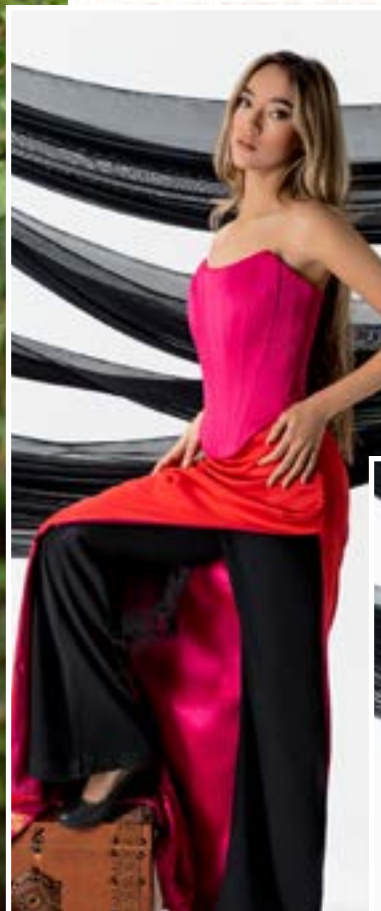
Satin-covered buttons add a touch of glamour to the skirt, while the reversible design allows you to switch up your look with ease. Whether you're pairing it with the Chroma-Corset for a full-on glamorous look or wearing it with a simple blouse for a more understated style, the Chroma-Skirt is sure to make a statement.

Colour variation: Fuschia-red , indigo-lime , white-blush , black-emerald

Available in size: XS-S , M-L

Price: £120





SEQUIN SIREN SKIRT

Get ready to light up the dance floor in the Sequin Siren Skirt! Made from zero-waste sequin fabric in a bold fuchsia hue, this mini skirt is perfect for adding a disco ball vibe to any outfit. The sequin fabric catches the light beautifully, ensuring that you'll be the center of attention wherever you go.

And there's more - the Sequin Siren Skirt also features a huge bow across the front of the skirt, adding a touch of playful glamour to the look. The oversized bow is made from the same sequin fabric as the skirt, and is positioned just above a sexy slit for added drama.

Colour variation: Fuschia, Turquoise

Available in size: XS-S , M-L

Price: £78





DREAMING OF SHAHERAZADE-CORSET

Indulge in the magic of the “Dreaming of Scheherazade” corset, a stunning addition to the Nature’s Palette collection. This body-sculpting corset is made from zero-waste fabric, ensuring that every inch of material is used to create this unique and sustainable garment.

Crafted from hand-embroidered and beaded tulle in a beautiful turquoise blue hue, the corset features vibrant florals that perfectly mirror the theme of the Nature’s Palette collection. The intricate embroidery and beading add a touch of opulence and luxury to the corset, making it a true statement piece.

For added versatility, the “Dreaming of Scheherazade” corset comes with detachable off-the-shoulder sleeves. This allows you to switch up your look from day to night or from formal to casual with ease. And with its corset back lacing, the size is flexible, ensuring a perfect fit that hugs your curves like a glove.

Size: S (one piece available)

Colour: Turquoise

Price: £90

DREAMING OF SHAHERAZADE SKIRT

Complete your enchanting look with the “Dreaming of Scheherazade” long skirt, a stunning and versatile piece that pairs perfectly with the “Dreaming of Scheherazade” corset. Crafted from the same hand-embroidered and beaded tulle fabric in a beautiful turquoise blue hue, this skirt is the epitome of elegance and glamour.

Featuring a long, flowing silhouette with a fitted waistband, this skirt is designed to flatter your figure and elongate your legs. The intricate floral embroidery and beading add a touch of opulence and luxury to the skirt, making it a true statement piece.

Thanks to its classic design, the “Dreaming of Scheherazade” long skirt can be dressed up or down, making it perfect for any occasion. Pair it with the matching corset for a head-turning formal look, or dress it down with a simple top and sandals for a casual daytime outfit.



