

A Publication for the Affluent Bride

VALENTINE'S EDITION 2025

BESPOKE

Illustrated

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THE Valentine's Day EDIT

LOVE IN EVERY STITCH

How to make your
Love Story a part of
your bridal gown

BESPOKE GUIDE

The Affluent
Bride's Guide to
Choosing the
Perfect Wedding
Shoes

REDEFINING LUXURY

Crafting a More
Sustainable Future,
One Couture Gown
at a Time

DANI SIMONE COUTURE

Author's Vintage Bridal Dress Designed by Dani Simone



DANI SIMONE COUTURE
Peignoir Collection



DANI SIMONE COUTURE
Peignoir Collection

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DIRECTOR'S *NOTES*

Additionally, this edition is brimming with thoughtful resources to help you infuse your love story into every stitch of your bespoke wedding dress. From deciding between a personal stylist and a bridal stylist to meaningful ways to weave your unique story into your gown, we've crafted guides and advice tailored to your journey.

You may have noticed that our magazine now bears a new name: Bespoke Illustrated. This change reflects the true essence of what we offer—a celebration of your wedding dress as a work of art. From the first sketch to the final stitch, every detail of the process is a testament to the romance and individuality of your love story. Inside this issue, I share intimate details of my process, including raw sketches and their professionally illustrated counterparts, offering a glimpse into the design of a royal wedding gown. You'll also find a gallery of bespoke gown illustrations throughout the magazine, each created to inspire and excite you as you envision your perfect day.

At the heart of everything we do is our commitment to sustainable design. By sharing detailed illustrations, sketches, and mood-setting AI imagery, we minimize waste while crafting bespoke gowns with intention and care. This approach ensures that every creation reflects not only your unique love story but also our dedication to preserving the beauty of our world. You can learn more about our sustainability practices towards the end of the magazine and on our website. I hope this Valentine's Day is filled with love, beauty, and inspiration. It would be my greatest honor to bring your dream wedding gown to life—a gown that is truly yours, in every sense.

With Love & Artistry,

*Dani Simone Singerman,
Creative Director for Dani Simone Couture*

Dear Bride-to-Be,
Valentine's Day holds a special place in my heart, and for many couples around the world, it's a day filled with unforgettable memories—proposals, promises, and the start of forever. This edition of Bespoke Illustrated is a celebration of the beauty and romance that makes this day so enchanting. With stunning themed illustrations and mood-setting imagery brought to life through the magic of AI, we invite you to immerse yourself in the timeless elegance of this special season.

For the modern bride with a love for vintage charm, we believe inspiration and innovation are the perfect pair. In this issue, I am thrilled to unveil a gown I designed, inspired by a very special royal bride. Infused with regal sophistication, this creation reflects the elegance and grace that have always ignited my passion for wedding couture. You'll discover mood boards, design notes, and intimate glimpses into my creative process, all curated to help you imagine how this bespoke work of art could inspire your own dream gown.





LOVE IN *EVERY* STITCH

A Guide to Infusing Your Love Story into Your Bridal Style

Your wedding gown isn't just a dress—it's a reflection of your journey, your dreams, and the love story that brought you to this moment. Every month in Love Woven in Every Stitch, I'll share a single tip to help you weave your unique romance into your bridal fashion. Whether through thoughtful design details or symbolic choices, this column will guide you in ensuring your wedding day look is deeply personal and filled with meaning.

This Month's Tip: Let Your First Date Inspire Your Gown and Accessories

The story of your first date is a beautiful starting point for finding inspiration. Think about where it took place, the mood of the moment, and what you wore. Was it a candlelit dinner in an elegant setting? A sunlit walk in the park? Or a formal event where you were dressed in your finest? These details can guide your choices for your gown and accessories, ensuring your wedding look tells the story of where it all began.

How to Incorporate This into Your Gown

- **Venue Inspiration:** If your first date was in a natural, outdoor setting, consider soft, flowing fabrics like chiffon or tulle to echo the organic atmosphere. For a chic city date, structured silhouettes in satin or Mikado might evoke the sleek, sophisticated vibe.
- **Embellishments:** Were flowers part of your first date, perhaps in a bouquet or a garden backdrop? Consider floral lace appliqués, hand-embroidered details, or even a subtle floral motif woven into your gown's design.
- **Color Accents:** Think about the colors of your first date—maybe the warm hues of a sunset or the cool tones of a starry evening. Incorporating subtle blush, champagne, or pale blue accents into your dress can evoke those memories while maintaining a bridal feel.

Accessories Inspired by Your First Date

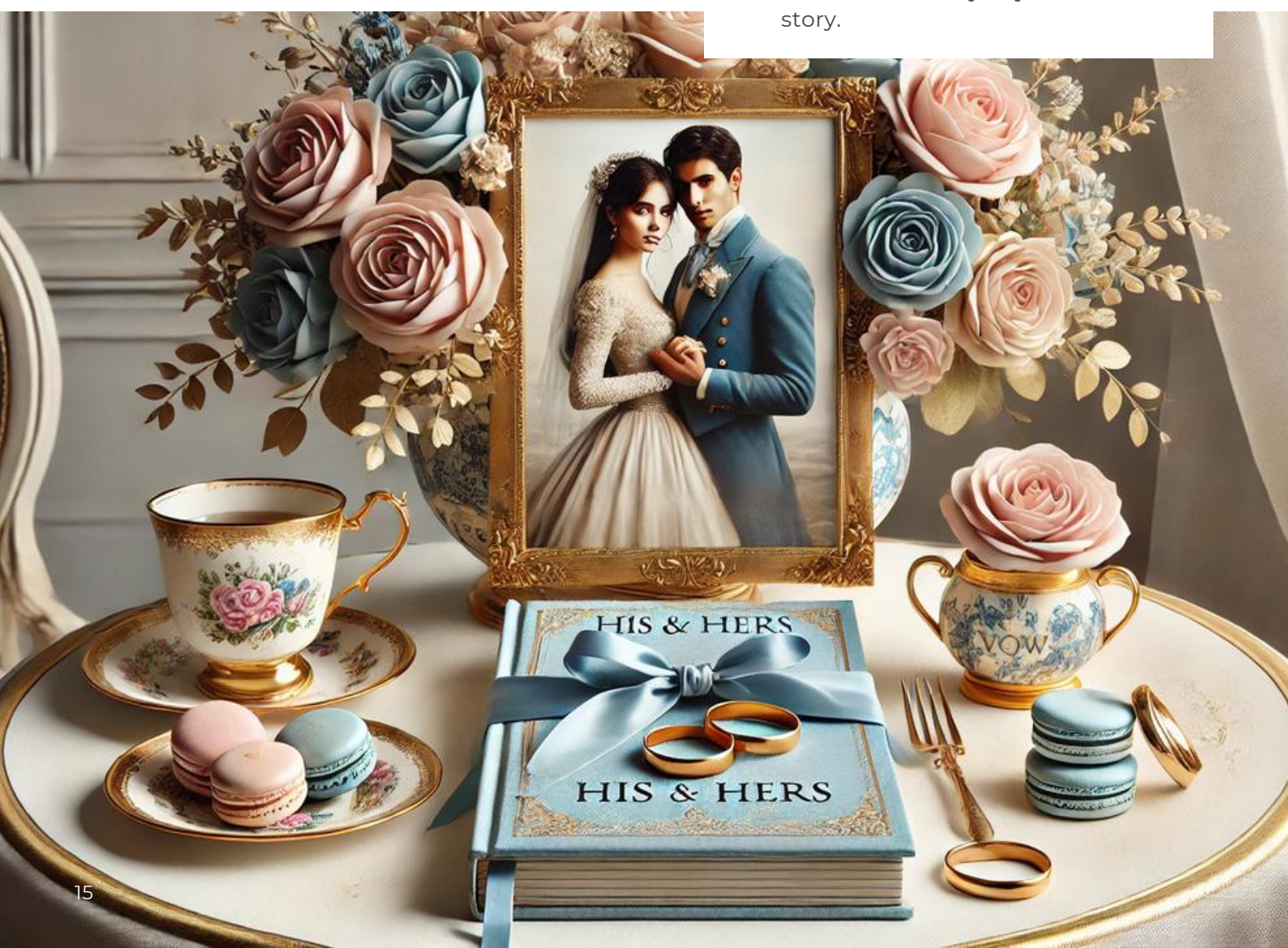
- **Jewelry:** Reflect the mood of your first date through your jewelry. For a candlelit dinner, timeless pearls or diamonds can mimic the classic, romantic ambiance. For a more casual outdoor date, opt for delicate floral-inspired designs.
- **Veil and Headpieces:** Use the location of your first date to inspire your veil or headpiece. A lace-edged veil could echo the intricate details of a romantic garden, while a modern tiara could reflect the sparkle of a city skyline.

