

Website Copy For Louise Rose Couture

About

[Personally I think you should have a drop-down under "About" in the menu, with "About Louise Rose Couture" and "About Me" – so the copy is across two pages.]

About Louise Rose Couture

Be yourself. Everyone loves the original.

Welcome to Louise Rose Couture, where timeless romance and inimitable individuality are a match made in the dress shop.

We create made-to-order bridal and occasion dresses inspired by you, for you, and only you. Our mission is to make you feel incredible, whatever your age, shape or size.

Our signature designs are reminiscent of the 1950s, with a slice of modern and a side helping of sass. We aim to encapsulate the glamour and romanticism of bygone eras in cut and shape while nodding to current trends in fabric, style and pattern.

Our dresses are for modern women who love vintage and are looking for something less traditional and more exclusive for a wedding or special occasion. Not to mention something that accents their femininity and makes them feel gorgeous.

But exclusive doesn't have to mean expensive. We offer an affordable midpoint between off-the-peg and fully bespoke using standard-size mock-ups that we can tailor to your requirements.

You'll receive a friendly, personal service at our Reading-based studio or at one of our stockists. This will involve a free initial consultation where you can have a cup of tea, browse our sample rail and countless fabric swatches, and tell us about your dream dress. This will be followed by several appointments for fittings as we craft and perfect it for you.

[I thought the following could be made to look like a quote and be pull-out text positioned where you choose on the page.]

"If you want a 50s dress that's both fashion-conscious and unconventional that you can't get on the high street, try a Louise Rose Couture."

[Book your free consultation](#) at our dedicated studio in Reading, Berkshire, or at one of our [stockists](#), and come and try on some 1950s dresses.

Choose your style, choose your fabric, choose your finish

About Me

Hello lovelies. I'm Louise, the creator of Louise Rose Couture and a professionally trained designer and dressmaker.

Over the years I've gone from working for a high-end bespoke designer to producing garments for high street stores to showcasing my own collection at Ottawa Fashion Week in Canada. It was after travelling the world with a friend and coming back refreshed and inspired (and missing my sewing machine!) that I decided to create my own label. In 2016, Louise Rose Couture was born.

From the start my mission has been to help *all* women of *all* ages, shapes and sizes discover how gorgeous they are. This, combined with a love of vintage glamour, inspired me to create a range of timeless dresses capable of flattering any and every body that wears them.

My customers range from brides and bridesmaids looking for non-traditional/alternative dresses to ladies who love the idea of a one-of-a-kind 50s dress for special occasions. For the last five years I have worked with Top Model, dressing finalists in Louise Rose Couture dresses for the annual finals' catwalk shows. In April 2017 I was awarded two years of mentorship and support by the Princes Trust.

Find out more about [Louise Rose Couture](#) and [how we work](#). If you're interested in having a cuppa and trying on some dresses, [book a free consultation](#) at our dedicated studio in Reading, Berkshire, or at one of our [stockists](#).

Bridal

Unique wedding dresses for unique brides

Louise Rose Couture specialises in made-to-order alternative wedding dresses for the unconventional and vintage-loving bride.

Our designs are classic 1950s cuts that nod to modern trends and styles and are tailored to your requirements. There's only one thing we insist on: that you feel incredible as you walk down the aisle.

Our base silhouettes are available in standard tea length, ankle tea length, high-low, mermaid or floor length A-line. We have numerous sample dresses, tulle skirt and lace

top overlays, belts and sashes so you can try on a range of combinations, inspiring a design that's unique and special to you. You also have the option of having your dress made as one piece or as separates. This lets you alter the look of the dress throughout your big day or wear elements of your outfit again.

So whether you're looking for a one-of-a-kind, 50s-inspired, tea length wedding dress or a vintage, floor length A-line wedding dress in an unconventional colour or pattern, [get in touch](#). Whatever your age, size or shape, a Louise Rose Couture wedding dress will make you feel like the best version of you.

Find out more about our [process](#) and see examples of our alternative 50s wedding dresses in our gallery below. Alternatively [book a free consultation](#) at our Reading-based studio or at one of our [stockists](#), where you can try on dresses, view fabric swatches and tell us about your hopes for your big day over a cuppa.