Size: S

Colour: Turquoise

Price: £138

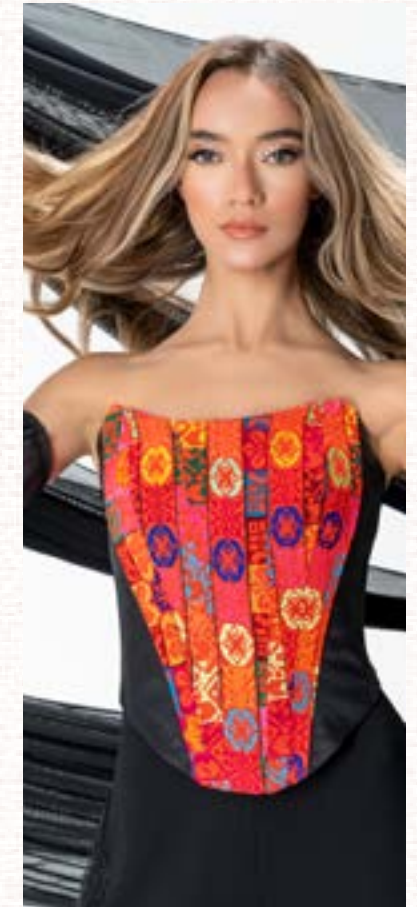
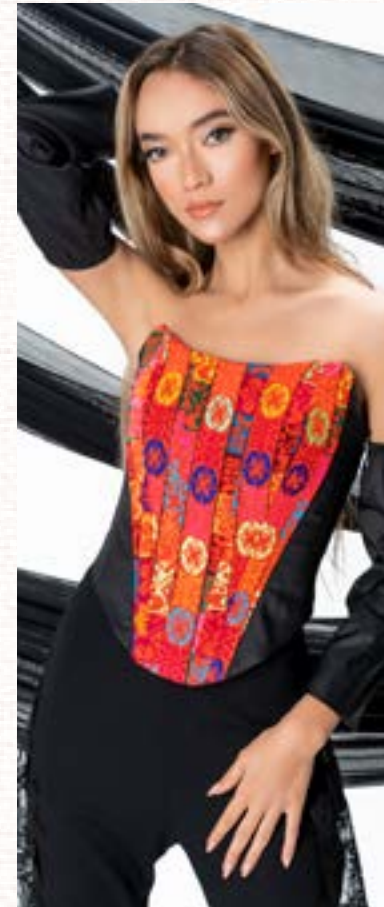
SINAI SPLENDOR CORSET

Introducing the “Sinai Splendor” corset, a limited piece that celebrates the rich heritage and handicrafts of Egyptian culture. This stunning corset is crafted from hand-embroidered Sinai fabric in bright, bold geometric patterns and colors, making it the perfect statement piece for any occasion.

Designed to be versatile and flexible in size, the “Sinai Splendor” corset can be worn with or without sleeves and can be adjusted to fit your body perfectly. The corset back allows for an adjustable fit that can go up in size by 3 inches, ensuring that you’ll always feel comfortable and confident.

*Available in size: XS-S , M-L
(2 piece of each)*

Price: £110





FLARE & LACE TROUSERS

Introducing our “Flare & Lace” trousers, a versatile piece that’s perfect for any occasion. These high waisted trousers are designed to flatter your figure with their fitted waist and flared legs, creating a sleek and elegant silhouette that’s sure to turn heads.

But what really sets these trousers apart is their modular design, featuring an optional lace panel that can be added to transform the piece into evening wear. This lace panel adds a touch of elegance and sophistication, creating a completely different look that’s perfect for a night out on the town.

Colour variation: black on black, turquoise on black, white on white, mint on white, black on white, mint on mint