"Your wedding gown is more than a dress—it's a canvas for your love story. Let your first date inspire meaningful details, weaving romance and personal memories into every stitch."

A Thought to Take With You

Your wedding gown and accessories are the perfect canvas to tell your love story. Drawing inspiration from your first date can add layers of meaning to your bridal look, turning your gown into a symbol of the love that brought you to this moment.

Make sure to read our next edition of *Love Woven in Every Stitch*, we'll explore how your shared experiences—like a favorite destination or mutual hobby—can inspire your bridal style. Let's ensure your gown and accessories not only make you look stunning but also reflect the beauty of your love story.





“Every bespoke
designer has a
unique process to
help brides
articulate their
style & vision.”

I DO'S & DON'TS

Seamless Communication: Do's & Don'ts for Working With Your Bespoke Designer

When I started my first bridal brand in 2007, my initial intent was to design gowns for stores. However, I was soon approached by brides who fell in love with my work and wanted bespoke designs. That marked the beginning of an incredible journey. Over the years, I've had the privilege of designing gowns for brides across the globe, including in the United States, the United Kingdom, Australia, and the Middle East.

Creating bespoke gowns is not just my passion—it's my art form. Each gown embodies my brides' grace, elegance, and love stories. I've learned that working with a bespoke designer can be one of the most memorable and rewarding experiences of the bridal journey. However, it requires clear communication and collaboration. That's why I'm launching I Do's and Don'ts, a column dedicated to sharing insider tips for working with a bespoke designer. Every month, I'll highlight one "do" and its related "don't," offering insights from my years of experience to help you get the most out of your bespoke bridal journey.

DO follow your designer's process for style discovery; consultations, questionnaires and more are thoughtfully designed to help uncover the perfect wedding dress for you so trust the process.

Every bespoke designer has a unique process to help brides articulate their style and vision. At Dani Simone Couture, I've designed a discovery process that ensures we align on your dream gown before I begin sketching. This step is crucial because, while many brides know what they want, they don't always communicate it clearly.



Vague questions like, "Can you make this?" or "Do you know what I mean?" can lead to confusion and delays. Instead, prepare for your initial meetings with curated inspiration images from your favorite websites or Pinterest boards. Think about the silhouettes, fabrics, and details that resonate with you. Sharing these inspirations allows your designer to get a clear sense of your aesthetic while tailoring the gown specifically to you.

DON'T expect your designer to guess your style.

Your bespoke designer is an expert in creating couture gowns, but we aren't mind readers. Without a clear understanding of your preferences, it can be challenging to design a gown that aligns with your vision. While part of our expertise is interpreting your desires, providing specific references or descriptions makes the process smoother and more enjoyable for both you and your designer.

When you're prepared and follow the designer's process, the bespoke experience becomes more streamlined, creative, and fulfilling. Trust the journey—it's an incredible opportunity to design a gown as unique as your love story.



What's Next?

Stay tuned for our next edition of I Do's and Don'ts, where I'll share tips on incorporating inspiration into your bespoke gown without expecting your designer to copy. It's all about collaboration, creativity, and honoring the artistry of couture.

Until next time, remember: the most beautiful bridal gowns are the ones that reflect your grace, elegance, and individuality. Happy planning!

Blissfully Yours,
Dani Simone Singerman
Creative Director,
Dani Simone Couture



DANI SIMONE COUTURE
Designed In New England



beading

peplum

swiss dot tulle

pickups

DANI SIMONE COUTURE

YOUR STYLIST VS. A BRIDAL STYLIST:

How to Decide Which One Is Right for You



Choosing your wedding gown is one of the most important decisions you'll make as a bride. It's not just about the dress—it's about how it reflects your personal style, complements your wedding theme, and makes you feel on one of the most memorable days of your life. Many brides find themselves wondering whether to rely on their personal stylist or enlist the help of a dedicated bridal stylist.

Both options have their advantages, and the choice ultimately comes down to what feels most comfortable and supportive for you. Here's a breakdown of the pros and considerations for each to help you decide.



Why Your Stylist Might Be the Perfect Choice

If you've worked with a personal stylist, you already know how valuable their insight can be when building your wardrobe. Here's why they might be the right person to guide you through choosing your wedding gown:

- **Knows Your Style and Preferences:** Your personal stylist understands your taste, what flatters your figure, and the overall aesthetic you gravitate toward. They can ensure your wedding look feels like an extension of your everyday elegance, elevated for the occasion.
- **Consistency Across Events:** If your wedding includes multiple events, such as an engagement party, rehearsal dinner, and honeymoon, your stylist can help curate cohesive looks for the entire celebration.
- **Strong Relationship:** You've already built trust and communication with your stylist, making it easier to share your ideas and collaborate on your bridal vision.

Knows Your Wardrobe: Your stylist understands your closet and can seamlessly blend your wedding-day look with accessories or other pieces you already own, such as family heirlooms or jewelry.



Why a Bridal Stylist Could Be the Expert You Need

Bridal stylists specialize in all things bridal fashion, making them uniquely qualified to assist you in navigating this specific and often complex area of design. Here's why you might want to consider a bridal stylist:

- **Expertise in Bridal Fashion:** Bridal stylists are well-versed in the unique fabrics, trims, and techniques used in wedding gown construction. They can guide you toward gowns that are structurally sound and exquisitely made.
- **Venue and Theme Expertise:** A bridal stylist understands how different gowns suit various wedding themes, seasons, and venues, ensuring your look is cohesive with your overall event.
- **Designer Connections:** With access to a network of bridal designers and boutiques, a bridal stylist may open doors to exclusive or hard-to-find options you wouldn't discover on your own.

Bridal-Specific Fittings: Bridal stylists understand the intricate process of bridal tailoring and fittings, ensuring your gown fits perfectly and moves comfortably on your big day.

The Best of Both Worlds: Collaboration

You don't necessarily have to choose one or the other—your personal stylist and a bridal stylist can work together to ensure a seamless experience. Your personal stylist knows your style and preferences, while the bridal stylist brings their expertise in gowns, fabrics, and wedding-specific details. Together, they can schedule appointments, manage fittings, and ensure every aspect of your wedding wardrobe is handled with care.

