

DECEMBER 2024 HOLIDAY ISSUE

BESPOKE BRIDE



DANI SIMONE COUTURE
Designed in New England





DANI SIMONE COUTURE

DECEMBER 2024

4 *A Letter From Dani Simone*

24 *Gilded Fanfare*

6 *Winbrooke Wonderland*

32 *Beaded Beauty*

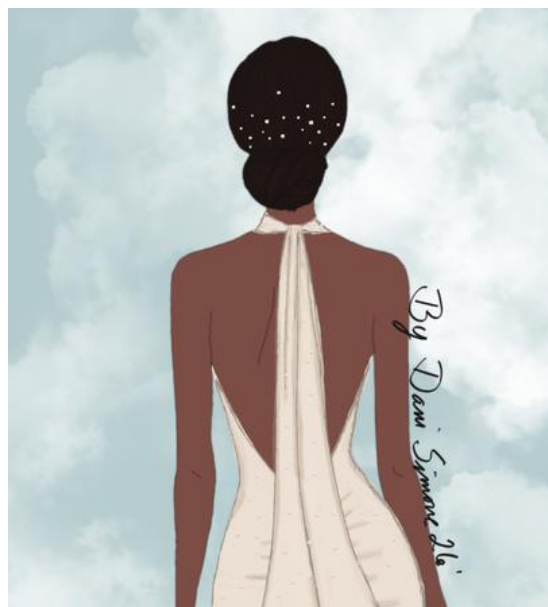
14 *Bespoke Sketches*

44 *Mikado Magnificence*

15 *Regal Lace*

52 *2024 Holiday Greeting Card
Collection*

60 *How To Work With Us*





November 1st, 2024

Happy Holidays, and welcome to Our World of New England Couture!

As I write this, New England is alive with the rich hues of autumn—rust, orange, scarlet, and gold—creating one of the most beautiful backdrops of the year. Yet here at Dani Simone Couture, we are already gearing up for the holidays with the launch of our Holiday 2024 Couture Greeting Card Collection. Crafted from the finest quality cardstock and adorned with elegant winter holiday dress illustrations, these cards offer a glimpse into the luxury and artistry that define our brand.

Within the pages of this magazine, you'll also find a collection of bespoke wedding dress illustrations, brought to life with intricate details like heavy hand beading, exquisite laces, and delicate hand-appliquéd elements—all designed to inspire your own bespoke gown. Each illustration is a reflection of imagination, craftsmanship, and the timeless beauty that makes Dani Simone Couture extraordinary.

I hope you enjoy this curated celebration of artistry and elegance, designed to inspire and transport you into a world of bespoke beauty.

Yours in Couture,

Dani Simone Singerman
Creative Director & Illustrator
Dani Simone Couture



Wonderland At Winbrooke



*In your tender embrace,
Our hearts dance with
the sweetest grace.
Love a'bloom in this
picturesque space.*



W

inbrooke Estate, nestled in the Berkshire Mountains of Massachusetts, once home to Brooke Astor of the famed American Astors, served as the backdrop for this enchanting photoshoot. Epiphany, our opulent Mikado and tulle gown, marries simplicity with striking elegance. Luxuriously crafted with floaty tulle, it evokes the dreaminess of timeless brides. Perfect for those desiring an unforgettable entrance, Epiphany blends heritage-inspired sophistication with modern, understated luxury.

Set amidst one of New England's most exclusive estates, the estate's grand staircases, sun-dappled terraces, and ivy-covered archways provided the perfect canvas for capturing the gown's romance. The golden light and gentle breeze brought Epiphany to life, each detail reflecting a story of quiet grandeur and enduring beauty. This editorial celebrates timeless artistry, inviting brides to step into a legacy of love and elegance.













“ *Sketching has always
been my way of
dreaming in couture...* ”

*D*rawing has always been a way for me to communicate my ideas – ever since I was a little girl growing up in New England in the small riverside city of Hartford I dreamed of the gowns I sketched on future Queens, Princesses and brides who loved grace and elegant beauty.

The following pages are a snapshot into my creativity and the bespoke wedding dress ideas I have floating around in my mind. Imagined in the finest silks and fabrics imported from around the world, these wedding dresses will showcase the uniqueness and regality of the most affluent brides who deserve couture. With our small yet talented team, we can bring each gown to life or create something completely new just for you.