Available in size: XS, S, M, L

Price: £96



CORSETS

ZERO WASTE CORSETS

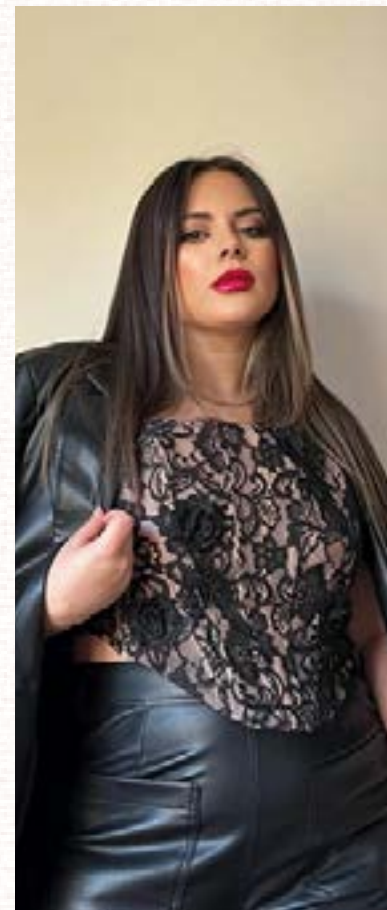
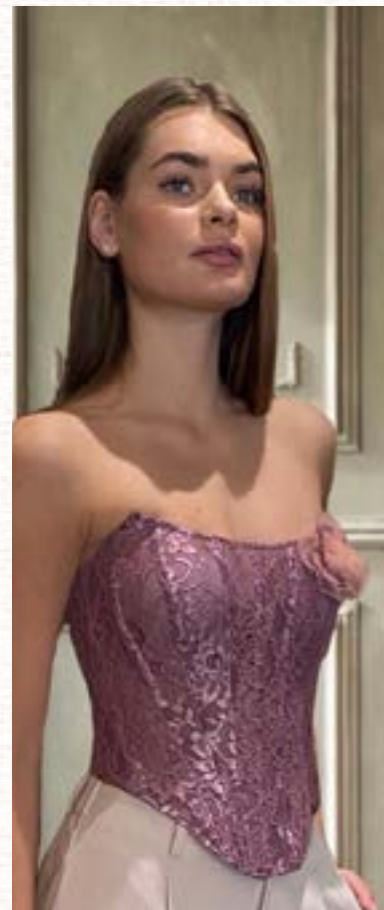
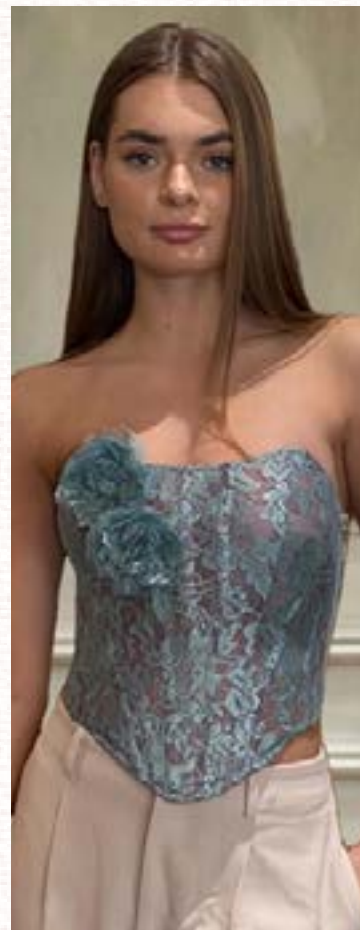
Introducing our eco-conscious and stylish zero-waste corsets, crafted from scraps of precious lace and other valuable offcuts. Every piece is unique in design and utilization, but we also have the ability to replicate and fulfill larger orders to accommodate your needs. With their flexible sizing achieved through lace-up backs, these corsets can expand by up to 4 inches, ensuring a perfect fit for every wearer.

Price: £65

Colour variation: Grape, Sage green, Griège, black on nude, black on black, black on grey, black on green, black on blue, white, peach, yellow, brick red
Other colours available upon request.

Available in size: XS-S, S-M, M-L, XL









FLORA-VERSA WAISTCOAT

The Flora-Versa Waistcoat is a modular, reversible piece that's perfect for adding a touch of style and sustainability to any outfit. Made from a combination of sustainably sourced cotton and linen, this waistcoat features a bold floral print on one side and a solid color on the other, giving you two looks in one.

With its adjustable modular design, this waistcoat can be worn in a variety of ways to suit your style and the occasion. Whether you're looking for a statement piece to dress up your favorite jeans or a more formal look for a special event, the Flora-Versa Waistcoat has got you covered. And because it's made with sustainable materials and production methods, you can feel good knowing that you're doing your part to protect the planet while looking great.

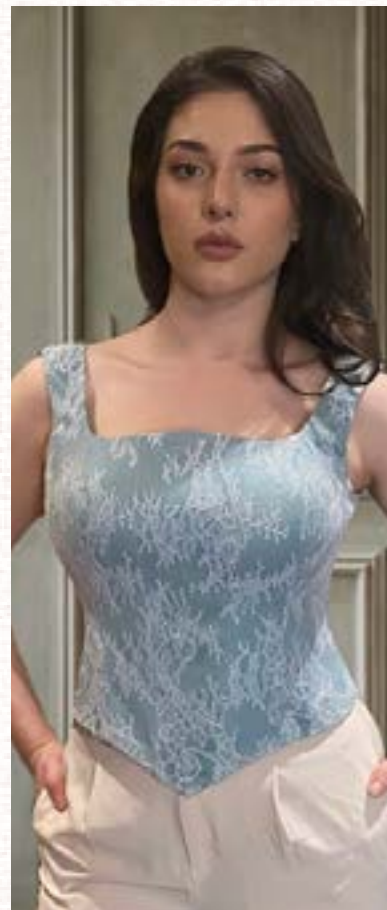


Colour variation: Yellow-florals, green-birds, purple-birds, navy-birds, white-florals

Available in size: XS, S, M, L

Price: £87





ONCE UPON A TIE CORSETS

Introducing our one-of-a-kind, zero-waste corsets made entirely out of vintage ties. Each piece is unique, with a mixture of patterns and colours that are sure to make a statement. The materials used in these corsets are of the highest quality, usually silk, with occasional infusions of lace and satin. You can even customize the blend of colours by contacting us through our form on the website.