Final Thoughts

Ultimately, the decision between your stylist and a bridal stylist comes down to what feels most comfortable for you. Both options offer unique advantages, and the most important thing is that you feel supported and confident throughout the process. Whether you work with your trusted personal stylist, a bridal stylist, or both, the focus should always be on honoring your choices, your vision, and your individuality.

Your wedding day is a reflection of your unique love story, and choosing the right team to help you express that story through your wardrobe is key to making it truly unforgettable.



YOUR STYLIST VS. BRIDAL STYLIST

CHECKLIST

HERE'S A QUICK CHECKLIST TO HELP YOU CHOOSE THE BEST APPROACH:

DO YOU HAVE A CLEAR SENSE OF YOUR BRIDAL STYLE?

- ☐ YES: YOUR PERSONAL STYLIST MAY BE THE PERFECT FIT.
- ☐ NO: A BRIDAL STYLIST CAN GUIDE YOU THROUGH THE PROCESS.

DO YOU WANT ACCESS TO EXCLUSIVE BRIDAL DESIGNERS?

- ☐ YES: A BRIDAL STYLIST CAN CONNECT YOU WITH INDUSTRY INSIDERS.
- ☐ NO: YOUR STYLIST CAN HELP FIND THE BEST DESIGNER FOR YOU

ARE YOU PLANNING MULTIPLE EVENTS AND WANT CONSISTENCY ACROSS ALL LOOKS?

- ☐ YES: YOUR PERSONAL STYLIST CAN HELP MAINTAIN A COHESIVE AESTHETIC.
- ☐ NO: A BRIDAL STYLIST MAY BE LIMITED TO BRIDAL SPECIFIC STYLES ONLY

ARE YOU LOOKING FOR GUIDANCE ON GOWN FABRICS, TRIMS, AND TAILORING?

- ☐ YES: A BRIDAL STYLIST'S EXPERTISE WILL BE INVALUABLE.
- ☐ NO: YOUR STYLIST CAN SIMPLIFY THE PROCESS WITHOUT ALL THE DETAILS

WOULD YOU PREFER TO COLLABORATE WITH SOMEONE YOU ALREADY TRUST OR BUILD A NEW RELATIONSHIP?

- ☐ TRUST YOUR CURRENT STYLIST: STICK WITH YOUR PERSONAL STYLIST.
- ☐ OPEN TO NEW EXPERTISE: CONSIDER A BRIDAL STYLIST.

BESPOKE *REVERIE*



Welcome to Bespoke Reverie, where the art of couture bridal inspiration comes to life. In this section, immerse yourself in moodboards brimming with ideas to refine your wedding-day vision. For this Valentine's Edition, we embrace romance with a spotlight on dreamy bishop sleeves—a design element that exudes elegance and femininity.

Discover enchanting details like romantic bridal shoes that feature delicate embellishments and the classic allure of French twist hairstyles, perfect for the modern yet sophisticated bride. To bring these ideas to life, we're showcasing a hand-illustrated gown that beautifully highlights bishop sleeves—an ode to effortless grace and individuality. Let Bespoke Reverie guide you to create a wedding look as unique and captivating as your love story.

“Your wedding shoes *should feel* as special as the gown you’ve chosen...”



BESPOKE GUIDE

*The Affluent Bride's Guide to Choosing the Perfect Wedding Shoes:
Balancing Elegance, Comfort, & Tradition*



Wedding shoes are more than just a beautiful accessory—they're a key element in your comfort and confidence on your big day. Choosing the perfect pair requires balancing style, comfort, and tradition, especially when considering your gown, cultural elements, and wedding plans.

Shoe Styles to Consider for Your Wedding

Wedding shoes come in a variety of styles and designs to suit different preferences, gown lengths, and wedding themes. Here is a comprehensive list of options to help you find the perfect pair:

Classic and Timeless Styles

- **Pointed-Toe Pumps:** Sleek and elegant, these are a classic choice for brides seeking a sophisticated look.
- **Round-Toe Heels:** Perfect for a softer, more traditional bridal style.
- **Kitten Heels:** A comfortable option for brides who want a slight lift without sacrificing ease of movement.

Romantic and Feminine Styles

- **Lace Flats or Heels:** Delicate and romantic, these shoes pair beautifully with lace or tulle gowns.
- **Satin Pumps:** Timeless and versatile, satin finishes add a touch of luxury.

Pearl-Embellished Heels: Perfect for brides seeking subtle glamour with a vintage feel.

Modern and Minimalist Styles

- **Block Heels:** Comfortable and stable, these are ideal for outdoor weddings or uneven terrain.
- **Strappy Sandals:** Great for summer weddings, offering a sleek and modern look.
- **Square-Toe Heels:** A trendy option for brides with a contemporary sense of style.

Statement and Bold Styles

- **Embellished Pumps or Sandals:** Featuring crystals, bows, or intricate detailing, these shoes make a bold fashion statement.
- **Metallic Heels:** Gold, silver, or rose gold finishes add sparkle and glamour to your bridal ensemble.
- **Colored Shoes:** A fun pop of color, such as blush, baby blue, or even bold red, can add personality to your look.

Comfort-First Styles

- **Ballet Flats:** Perfect for long days when comfort is essential.
- **Sneakers:** Elegant bridal sneakers with lace or beading are a playful yet practical option for dancing or casual ceremonies.
- **Low Wedges or chunky soled shoes:** Offer comfort and height, making them a great choice for outdoor weddings.



Vintage-Inspired Styles

- **Mary Janes:** Classic with a strap for added charm.
- **Ankle-Strap Heels:** Evoking a vintage feel while providing extra security for movement.
- **T-Strap Shoes:** Perfect for brides with a love of 1920s or retro aesthetics.

Seasonal Styles

- **Winter Boots:** Elegant white or ivory boots with lace or fur details are great for winter weddings.
- **Open-Toe Sandals:** A breezy choice for summer or beach weddings.



Choosing the right pair ensures you'll not only look stunning but also stay comfortable and confident throughout your wedding day.

Tips for Choosing the Right Wedding Shoes

#1: Consider Your Gown's Length

For brides with floor-length gowns, practicality often outweighs design. Flats or low heels allow you to glide effortlessly without worrying about tripping. However, if your gown is tea-length or shorter, your shoes become a statement piece—choose a pair that complements the fabric and style.

#2: Plan for Long Periods of Standing

If your wedding customs involve standing for extended periods—such as during ceremonies or receiving lines—flats or low heels are your best bet. Comfort is key to ensuring you can fully enjoy every moment.

#3: Think About Movement

Brides who will be walking frequently or kneeling during the ceremony may benefit from shoes with ankle straps. These styles offer added support and security, keeping your shoes snugly in place while adding a touch of vintage charm to your ensemble.

#4: Factor in Gown Changes

If you're planning to switch gowns—such as changing into a reception dress—comfort becomes less of a concern for your ceremony shoes. Opt for a stunning, fashion-forward pair to make a statement, and then transition into more practical footwear for dancing or mingling.

#5: Match Your Style

Romantic brides may lean toward soft, feminine styles like lace flats, satin pumps, or pearl-embellished heels, while modern brides might prefer sleek stilettos or minimalist designs. Let your personal taste shine through, ensuring your shoes feel like an extension of your overall bridal look.

#6: Consider Traditional Attire

Brides who will wear both a modern bespoke wedding gown and a traditional outfit representing their culture should opt for shoes that complement both styles. Focusing on beauty and comfort ensures the shoes will work seamlessly throughout the day. If possible, choose a single pair that transitions effortlessly between outfits to maximize comfort and practicality. Work closely with your personal or bridal stylist to find the perfect pair that suits both ensembles.





