



BESPOKE
Southerly



BESPOKE SOUTHERLY
CAPSULE COLLECTION

- MADE IN THE USA
- CUSTOM OPTIONS
- CREATED TO LAST
- MADE TO ORDER





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Introducing the Bespoke Southerly capsule collection of customizable special occasion wear. Beautifully made timeless pieces, created to last. Invest in your wardrobe.

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About the Brand & Founder

Founded in 2018 by Sheri Turnbow, Bespoke Southerly creates beautifully made customizable special occasion wear. All available made to order. The brand name and garment styles were inspired by Sheri's Southern upbringing in both Georgia and Virginia. Southerly means 'a wind blowing from the South,' and the inaugural capsule collection evokes Southern elegance with timeless, classic appeal.

Each garment is made to order in the USA just for you by people we know and trust. This gives you the ability to customize your piece by choosing details like fabric color, trim options and your perfect hem length – or even adding pockets. Because each garment is cut one at a time using only the materials necessary, there is little to no waste in manufacturing and no excess inventory that could potentially go to a landfill, which we love. Hooray for the environment! Bespoke Southerly dresses are known for their high-quality construction. Our styles are timeless and meant to be investment pieces for your wardrobe that you will cherish for years to come. The result? One dress, beautifully made, that not everyone else is wearing.



Who hasn't shopped for hours in search of the perfect dress, only to come up empty? Sometimes you find the perfect silhouette, but the color isn't flattering. Other times you find a great color, but there's no time to make alterations like the hem length. And so often the quality is lacking! This constant dilemma and the desire to create garments made with attention to detail, inspired me to found Bespoke Southerly.

THE FOUNDER

Founder Sheri Turnbow during the inaugural photo shoot with a color card for the Magnolia dress.





Sustainability

Our Founder launched Bespoke Southerly after spending years working in environmental conservation, most recently at the World Wildlife Fund, where she led a team that focused on sustainability and corporate engagement. She always considers sustainability when making decisions for the brand and works to embed best practices across operations from the ground up.

That is one reason why it was important to her that our garments are made with care in the United States. She wanted to ensure good working conditions and living wages and she wanted to know the people making the clothes so she could have a personal and trusting relationship with them. In addition, because we work with makers that use cutting edge technology, they are able to cut each order with little to no waste, and with no minimum order quantities, we don't need to worry about excess inventory ending up in a landfill. We source natural textiles and partner with a reseller for any unused pieces, so they are not discarded.

Bespoke Southerly was awarded the 2019 Good Brand Award by Sublime Magazine in recognition of our commitment to sustainable and ethical business practices.





THE MAKERS

The proud team at one of our manufacturing partners located in Alabama, USA. They made your clothes!



THE LILY

The Lily dress has a universally flattering style. Customize by choosing your color and from three trim options, adding pockets and choosing any hem length. Made of 100% silk faille and fully lined in silk. Features an interior corset with separate zipper, and an invisible side zipper closure.



LILY

With Grosgrain Ribbon Straps

Tieable grosgrain ribbon straps add a flirty bow detail.



LILY

With Organza Ruffle

An optional bodice ruffle of silk organza is a classic frill.



Interior Corset Detail

LILY

With Woven Ribbon Trim

French grosgrain ribbon is woven through the bodice to end with bows at the waist.



THE MAGNOLIA

The Magnolia dress features a wide v-neckline with floaty silk organza skirt and tafeta underskirt. Customize by choosing your color or a contrasting color underskirt and choose any hem length. A garden party dream!



MAGNOLIA

Shown customized in black silk organza with contrasting blush pink taffeta underskirt (above and detail inset). Shown in solid blush pink, front and back (left).



The Camellia dress is available in silk shantung or duchess satin and has a deep scoop neckline and pleats that add a bit of fullness to the skirt. Customize by choosing your color, by adding an organza ruffle, or pockets (shown below) and choose any hem length.

THE CAMELLIA





CUSTOM OPTIONS
LIKE FABRIC, POCKETS, AND
RUFFLES



CAMELLIA

With Organza Ruffle

An optional bodice ruffle of silk organza ruffle creates a peek-a-boo neckline (above).



THE INGRID

The Ingrid dress features a beautiful cross-draped silk taffeta bodice with a sumptuous velvet straight skirt. Customize by adding cap sleeves, choosing from a variety of color combinations and choosing any hem length. Interior boning and bra cups add support.



