

WHAT EVERY WOMAN WANTS - SLIM THE COUTURE WAY

Marple couturier, Yvonne Gillon, the Northwest's leading exclusive designer of ladies' occasionwear and non-traditional bridalwear, has launched an innovative and exciting new concept in a Collection which can make women look two sizes smaller and six inches taller without a diet of lettuce leaves!

Engineered to Flatter takes away the stress and agony of dieting as clever tailoring and couture styles not only elongate the figure but also disguise the less flattering parts that some women yearn to hide. Furthermore, the exclusive made-to-measure designs are fully washable.

"Having struggled with weight in the past, I can empathise with women in a similar situation," said Yvonne. "The frustration of never being able to find anything chic and elegant which both fitted properly and was comfortable to wear inspired me to design the Engineered to Flatter Collection, a range of smart casuals to exclusive evening wear. The classic designs use fabrics which have stretch properties, drape and hang well and I've used these qualities to flatter the figure and ensure that the garment is comfortable to wear. This creates the absolutely desired effect for every woman to look stunning irrespective of size and shape. In addition, because so many of us have such busy lifestyles these days, wearability and the fact that garments must be easy to launder were also important factors."



Some of Yvonne's hallmark techniques and design features include

- A nifty sleeve with a sexy, seductive cut-out to add a flash of femininity and just the merest suggestion of flesh, but covering that part of the arm which every woman hates.
- A double skirt with a chiffon cross-over panel - again just hinting at the shape of the leg.
- Trousers that hang straight using darts and invisible zips for the perfect fit.
- Carefully cut tops, which hide the tummy yet, accentuate the waist.
- A stylish asymmetrical jacket - thigh high one side and ending in an ankle-skimming point on the other to give the illusion of height.
- Soft velvet cardigans in jewel colours to complement outfits as an alternative to jackets.

"Women over 40 are much younger in their minds and want to look younger but in an elegant way," said Yvonne. "When I am designing, I consider how it's going to look from every angle, not just from the front. Furthermore, everything I design for people, I wear myself so I know how they work, feel and behave. I have seen clients' faces light up when they've tried a garment on which is designed for their shape and figure. The end result is the illusion of being a couple of sizes smaller with absolutely no effort on their part."

One outfit from the Engineered to Flatter Collection can be flexible enough for daywear by adding a denim jacket for a drink at the local, yet see you through to dinner in the evening or even special occasions such as weddings, with the addition of accessories, jewelry, a hat, or a wrap!

Most people tend to think that a couture service is expensive, but Rita Hall from Poynton, admits to having made costly mistakes in her high street purchases,

"I have spent so much money on clothes which have been consigned to the wardrobe after one outing, because I was not happy with how I looked. The best I ever feel is in my Engineered to Flatter outfit and because it fits so perfectly, I feel confident and self-assured. People notice what you wear and inevitably a stream of compliments follow. Now having something made to measure is no longer a luxury but an investment!"

Yvonne and her team are highly regarded for their professionalism, recognised by clients the length and breadth of the country. Clients are advised on the styles and colours to suit their size and many have come to rely on her designer instinct coupled with brutal honesty, thereby producing a more sleek and defined silhouette for each individual.