Final Thoughts

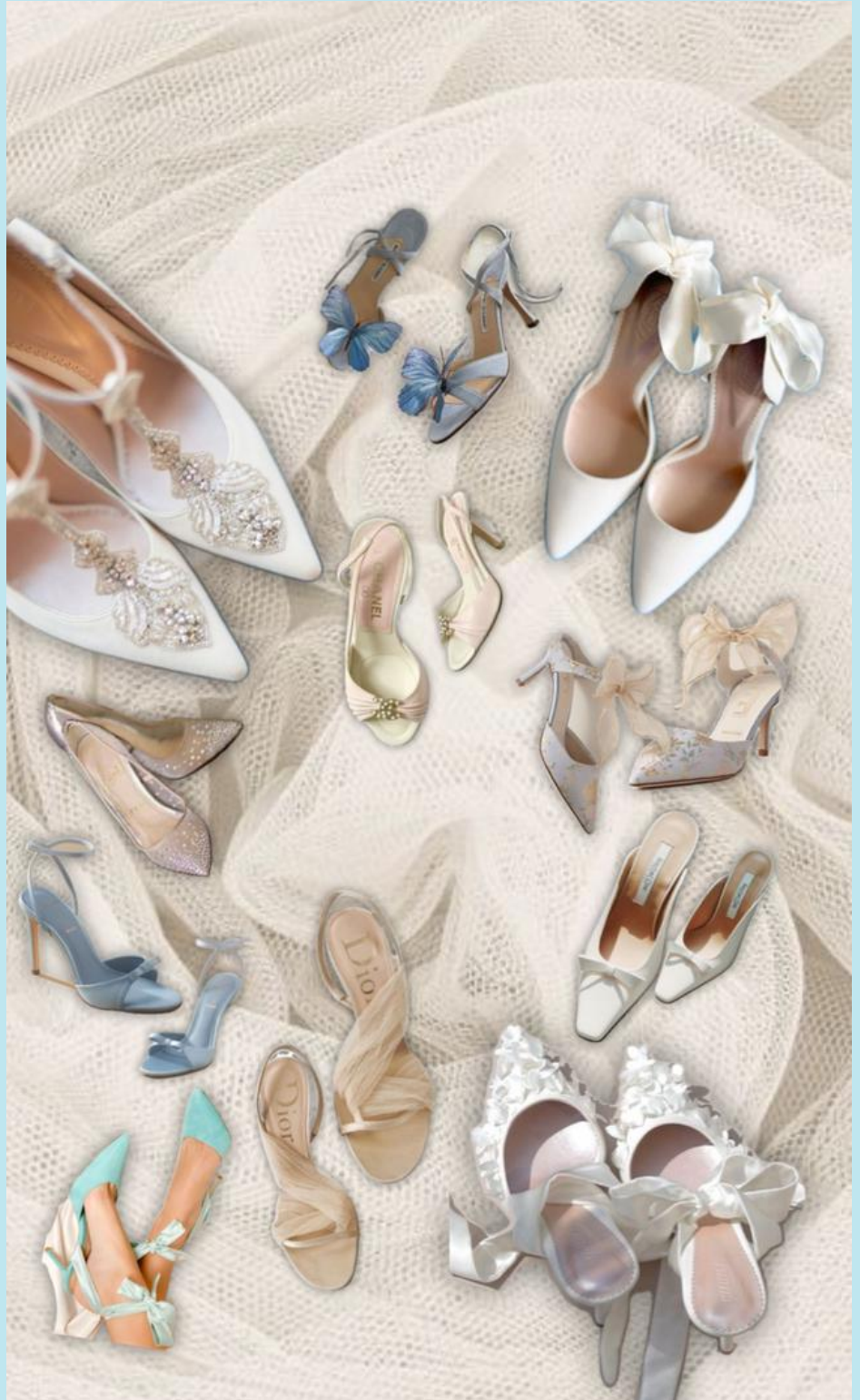
Your wedding shoes should feel as special as the gown you've chosen, but they should also support you throughout one of the most memorable days of your life. By considering your comfort, traditions, and the flow of your day, you can find the perfect pair that blends romantic elegance with practicality. Whether they're adorned with pearls, lace, or sleek satin, the right shoes will carry you gracefully into your happily ever after.

ROMANTIC SHOES

Romantic wedding shoes elevate your overall bridal look, whether they feature delicate lace, pearl embellishments, or sleek satin finishes. The most enchanting shoes add a touch of romance without compromising your ability to move gracefully throughout the day.

Styling Tips:

- **Best Gown Pairings:**
 - **Long Gowns:** If your gown has a dramatic length, such as a cathedral train, shoes may not be the main focal point. In these cases, flats or low heels provide comfort for walking down the aisle or dancing during the reception.
 - **Shorter or Tea-Length Dresses:** If your gown showcases your shoes, opt for statement pieces like embellished pumps, romantic kitten heels, or lace flats that enhance the overall aesthetic.



Pin this moodboard
by visiting our
“Bridal Shoes”
Pinterest Board

FRENCH TWIST

The French twist is a bridal classic, offering a romantic and graceful look. This timeless updo gathers the hair into a sleek roll at the back of the head, creating an effortlessly chic silhouette.

Styling Tips:

A French twist is enchanting when paired with a drop veil and blusher, softening the overall look while adding a touch of vintage romance.

- *Best Gown Pairings:*
 - Romantic styles: Strapless, high-neck, or off-the-shoulder gowns pair especially well with a French twist, as the updo highlights your décolletage, shoulders and neckline.
 - Chic brides: Opt for a French twist to bring refined elegance to your overall bridal ensemble.



Pin this moodboard
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“Bridal Hairstyles”
Pinterest Board

BISHOP SLEEVES

Bishop sleeves add an ethereal touch to any bridal look, offering a blend of vintage charm and modern elegance. Characterized by graceful volume, these sleeves can range from subtly gathered at the shoulder to dramatically full, often tapering into a fitted cuff for a regal finish.

Styling Tips:

Bishop sleeves create a statement on their own but are especially breathtaking when paired with intricate lace, delicate beading, or pearl embellishments. For added versatility, consider detachable bishop sleeves, allowing you to transform your look from ceremony to reception effortlessly.

Best Gown Pairings:

- **Timeless Elegance:** High-neck gowns enhance the regal nature of bishop sleeves, exuding sophistication.
- **Modern Romance:** Off-the-shoulder or strapless gowns with detachable bishop sleeves offer a dreamy, versatile aesthetic.
- **Subtle Drama:** A gown with gradually increasing sleeve fullness—like the Willow gown, with its pearl-adorned lace cuffs—creates a beautifully balanced silhouette.



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“Wedding Dresses
With Sleeves”
Pinterest Board

Dani Simone



DANI SIMONE COUTURE
Designed In New England

By Dani Simone



DANI SIMONE COUTURE
Designed In New England

An illustration of a woman with long, dark, wavy hair, seen from the side. She is wearing a long, flowing pink gown with intricate lace detailing on the bodice and sleeves. The gown has a high neckline and a full skirt. She is also wearing a large, white, ruffled collar and a small, gold, teardrop earring. The background is a light blue sky with soft, white clouds. The overall style is elegant and romantic.