[illegible]

@BYDANISIMONE



The Kate Gown



The Arlene Gown





*The Collette
Gown*





The Dana Gown





Gilded Fanfare





Couture Illustrations

By Dawn Simon 25

*The Vani
Gown*

By Dani





*The Priya
Dress*



By Dani Simon 25'



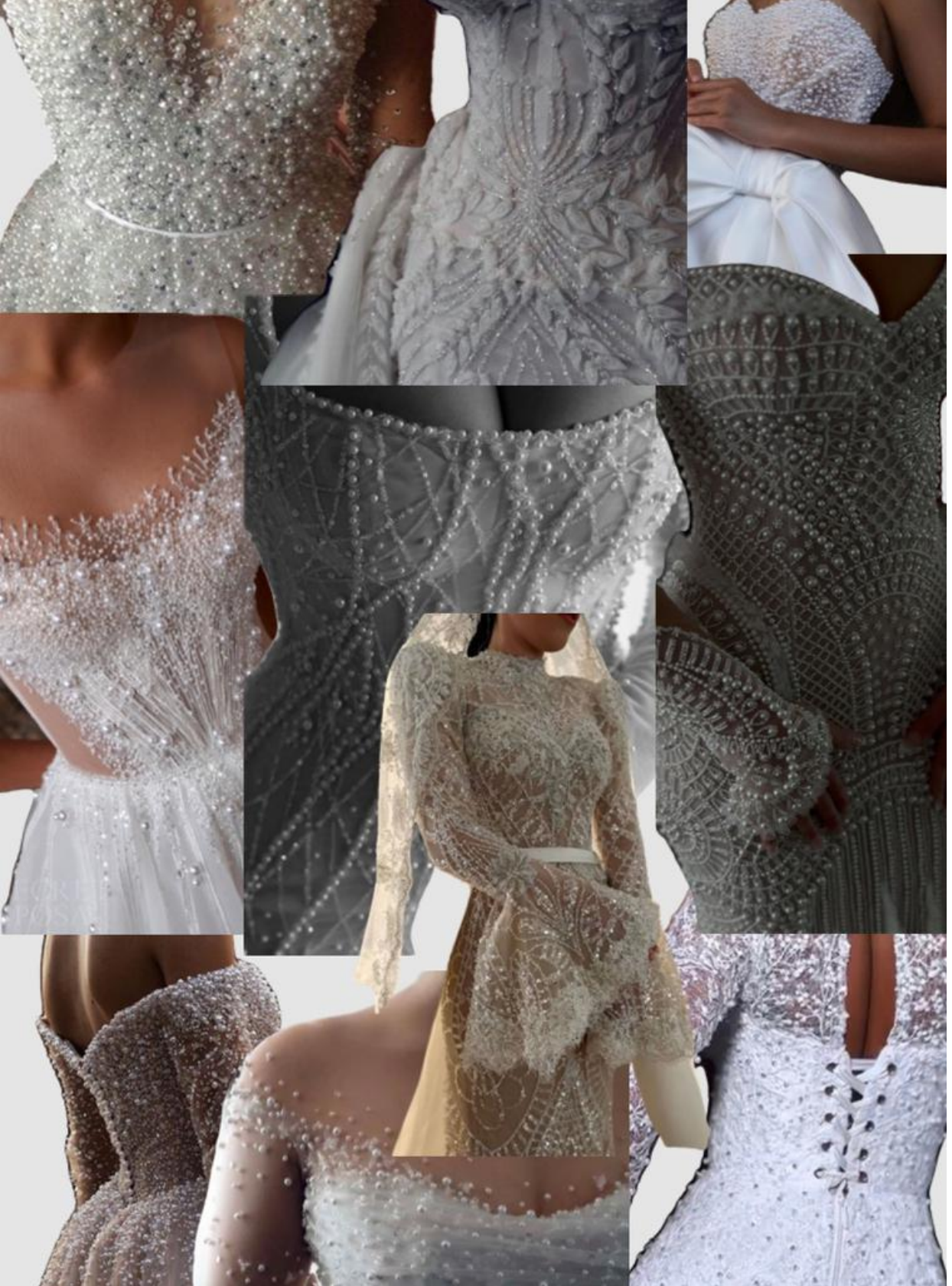
An artistic illustration of a woman with long, dark, wavy hair, shown from the waist up. She is wearing a white, off-the-shoulder gown with a ruffled neckline and a large, stylized white flower on the bodice. Her eyes are closed, and she has a serene expression. She is wearing gold hoop earrings. The background is a soft, light blue sky with wispy clouds. The text 'The Ria Gown' is written in a cursive font in the upper right, and 'By Demi Simone 25' is written vertically on the right side of the gown.