These corsets come with a lace-up back for added sizing flexibility and do not have cups, making them perfect for wearing over a shirt or dress, or alone. They also feature a side zip fastening for ease and practicality.

Colour variation: Retro Red, Starry Night Blues, Violets and purples, Gold and Black, Silver skies, sunflower and mustard yellow, bubble gum pink, emerald greens, bold browns.



Available in size: XS-S, S-M, L

Price: £80





MODULAR JUMPSUITS

JUDY

This jumpsuit can be worn in up to 7 different ways, giving you endless styling options. It can be worn modestly with sleeves and the waist slit closed, or it can be worn without the sleeves and leaving the waist slit open. The pieces can be disconnected completely and worn as separate top and trousers.

Colour variation: Duck Egg, Pink, Green, Black

Available in size: XS, S, M, L
Price: £98





MODULAR DRESSES

LILY

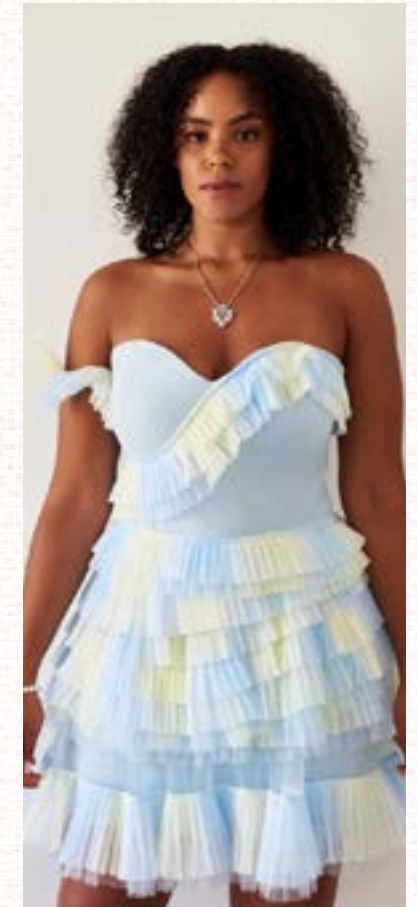
Description: A modular dress that can be worn long or short. This dress offers flexibility in sizing, it can be taken in and out by up to 3 inches (2 sizes). In spring and summer graduated tulle colours, this piece is light and breezy.

Colour variation: White, black, lemon/sage, Sky blue/sunshine, Pistachio/Candyfloss, Violet/Mint, Plum/Mango

Available in size: S-M, L-XL

Materials: Exterior: Tulle. Lining: Polyester blend satin

Price: £340





MODULAR TOPS

JACKIE

This versatile top features a unique modular design, allowing it to be worn as a stylish short-sleeve option or transformed into a sophisticated long-sleeve garment with the attached sleeves. Crafted with a blend of intricate lace and luxurious satin, this top exudes elegance and is suitable for both dressy events and formal occasions.

Colour variation: Cream/Off-White, Black



Available in size: XS, S, M, L

Price: £70



COUTURE

EMILY

Emily has an asymmetrical hemline which flatters and elongates the figure. With a corseted bodice, fastened at the back with corset lacing, the size is flexible. In two-tones tulle, this dreamy dress is a beautiful mixture of hand draping on the torso and pleating on the skirt.

Colour variation: White, Two-toned tulle: Lavender/Peony, Tangerine/Mint, Black

Available in size: XS, S, M, L

Price: £300





HELENIA

Helenia is all handmade with hand-drapes on a corseted bodice, with hand embroidery waist piece and neck piece. The draped shawl on the one-shoulder is detachable and the dress can be worn without it.

Colour variation: White, Sage Green, Rose, Gold, Sky Blue

Available in size: XS, S, M, L

Helenia can be made upon request in different colours and sizes.

Price: £375







HEDY

Hedy is a modular haute couture statement dress that is all hand beaded with fringes and embroidered flowers. With a built in corset and short skirt lining, the dress offers comfort and support in all the right places. The dress comes with a detachable back bow and detachable sleeves. Hedy's dress pattern is zero-waste, meaning no scraps were cut from the fabric during the making process, or all scraps were used to the very last piece.

