
UNLOCK YOUR STYLE POTENTIAL: YES, YOU CAN!

Most people hearing the word couture assumes that it means clothes for the 'elite', or expensive and basically out of reach for the masses. Quite the opposite, couture is just a French word meaning 'made for the individual'. Simply put, couture, means to sew; a relentless passion to create perfection with proportion. In the couture, we turn cloth into clothes.

Growing up in the country and having all my clothes made was not fun for me, I didn't know that this was a service to be prized and enjoyed. I was very unappreciative and couldn't wait to move to the city so I could go into the stores and buy what I wanted. With age though, comes wisdom, and since I couldn't find anything that really fit I got into sewing my own clothes. I realized at an early age that I had a non-standard body, but if you dress the body you have you'll be comfortable and always in style. When I started getting compliments and requests I knew I was on to something.

Fast forward 21 years and after studying fashion design and measuring over 500 people, I've come to the realization that though we may have been created equal, we're not. Our shapes differ, we're built differently; we even age differently, and though there's nothing negative about it, we just cannot dress the same way as our Caucasian counterparts and still look put together. Our skirts hike up in the back because of a more ample derriere, more often than not our backs are not as straight, it angles in at the waist: to name a few differences with our bodies. But you can look great, no matter what your shape! If you want to dress with style and grace, learn to work with the body that you have, not the one that you want, nor had, but have.

If you always dress for your personality, your figure, your style and the occasion, you're in

style. Proportion is a 'what I can wear that looks good on me' factor, and something you can't ignore. Color is as important as the fabric and is a part of our heritage and psyche. We have that aptitude of being able to wear almost any color, so use this to your advantage. Learn to adapt fashion, rather than blindly adopting it. Accept only what suits you, not what is simply trendy or looks really great on someone else. Remember an original will always be worth more than a copy, so just be yourself and while you're at it, have fun!

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