*“This design was
inspired by gowns
worn by timeless
brides like Princess
Kate & Grace Kelly
but in an
unexpected hue.”*

By Demi Simone

ROYAL BLUSH *INSPIRATION*

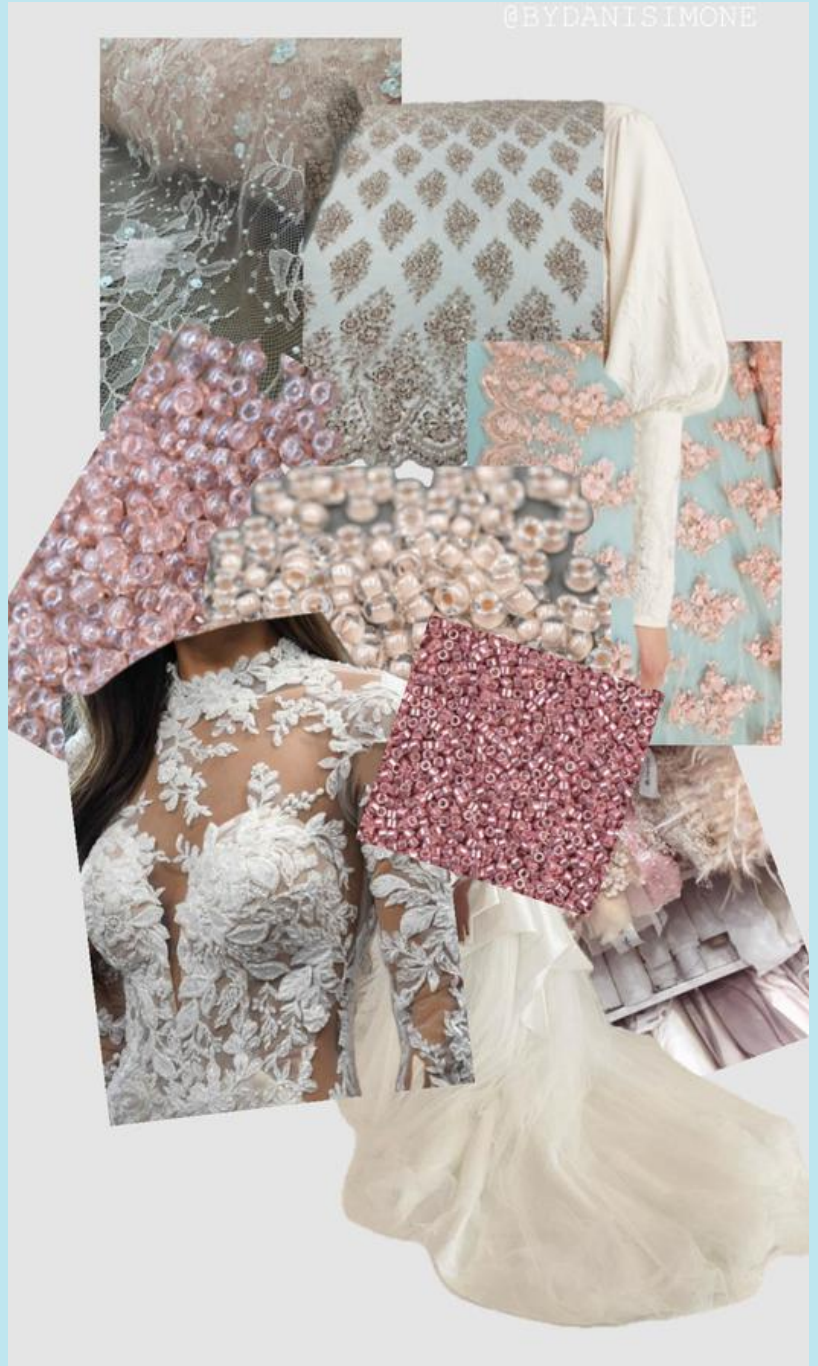
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Pin this moodboard
by visiting our
“Bespoke Gown
Inspiration”
Pinterest Board