The Ria Gown

By Demi Simone 25'



Beaded Beauty





*The Olivia
Gown*



*The Kelsey
Gown*





*The Pearl
Gown*





*The Penelope
Gown*





*The Delice
Gown*





By Davi Simone

*I have had many custom dresses made,
but my wedding dress from Dani Simone
is the first time that the dress fit perfectly
and was EXACTLY what I asked for.
This was the THIRD dress I purchased
for my wedding and I am beyond
satisfied. I recommend Dani Simone
Couture without reservation.”*

~Tiffany M.

Mikado Magnificence



*The Angelique
Gown*



By Dani Simon 2.5



*The Etta
Gown*







*The Audrey
Gown*





“*Celebrate the season
with couture-inspired
holiday cards...*”

G

Greeting Cards: A Holiday Tradition Reimagined in Couture

Greeting cards have always held a special place in my heart. I've cherished the experience of strolling through store aisles, marveling at the variety of cardstock textures, embellishments, intricate details, and, most importantly, the artistry. My love for cards began as a child, inspired by my Great Aunt, who transformed holiday cards into festive decor. Each year, she proudly displayed her collection, taping them together to frame the doorways of her dining and family rooms. I fondly remember reading every sentiment, admiring the elegant handwriting, and reveling in the heartfelt expressions inside and out.

In college, my affection for cards deepened. One roommate hand-painted her greeting on luxurious watercolor paper, while another invited me to lunch with a whimsical fashion illustration card.

Merry Christmas



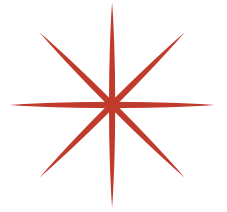


The Red Velvet Delight

My favorite, this tea-length red velvet gown with white faux fur trim and intricate pearl beading is a playful nod to holiday nostalgia, perfect for festive skating at Rockefeller Center.

Today, that dream becomes a reality. I am thrilled to present my 2024 Holiday Card Collection, a luxurious and bespoke offering for those who appreciate artistry and refinement. Available exclusively by request, each card is customizable, allowing you to personalize model skin tone, hair color and style, body type, dress color, and even the gown design itself. Printed on premium matte cardstock and adorned with my brand's custom woven labels, these cards are a timeless and sophisticated touch for the holiday season.





The Christmas Tree Dress

A whimsical gown inspired by an evergreen tree, featuring tulle ruffles, delicate gold bells, shimmering gold details, and a tulle flower atop a gold-beaded corset. Customizable with skin tones and hairstyles like a chic Afro or Hollywood waves adorned with gold accents.



The Emerald Bride

Perfect for the sophisticated bride, this puffed sleeve mermaid gown features an emerald-beaded corset and dramatic organza skirt, styled with a sleek bun and emerald pins for timeless elegance.



The Chanukah Celebration
This navy gown with silver bead details, cape sleeves, and a tulle A-line skirt exudes wintry elegance, perfect for celebrating Chanukah in style.



Available in Luxe Sets

Each design is sold in packs of 5, 10, 25, or more. Perfect as holiday greetings, thank-you notes, or keepsakes, these cards are a luxurious way to spread cheer this season. We are excited to share that this is just the beginning—our Holiday and Seasonal themed card collections will be regularly released throughout the year, with our Valentine's Day collection already in the works.

With love and appreciation,
Dani Simone Couture

“I would first like to say that I am not one to write reviews. I believe every bride-to-be should contact Dani to make the dress of their dreams. I feel the love put into my dress when I put it on. I needed NO ALTERATIONS!!! I never met Dani and she only went by the measurements of my tailor. I sent her several dresses She is worth flying to to hug. She made my dreams come true and for that, I am forever thankful. I would give 100 stars if I could.”

~Ashley P.



By Davi-Simon

Bespoke Process



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 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.

Luxurious, Vintage Inspired
BRIDAL GOWNS

DESIGNED IN NEW ENGLAND



WWW.DANISIMONECOUTURE.COM