INGRID

Hand Draped Bodice Back Detail

Hand draped silk taffeta bodice that cross drapes over the bust for a flattering shape on any figure.



INGRID

Without Cap Sleeves

Iridescent silver taffeta bodice with black silk/rayon velvet skirt for fluid movement.



INGRID

With Cap Sleeves

Wide set and elegant cap sleeve option shown in iridescent rose taffeta and wine silk/rayon velvet skirt.



THE IRIS

The Iris dress is a classic square neck sheath dress created with princess seams in shimmering duchess silk satin for a luxurious and sophisticated silhouette. Customize by choosing your favorite color, back or side slits and any hem length. Back view inset above.

THE BETTY

Introducing the Betty. Our wear anywhere evening coat made of glamorous silk/wool and fully lined in charmeuse silk. Unstructured with full sleeves and front pockets, it pairs well with dresses or slacks to elevate any outfit.



THE WRAP

A quintessential evening wrap in silk/rayon velvet lined in heavy charmeuse. Customize by choosing your velvet and matching or complimentary lining colors.

Forbes

How One Company Is Contributing To The Solution Of Reducing Fashion Waste



Cheryl Robinson
ForbesWomen

I focus on embracing the pivot during life's transitions.

Climate change and eliminating plastic and waste in the ocean have been hot topics leading up to the Presidential primary. Plastic straws alone have caused such a stir that States are beginning to require restaurants to serve non-plastic-based straws. What about the fashion industry? Do consumers ever wonder what happens to the seasonal styles that are never purchased?



FORBES WOMEN

November 2019

Feature focused on the career pivot of Bespoke Southerly's Founder, from conservation and sustainability to fashion entrepreneur.

Sublime MAGAZINE

14 October 2019

TIMELESS ELEGANCE

Written by Jasmina Matulewicz Published in Good Brands

font size ■ ■ Print | Email | Media



SINCE THE NINETIES, WE'RE BUYING 60% MORE CLOTHES AND ONLY KEEPING THEM FOR HALF AS LONG. TIMELESS, MADE-TO-ORDER DRESSES MIGHT BE EXACTLY WHAT WE NEED TO COMBAT FAST FASHION AND BRING SUSTAINABLE STYLE BACK TO LIFE

Americans consume nearly 20 billion items of clothing annually, most of which are thrown away, ending up in incinerators or landfills before their first birthday. To put that into perspective, one kilogram of clothing is responsible for 11 kilograms of greenhouse gases. By buying clothes that feel perfect for you, you're not only truly reflecting your personal style, but supporting the slow fashion movement.

SUBLIME MAGAZINE

October 2019

UK based magazine feature on Bespoke Southerly focused on investment dressing and sustainability.



Sustainability Trends That Will Shape the 2020s

9. THE MOVE TO SLOW FASHION

Sheri Turnbow of [Bespoke Southerly](#) was one of the many respondents that highlighted the exciting trends towards sustainability. She considered one of the largest industry polluters in the world.

Textile factories produce toxic wastewater, synthetic fibers get released into the ocean through washing, fast fashion is not recycled and most ends up in landfills -- 92 million tons of solid waste dumped in landfills each year.

As a result of these issues, we are seeing trends, particularly among smaller entrepreneurial brands to implement slow fashion production. Possibly the most prominent of these is the made to order model. Made to order means each garment is made to order vs. creating vast amounts of inventory that may never be sold. This model also enables personalization and customization for millennials.

Steven Li of [The Rising](#) echoed these sentiments. *High fashion, including Burberry and Gucci can afford to source sustainable materials. Consumers are more aware of their environmental footprint than ever before, and when it comes to the sustainability of the brands they buy from. Fashion has long been an industry optimized for the end product. It is good to see brands are pivoting to be more sustainable.*

ECOENCLOSE

October 2019

Online blog on sustainability trends that will shape the 2020s including the slow fashion movement and quotes from Bespoke Southerly's Founder.