Bridesmaids

1950s bridesmaid dresses that flatter and feel great

Louise Rose Couture aims to make shopping for bridesmaid dresses a stress-free and enjoyable experience. We recognise that not everyone is alike in shape and size and different necklines suit different body shapes.

We specialise in creating beautiful made-to-order vintage dresses that flatter the wearer. With our customisable collection, you and your bridesmaids can choose the colours, styles and fabrics that will make them look and feel stunning.

Our bridesmaid dresses are inspired by 1950s silhouettes and enhanced with modern features, fabrics and prints. We offer a selection of different-coloured lace tops that can be worn over plain satin styles and then worn again as separates.

Our gallery has some wonderful examples of our bridesmaid dresses, so please do take a look. You can also [visit us at our dedicated studio](#) in Reading, Berkshire, or at one of our [stockists](#), where your bridesmaids can try on 50s dresses in a relaxed environment with a cuppa.

Occasion

One-of-a-kind 50s dresses that don't cost the earth

If you're looking for an exclusive 1950s-inspired dress for the races, the regatta or a summer wedding, try a Louise Rose Couture.

Our occasion dresses are 50s-style cuts that nod to current fashions and trends, carefully designed to make women of all ages, shapes and sizes feel like the belle of the ball.

Although made to order, our dresses are offered at an affordable midpoint between off-the-peg and fully bespoke, using standard-size mock-ups that we can alter to fit your requirements. We also offer an array of features and finishes to make your dress unique and a reflection of your best self. This includes piping detail, contrast waistbands, covered buttons, your choice of sleeve length and an option to add hidden pockets — who doesn't love a dress with pockets?

In addition we offer lace top overlays in a range of colours. These have button-down backs that look great over a plain satin dress and give you the opportunity to change the look of your outfit next time you wear it.

Tempted?

Many discerning ladies come to Louise Rose Couture looking for distinctive vintage dresses with a modern twist for Ascot, Goodwood Revival, weddings, proms and black tie events. If you're one of them, [book a free consultation](#) at our Reading-based studio or at one of our [stockists](#), where you can try on sample dresses in a relaxed environment with a cuppa.

You can also find examples of beautiful Louise Rose Couture occasion dresses in our gallery, or find out more about [how we work](#).

Your Experience

Be your wonderfully singular self

The Louise Rose Couture brand is about making you feel incredible in a dress no matter your age, shape or size. So it makes sense that we approach the service we provide you in the same way.

You will be looked after by our founder and lead designer, Louise, who will host you at our dressmaking studio in Reading, Berkshire, or at one of our stockists. You'll receive a relaxed, friendly and personal experience, enriched by Louise's infectious enthusiasm for fashion, vintage glamour and making women look and feel amazing. And you'll come away inspired.

Since many of the ladies who come to us have never had a dress made for them before, here's a more detailed insight into the kind of experience you can expect.

- We'll have a chat over the phone or email and you can tell Louise what you're looking for. Then we can book you in for an appointment.
- Louise will host you for a free one-hour consultation at our Reading-based studio or at one of our stockists to discuss your ideas and requirements. You'll be able to browse the sample rail, try on some 50s dresses and look at various different fabric and finishing options, with a hot cup of tea or coffee in hand.
- If you like what you see, you'll be able to select fabrics, colours and customisable options for your dress. After the initial consultation, Louise will send you a quote based on your chosen design.
- If you're happy to go ahead, a 50% deposit will be required. Then your fabrics will be ordered and your measurements taken.
- You'll have an initial fitting appointment using a mock-up of your dress in a standard size, which we will pin to alter the fit to your measurements.
- To perfect the fit, you'll have a further fitting appointment partway through the making of your dress.
- Your last visit will be to try on and collect your finished dress. At this stage the balance will become due.

Louise Rose Couture offers a made-to-order dressmaking service at a midpoint between off-the-peg and fully bespoke. This involves altering a standard size to your measurements and is so we can keep our dresses affordable for ladies without bottomless budgets.

If, however, you require more flexibility in the size and shape of your dress, we do offer a complete made-to-measure service for an additional fee. If you opt for this, we will

keep your dress pattern on file. This is so you can order another dress in a different colour or fabric if you wish to, and not have to pay the made-to-measure charge.

We're always happy to answer any questions you may have, before or during the process.

If you think a Louise Rose Couture dress could be for you, [get in touch](#). We're looking forward to helping you be your best, true and wonderfully singular self.