Royal Blush

FRONT

Lace Scalloped
High Neckline

Corset
W/Sweetheart Neckline

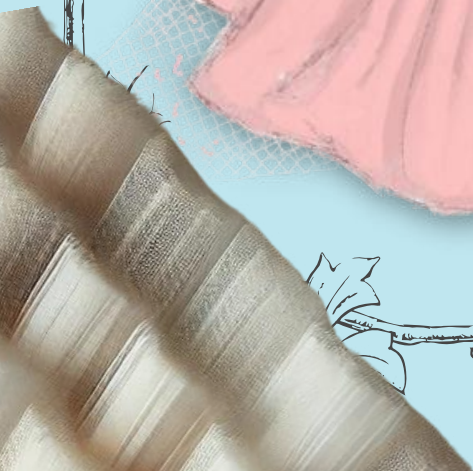
Bishop Sleeves

Lace Cuffs



Beaded Tulle Veil

Tulle Skirt



BACK



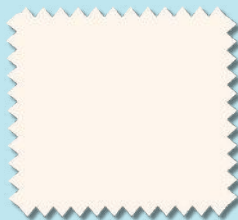
Bodysuit



Blush



Ivory

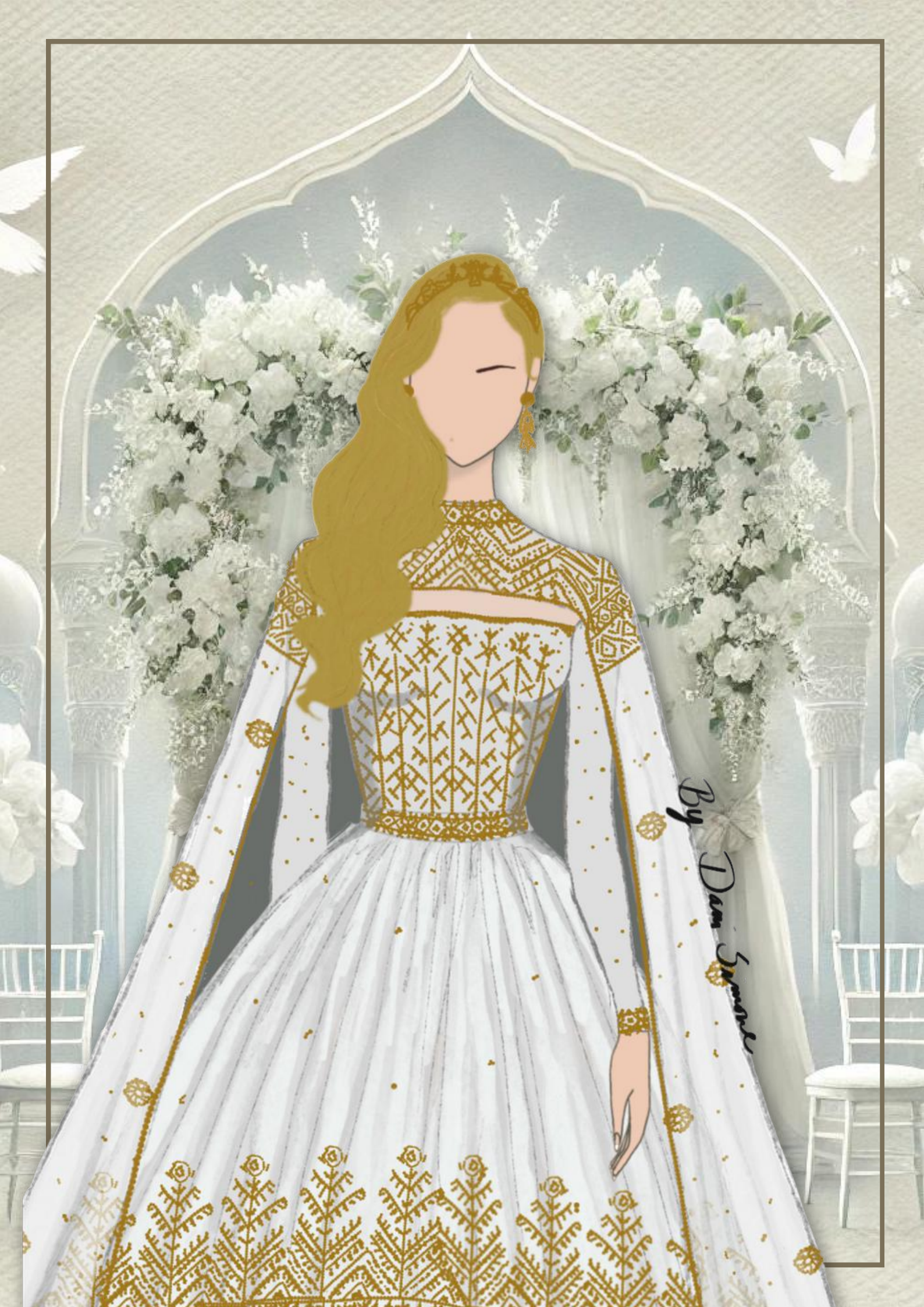


White



Beads & Buttons





By Dam Smith

Princess Sara Bint Faisal of Jordan

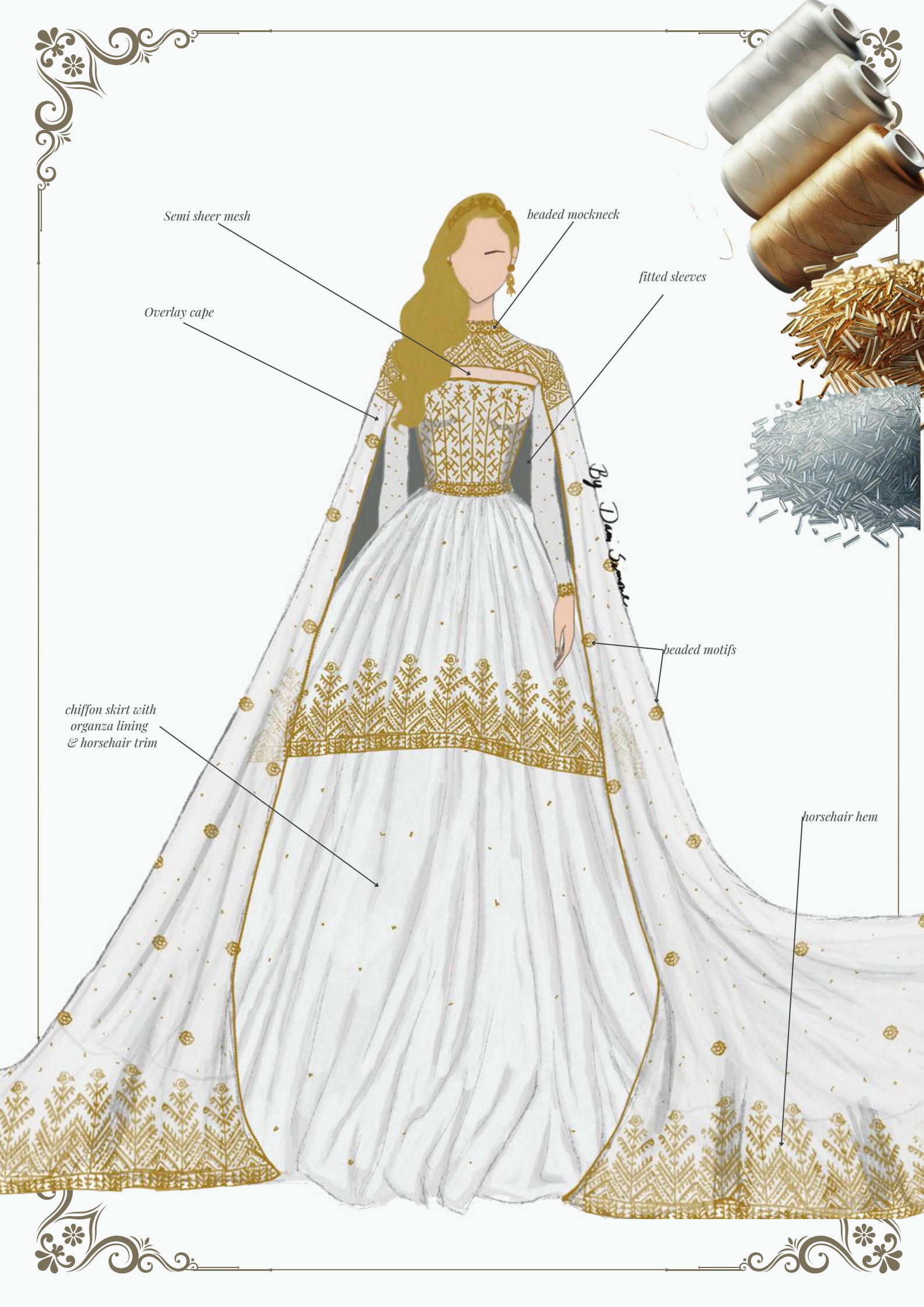
From 2011 to 2013, I had the privilege of living in Egypt, where I formed lifelong friendships with incredible women from across the Arab world. Their impeccable style, the rich textures of their fabrics, and the way they draped and adorned their clothing left a lasting impression on me. During my time there, I found myself drawn to the elegance of modest bridal fashion, sketching countless wedding gown designs that celebrated refinement, grace, and tradition. I also had the pleasure of working with modest brides from diverse backgrounds, which deepened my appreciation for high-neck silhouettes—a design element that remains one of my favorites to this day.

When I learned that Princess Sara Bint Faisal of Jordan (and her twin sister, Princess Aisha) was engaged to be married in 2024, I was immediately inspired. I immersed myself in research, not only about the princess herself but also about the deep cultural heritage of Jordan, particularly its exquisite embroidery traditions. Taking inspiration from the royal wedding gowns of other Jordanian princesses—such as Princess Iman's stunning Dior gown, which incorporated subtle Western influences, and Princess Rajwa's breathtaking asymmetrical draped design—I wanted to create something that would honor both Jordanian heritage and the timeless elegance of a Western bridal silhouette.

For Princess Sara's bespoke wedding gown illustration, I envisioned a two-piece design that blends tradition with modern refinement. The gown features a regal high-neck bodice, a nod to the modest sophistication I've long admired, paired with a flowy A-line chiffon skirt that is lightly structured with an organza lining and horsehair hem to maintain its graceful shape. One of the most striking elements of the design is the detachable overlay cape, adding a sense of regal drama while allowing for versatility throughout the wedding celebrations. However, my favorite design detail is the intricate hand-beaded embellishments, inspired by traditional Jordanian Tatreez embroidery, meticulously crafted to honor the artistry of Jordan's rich textile heritage.

This design is a reflection of my deep appreciation for Arab fashion and my admiration for the grace and dignity of Princess Sarah. It is a tribute to the beauty of cultural storytelling through couture, weaving together elements of heritage and modernity to create a gown fit for a princess.





