

DESIGNER UNVEILS NEW COLLECTION AT NEC NATIONAL WEDDING SHOW

Style icon Audrey Hepburn is the inspiration for Cheshire designer, Yvonne Gillon's new Bridal Collection unveiled at the NEC National Wedding Show, Birmingham, 16 – 18 February.

Yvonne, based in Marple, Cheshire, is one designer working today who employs skills reminiscent of costumier Edith Head, one of the film industry's pioneering professional women whose ability helped to shape each gown to a character or image. Edith was responsible for dressing Audrey in films such as *Gigi*, *Roman Holiday* and *Breakfast at Tiffany's*, gaining 35 Academy Award nominations and winning eight Oscars throughout her career.



"Edith Head became a major American fashion force and her designs could transform women such as Audrey Hepburn into screen sirens, although her natural beauty said it all," said Yvonne. "More than a decade after her death, Audrey Hepburn is still named as one of the most stylish women in the world and through the design skills employed by Edith, she proved that you didn't have to be voluptuous or blonde to be considered beautiful. Audrey always looked effortlessly chic and not only changed the way women dressed but altered the way they viewed themselves. These are all concepts close to my heart and encapsulate how today's women want to feel which is reflected in my new Collection."

She continued,

"I have always portrayed myself as a 'people designer' using my 'Engineered to Flatter' techniques, working alongside women to accentuate the positive and camouflage the negative. You design to match their figure and personality so that they feel and look good. My tribute to Audrey Hepburn will show that designs can be stylish and elegant but also contemporary, apparent in both the new bridal designs and the couture outfits for mothers' of the bride or groom."

For the bride who wants to create an immediate impact, Yvonne's stunning gown is set to create the wow factor down the aisle. The figure-hugging gown in gold silk brocade has shoe-string straps and from the knee down is an explosion of fabric including silk tulle, embroidered ribbon tulle and silk satin with a fishtail hem. The design also includes a cropped cape with inverted pleats front and back with the typical Audrey Hepburn collar.

Yvonne has also combined a bygone era with a contemporary twist in her Collection for mothers' of the bride and groom,

"I have taken the Swing Coat idea and combined this with a little dress in shimmer chiffon reminiscent of the Audrey Hepburn era," said Yvonne. "This is quite a flirty look, but very flattering for women who are always coming to me saying I'm the bride's mother but I don't want to look like the stereotypical mother of the bride. They want something that's trendy and fashionable but also in keeping with their age."

Other designs in the range include a two-piece shawl collared jacket, looped down the front with a knee length skirt, and a cocktail dress with a back to front shawl featuring a dramatic diagonal bow detail from the ear to the hip across the back, creating the most amazing look.

"Couture is unique in that any design can be adjusted to the client's requirements. If they love the look but feel that it is a bit too dramatic for them, then it can simply be scaled down. By combining a chic and desirable look, every woman can look incredibly elegant and feel comfortable in what they wear."