SCORE Small Business Mentoring: The Ultimate Guide

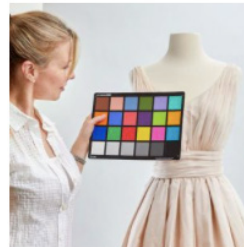
By [Tricia Tetreault](#) on September 25, 2019 | [Financing](#), [Starting a Business](#) | [Comments \(4\)](#)

SCORE small business mentoring is offered through the national nonprofit, Service Corps of International Entrepreneurs (SCORE). The program is free and matches up business owners with volunteer mentors. There are thousands of mentors nationwide, making it possible to find an experienced mentor whose expertise matches your business needs.

What SCORE Is

SCORE is a nonprofit agency, funded in part by the [Small Business Administration](#) with the mission of helping businesses nationwide achieve success. The SCORE business mentoring program connects business owners with other business professionals for guidance and support.

While SCORE does not provide financing, if you need assistance applying for a [startup business loan](#) or an [SBA loan](#), a SCORE mentor can assist you with those processes. Additionally, SCORE provides resources and training on various aspects of business ownership, including trainings and seminars that address common business needs. Most SCORE resources are offered for free, though there may be a nominal charge for some of the local workshops, and are accessible to all business owners.



5. Explain Your Goals to Your Mentor

Sheri Turnbow, Founder & CEO of Bespoke Southerly

"For those using mentors from SCORE, I would encourage them to share as much information about their goals to their mentor as possible. It's important to let them know the business that they are seeking help with. That way they can provide the direction of the advice."

FITSMALLBUSINESS.COM

September 2019

Feature on tips for using SCORE mentors from the leading digital resource for small business owners including one from Bespoke Southerly Founder.

NINETEENTH AMENDMENT

Brand Spotlight: Bespoke Southerly by Sheri Turnbow



BESPOKE SOUTHERLY

Our latest brand to launch is blowing in from Maryland with classic silk dresses made just for you in the USA. Get to know owner and head designer Sheri Turnbow and what inspired her chic pieces that never go out of style.

NINETEENTH AMENDMENT

January 2019

Article on inspiration and fashion philosophy for the capsule collection.

MAJIC
102.3 92.7
The Real Sound of the DMV



MAJIC 102.3

April 2019

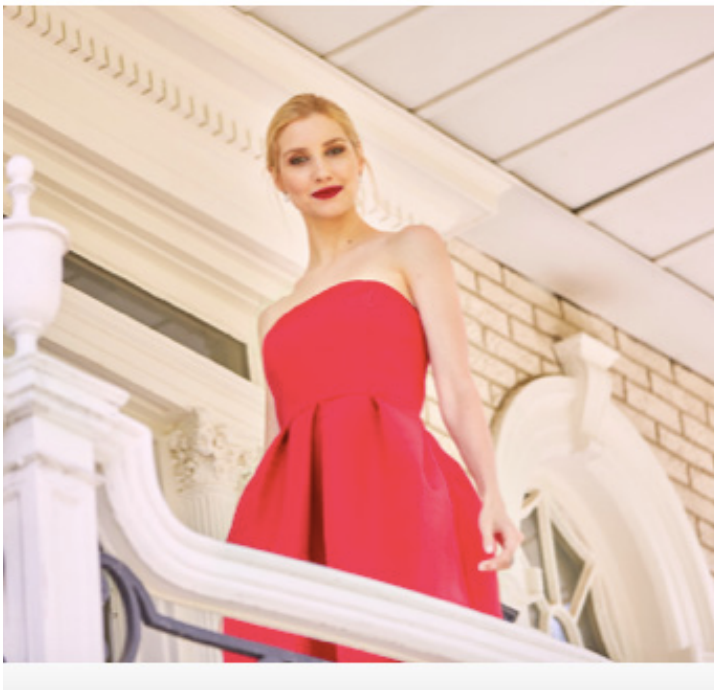
Radio interview with Madelyne Woods on what to wear to spring weddings and spring fashion trends.

The Avid Pen

A CHARLOTTE BASED ART AND LIFESTYLE BLOG

STYLE · JULY 15, 2019

Behind the Brand | Bespoke Southerly with Sheri Turnbow



THE AVID PEN

July 2019

Charlotte, NC based art and lifestyle blog featuring Bespoke Southerly and the making of the brand.

Style Souffle

Bespoke Southerly & Simply Jessica Marie Giveaway

Dec 6, 2018



STYLE SOUFFLE

December 2018

Charlotte, NC based style blog featuring the Lily dress in a holiday giveaway.



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