Semi sheer mesh

beaded mockneck

fitted sleeves

Overlay cape

By Dina Jovanovic

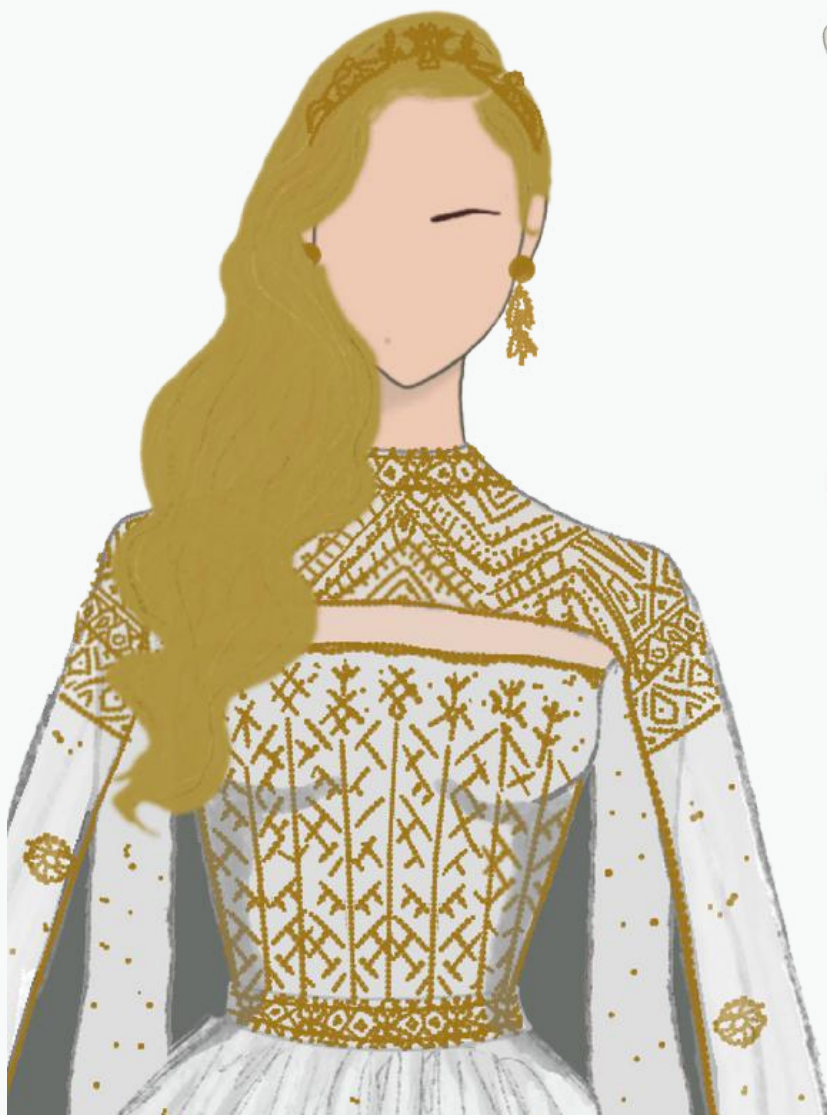
chiffon skirt with
organza lining
& horsehair trim

beaded motifs

horsehair hem



CLOSEUP



Beads



White



Gold



Princess Sara Bint Faisal of Jordan

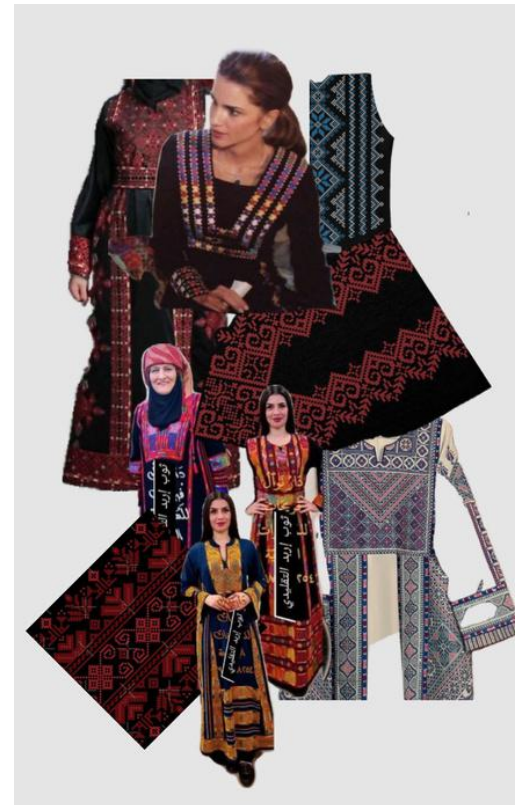
Princess Sarah Bint Faisal of Jordan exudes a refined sense of style that seamlessly blends tradition with modern luxury. For her engagement to her fiancé, Prince Nayef bin Abdullah, she wore a stunning Valentino Garavani dress, elegantly paired with a traditional scarf and accessories—an ensemble that perfectly reflected her appreciation for both heritage and high fashion.

Often photographed in attire that incorporates cultural elements, Princess Sarah showcases a deep respect for her Jordanian roots while also demonstrating an eye for exquisite craftsmanship and designer pieces. Though she is private, her deep love for her family and country is evident in the way she honors Jordanian traditions, carrying herself with grace, elegance, and a timeless regal sophistication.



Tatreez, Intricate Jordanian Embroidery

Jordanian embroidery, also known as Tatreez, is a centuries-old textile art that uses intricate patterns and symbolic motifs to convey heritage and identity. Traditionally passed down from mother to daughter, this craft features bold geometric designs, floral elements, and rich color symbolism, with each region having its own distinct style. In my design, I reimagined the striking geometry of Tatreez through delicate hand-beading, transforming its traditional storytelling into a shimmering couture detail. This fusion of heritage and modern craftsmanship creates a gown that honors Jordan's rich embroidery traditions while embodying the elegance of bespoke bridal fashion.



"Jordanian embroidery, rich in symbolism and history, tells stories through bold geometric patterns. I reimagined this traditional artistry with delicate hand-beading, transforming its striking motifs into a shimmering couture detail that honors both heritage and royal elegance."

THE BESPOKE SKETCH & GOWN PRODUCTION EXPERIENCE

At Dani Simone Couture, we offer a private, invitation-only experience for the most discerning brides. Each bespoke creation is a one-of-a-kind masterpiece, inspired by your story and crafted with unmatched artistry, discretion, and care. For those who seek the extraordinary, we transform dreams into timeless heirlooms.

Step 1: The Invitation

Begin your journey by submitting an application to the Bespoke Sketch Waitlist, where your vision, love story, and inspirations will be carefully considered. Acceptance is highly selective, ensuring each bride receives an unparalleled experience.

Step 2: Securing Your Place

Upon acceptance, secure your place with the sketch payment, granting you access to the artistry and expertise of our Creative Director and Illustrator, Dani Simone.

Step 3: The Design Process

Dani will craft two exclusive gown concepts:

*Option One: A refined reflection of your original vision.

*Option Two: An artistic interpretation, inspired by your love story and shared details. Each design is a masterpiece in the making, capturing elegance, romance, and individuality.

Step 4: Your Bespoke Sketches

Meticulously illustrated in exquisite detail, your front and back sketches will be delivered in full color to your private Client Portal within 15-21 business days. Each stroke is a promise of artistry brought to life.

Step 5: The Collaboration

With your sketches approved, the journey to your bespoke gown begins, weaving together heritage craftsmanship and modern sophistication.

Step 6: Measurement Perfection

You will receive our Measurement Guide and Form to complete with your trusted tailor. Our team will confirm the details with precision before crafting your gown's initial pattern.

Step 7: The Muslin Fitting

A muslin prototype of your gown is created and sent to you for an intimate first fitting. With the assistance of your tailor, photos, videos, and notes are shared, ensuring the fit is flawless. Adjustments, if needed, will be perfected before gown production begins.

Step 8: The Art of Creation

Your gown is brought to life by master artisans using the finest fabrics and couture techniques. Every detail — from delicate lace to hand-applied beadwork — is executed with care and precision.