Colour variation: Mint, Eggshell

Available in size: S

Price: £1,400





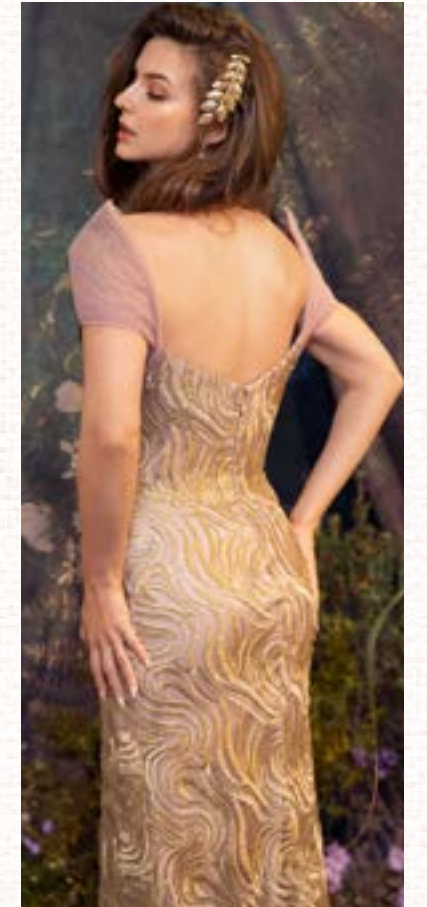
MARY

Mary is a harmonious blend of delicate tulle, brocade and mesh, with hand pleating on the bodice. With an inner corset structure and a modular back fastening, as well as a detachable tulle skirt, the dress can be worn in a variety of ways and it's look transforms drastically.

The dress comes with additional seam allowance so it can be taken out to increase in size by 2 inches.

Available in size: XS, S

Price: £830



ELLA

Ella is a fairytale princess dress with a flattering embroidered taffeta corset and a draped tulle skirt. Hand-made using haute couture techniques.

Colour: Night Sky

Available in size: XS

Price: £1,020



BRIDAL

DIANA

Diana is a zero waste/circular dress with a pattern that allows for no lace to be cut or wasted. Diana is light and breezy. It is comfortable, with the right amount of flare, and an inner corset that flatters and accentuates the waist.

Colour variation:
White, Black

Available in size:
XS, S, M, L, XL
Diana can be made in various sizes and colours upon request.

Price: £290



60



61

AUDREY

Audrey is playful and light, with many flowing layers, combining a light, structured and flattering lace corset with an asymmetrical chiffon skirt.

Colour variation: White

Available in size: XS, S, M

Price: £300



CINDY DRESS

Cindy is a short lace dress, with inner corset structure and corset back, for flexible sizing. Also available in a pencil skirt. Detachable Grace white tulle skirt is sold separately. Dress pattern is made with zero-waste, so no lace is wasted in this design.

Colour variation: Cream/Mint, Yellow, Gold, Pink, Silver

Available in size: XS, S-M, L, XL

Dress price: £200

Tulle skirt price: £98



CHANEL

Chanel is a modern twist to the classic bridal dress, with a shorter hem with beautiful intricate detail at the front, and an inner corset and modular sleeves that can be worn draped or on the shoulder or removed all together,

Colour variation: Cream/Off-white

Available in size: S, M

Price: £300



COMPLIMENTARY PIECES

CINDY SKIRT

Cindy skirt is made from zero waste material and intricate overlain French corded lace. The pencil skirt can be dressed up for an evening or cocktail look, or dresses down for a smart look.

Colour variation: Mint, Black, Pink, gold, silver, cream, yellow.

Available in size: XS, S, M, L, XL

Price: £80



MORE INFORMATION

Wafter designer collections, we invite you to consider our line. Our pieces are sure to add a touch of individuality and style to your store's portfolio. Please feel free to place an order or inquire about customization and size alterations by contacting us at contact@couca.co.uk.

ONCE-UPON-A-TIE COLLECTION

Min order: 10 pieces

Max order: 60 pieces (all one-off pieces)

Production time: 14-22 working days

ZERO WASTE CORSETS COLLECTION

Min order: 10 pieces

Max order: 70 pieces (could vary colours)

Production time: 10-20 working days

MODULAR DRESSES

Min order: 3 pieces

Max order: 8-10 pieces (could vary colours)

Production time: Ready to ship (if other colours are requested, 14 extra working days are needed)

MODULAR JUMPSUITS

Min order: 5 pieces

Max order: 30 pieces (could vary colours)

Production time: Ready to ship (if other colours are requested, 14 extra working days are needed).

COUTURE DRESSES

No minimum order

Production time: 10 working days

Shipment fees: £30

CONTACT US

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