

How to Infuse
more **YOU** into
Your Bridal Look

Tips from **DAMSEL WHITE LABEL** designer
Natalie Harris

Why I Wrote This

During the years in which I began in the bridal industry, I came to realize that the vast majority of brides answer an important question the same way:

"What are you looking for in a gown?"

90% of brides: *"Something different..."*

The definition of "different" is a wide spectrum, but I began to realize that the retail machine has a goal that opposes all those brides. Stores are trying to buy as few samples as possible and sell them the maximum number of times.

That means a lot of vanilla.

So instead, I set out to design a collection that appealed to bold, forward brides looking to make a memorable statement down the aisle.

Even then, though, brides would take our styles and make a handful of changes. That is how I discovered my passion for hyperpersonalization - ways of including special details unique to you.

I'm about to reveal some of the ways we do just that.



About Natalie

After an early start in both sewing and fine art, I attended Purdue University for Apparel Design. I have worked in bridal manufacturing as well as traditional bridal retail.



I love challenging conventional ideas.

My family inspires me to impact others with my passion.

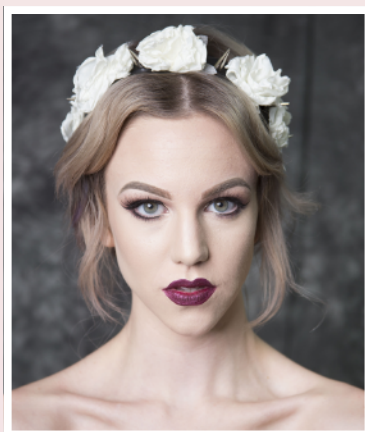
natalieharris



Curly edge drop veil (Shown Neon Pink), \$179



Lisa Marie veil (Shown in Serenity), \$119



Stevie headband, \$179



Custom lace veil

1 Statement Accessories

Veils and belts and jackets, oh my! Even the most classic gown can be punctuated dramatically when you add the right finishing touches.

Consider subtle hints of color in beaded belts, your veil, or jewelry!

Note: Haute Custom brides have a custom veil/headpiece included.

With the technology for digital printing making custom textiles more accessible, prints are finding their way into more unexpected places...bridal fashion included. Whether a photo or original art, we can create this very special touch for you.

2 Prints & Pattern



Wimberley, \$2229



Lindsey, \$2229



Ophelia, \$1458



Damsel White Label
Miranda
Shown mint with ivory lace

Rhinestones with peach beading,
floral accents



3 COLOR(S)

Whether bold black or a subtle pastel, small detail or full gown color, using accents are a great way to personalize a wedding look. Even veils and jackets can be a great way to add a “pop” to your photos.

Go retro with a full 50's knee or tea-length dress. Try out the high-low trend in a ballgown or a billowy sheath! Informal affair? A mini might be in order!



Knee-length
Brittani

4 Hem Length



High-low ballgown
Jacqueline



Tea length
Shelby



Lydia

Could be great for a Halloween affair!



We embroidered skulls into lace for a pirate Haute Custom bride's gown.

5 Theme Inspiration

A color palette is a great place to start, but some couples don't stop there. Details from your favorite movie, a sentimental vacation destination, or holiday might make for some special touches.

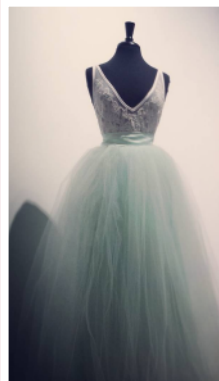
Among our most popular requests, this hack is the solution to wanting a reception look but knowing you won't want to part with your ceremony gown.

6 The “Dress and a Half Hack”



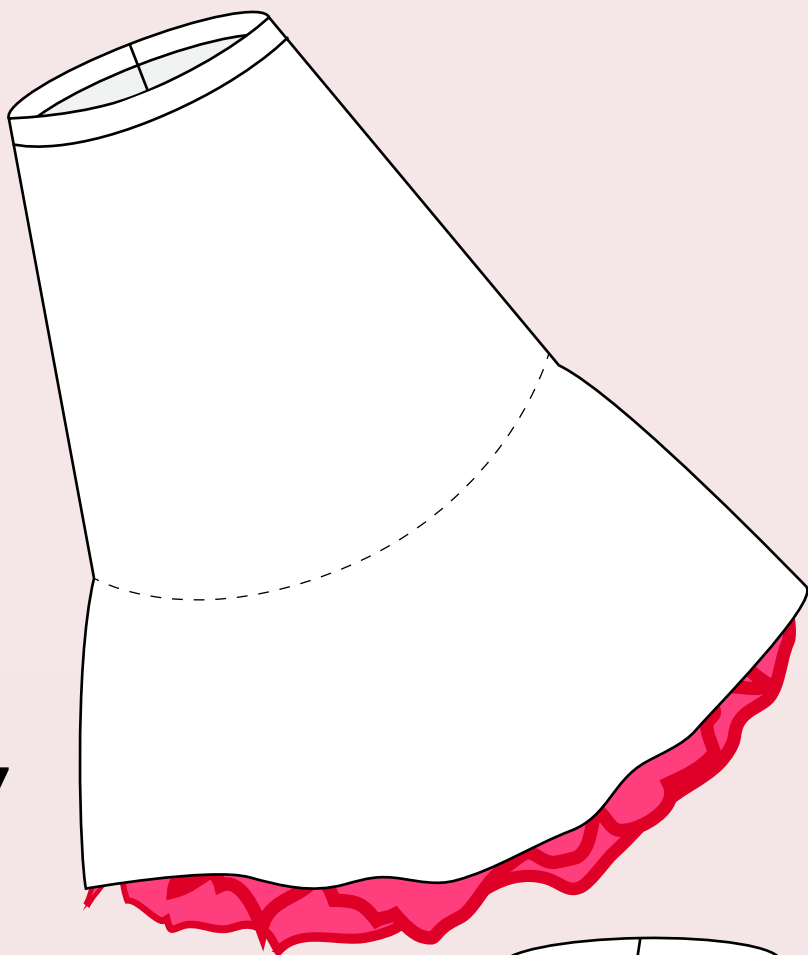
Eva
with added chiffon skirt

Sienna
with added tulle skirt



7

Pimp Your Fluff



If your gown has any fullness at all, whether A-line or fit and flare, consider ordering your gown with colored crinoline! Or order your petticoat with this special touch!

What sets apart a bridal manufacturer from a tailor is embellishment. From rhinestone detail to threadwork, consider the infinite possibilities, all the places to hide special symbols and shapes.



Hidden Garden belt, shown in vivids



Bridal bodice for a Haute Custom bride

8 Custom Embroidery



The best thing about eighties gowns are the abundance of source material!
Michelle modified her mother's actual wedding gown, adding modern elements like pleated tiers.

9

Heirloom Touches



One bride put a patch from her father's favorite shirt inside her bodice, next to her heart.

Whether redesigning Mom's gown, referencing a family member's gown as inspiration, or including just a piece, there are great ways to include a family element in your look.

For the bride who wants a special, sentimental touch close to her heart, a secret to be captured only in photography only before she puts it on, we offer print linings. Whether a mutual interest of yours and your fiance or a tribute to a family member, this is the ultimate personalization.



Punk rock concert posters

10 Hidden Secrets



This bride and groom are singers, so we incorporated vintage microphones.



Army ribbons from the groom's father set the background while other symbolism special to the couple creates the foreground pattern.