Step 9: Private Progress Updates

Over the course of production, you will receive exclusive updates every 4-6 weeks, offering glimpses into your gown's evolution. Key details, such as lace placement or embroidery, will be shared for your approval, ensuring your vision remains at the heart of every decision.

Step 10: The Final Reveal

Once complete, your gown is presented in stunning detail through final photographs for your confirmation. Upon approval, it is prepared for delivery, entrusted to the courier of your choice for a seamless arrival.

Should you have ordered additional pieces — such as a veil or reception gown — all items will be delivered together, perfectly packaged for the most discerning bride.

This process is a celebration of artistry, romance, and exclusivity. It starts with a sketch—a vision brought to life with precision and care. Each bespoke creation is a testament to timeless elegance, transforming dreams into heirloom masterpieces.

ABOUT OUR BESPOKE SKETCH WAITLIST

Our Bespoke gown ordering process starts with a sketch. Please visit www.danisimonecouture.com/waitlist and complete the form to join our Bespoke Sketch Waitlist. Our waitlist opens once a month for a select number of Bespoke Brides (we take between 6-12 brides a year). If your application is approved, we will send a link to pay for your sketch and once you approve your sketch we will provide you with pricing and details to finalize payment and secure your gown.

BESPOKE SKETCH PROCESS

Our esteemed Creative Director and Illustrator, Dani Simone, is honored to craft an exquisite bespoke gown sketch exclusively for you. Upon acceptance to the Bespoke Sketch Waitlist and completion of your sketch payment, Dani will begin the meticulous process of illustrating two distinctive gown concepts: the first, a refined reflection of your original inspiration, and the second, Dani's artistic interpretation, thoughtfully woven with your love story and the unique details shared in your application.

Each hand-rendered sketch, showcasing both front and back views in full color, will be delivered to your private Client Portal within 15-21 business days, excluding weekends and holidays. This timeline reflects the artistry, care, and dedication required to create a one-of-a-kind design tailored exclusively to you.

F R E Q U E N T L Y A S K E D Q U E S T I O N S

At Dani Simone Couture, each gown is a testament to artistry, elegance, and timeless luxury. We know that creating a bespoke wedding gown is a deeply personal journey, one defined by thoughtful choices and intricate details. This FAQ section is crafted to provide clarity and inspiration as you explore our couture process—from the initial sketch to the personalized touches that make each gown unique. Step inside to discover the devotion, craftsmanship, and exclusivity that shape every piece, ensuring your experience reflects the grandeur of the gown itself.

What makes the Bespoke Sketch and Gown Process unique?

The Bespoke Process reflects Creative Director Dani Simone's 18 years of experience designing bespoke wedding gowns for clients worldwide, including France, England, and the Middle East. Before founding Dani Simone Couture, she designed apparel for renowned brands like Nordstrom, Saks, and Macy's, honing her expertise in high quality craftsmanship.

In addition to designing, Dani has taught special occasion designers the art of couture illustration, showcasing her mastery of design and artistry. Each gown begins with an exquisitely illustrated sketch, tailored to the bride's vision. This private, invitation-only process combines global experience and unparalleled attention to detail for brides seeking the extraordinary.

How often does the Bespoke Sketch Waitlist open?

We are delighted to offer a rare opportunity to join our exclusive waitlist, *opening only twice a year—on May 1st and November 1st*. With a strictly limited number of bespoke commissions available, the waitlist remains open for just 21 days or until all coveted spots are reserved. Our next opening begins May 1st, 2025, granting a select few the privilege of bringing their dream gown to life through our signature couture artistry.

Secure your place among those who desire nothing less than unparalleled elegance and craftsmanship. Join the list. Experience true exclusivity.

FREQUENTLY ASKED QUESTIONS

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How does the Bespoke Sketch Process work?

Once accepted to our waitlist, you will receive two custom gown concepts: one based on your inspiration and the other, Dani Simone's artistic interpretation of your love story and design details. The sketches, delivered in full color (front and back), mark the beginning of your gown's journey.

How are my measurements handled?

We provide a Measurement Guide and Form for you to complete with a trusted professional tailor or seamstress. Once submitted, our design team confirms all details before creating your initial pattern and muslin prototype.

What happens during the muslin fitting process?

A muslin prototype of your gown is sent for your first fitting, which will be conducted by your tailor. Photos, videos, and notes are shared with us to confirm fit and address any adjustments before gown production begins.

How long does the process take from start to finish?

The creation of a bespoke gown takes approximately 10–14 months, depending on the complexity of the design. This timeline ensures the artistry, precision, and care required to create a true couture masterpiece. For brides with tighter timelines, we offer rush orders on a limited basis for an additional fee, guaranteeing the same level of luxury and meticulous attention to detail.

What is the investment for a bespoke gown?

Our bespoke gowns start at \$125,000+, with final pricing determined by the design, choice of fabrics, and intricacy of details such as lacework, embroidery, and embellishments. Each gown is a one-of-a-kind creation, made to the highest standards of couture craftsmanship.

How will I stay updated during production?

You will receive exclusive updates every 4–6 weeks, including photos of progress, key details like lace placement or beadwork, and requests for approvals. This ensures your gown evolves exactly as envisioned.

Can I order additional pieces, such as a veil or reception gown?

Yes. In addition to your bespoke bridal gown, we can create complementary pieces such as veils, capes, or reception gowns. We also design bespoke gowns of any kind—from evening wear to special occasion gowns. Please feel free to share your requests, and we will ensure every piece reflects your vision and aligns with the artistry of your experience.
All items will be shipped together upon completion for your convenience.

Is my information kept private throughout the process?

Absolutely. We prioritize discretion and privacy at every stage. Your experience is conducted with the utmost confidentiality, and we do not share client imagery publicly without explicit permission. As we no longer utilize social media, your privacy is further safeguarded, ensuring you feel completely secure throughout the process.

What if I have questions or need further support during the process?

Our team is available to provide support and guidance at every step. You will have direct access to updates, approvals, and a private Client Portal, where all details, sketches, and communications are seamlessly managed.

Our Commitment to Sustainability at Dani Simone Couture

At Dani Simone Couture, we are redefining sustainable luxury by blending timeless artistry with mindful craftsmanship. Our commitment to sustainability is deeply rooted in our bespoke approach, ensuring that every creation is intentional, exquisite, and waste-conscious.

A Thoughtful Approach to Couture

Rather than mass-producing sample gowns, we embrace the art of couture illustration, allowing each design to come to life through meticulously hand-drawn sketches before a single stitch is made. This eliminates excess fabric waste and ensures that every piece is created with purpose.

Heirloom-Quality Craftsmanship

We believe that true luxury is not disposable. Our gowns are designed to be treasured for generations, using only the finest materials and couture techniques that uphold the artistry of slow fashion. By crafting each gown on a made-to-order basis, we reduce overproduction and preserve the integrity of couture craftsmanship.

A Legacy of Artistry & Education

We are committed to revitalizing couture sewing traditions by investing in skilled artisans and training the next generation of elite dressmakers. As we expand, we plan to establish an apprenticeship program, offering opportunities to historically underrepresented artisans in couture fashion.

Minimizing Our Footprint

We consciously limit our carbon footprint by streamlining our production process, sourcing high-quality materials responsibly, and reducing unnecessary shipments. Each gown is crafted with a purpose—designed to be worn, cherished, and passed down.

At Dani Simone Couture, sustainability is not a trend—it is an enduring commitment to exquisite craftsmanship, mindful creation, and preserving the legacy of couture for generations to come.



DANI SIMONE COUTURE
Designed In New England



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