



# LUERE

L · U · X · U · R · Y



CUSTOM  
BRIDAL GOWNS



PHOTO CREDIT:  
JUSTIN FOX

## Find Us


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## Business Hours

**By appointment** : Monday - Saturday; 12 noon to 5 pm

**Drop in** : Monday - Saturday; 5 pm to 9 pm

We are located north of London at the corner of Richmond/Medway  
(about 4 min drive north on Richmond St. from Masonville Mall).  
Free parking is available.



*Hand-crafted  
Made-to-measure  
Uniquely designed  
Sumptuous fabrics  
Fits you perfectly*

Every Luere wedding gown is an exclusive, *unique* product of flawless tailoring—handmade from scratch according to the bride's precise specifications and physical characteristics, and constructed using the finest materials and fabrics.

**WHY COUTURE?**

Unlike high-end designer gowns that are created for the idealized-sized woman and altered to fit, every couture gown is uniquely created to flatter, enhance and accentuate the bride's body shape on the outside, with an inner structure that is contoured to her body to ensure a perfect fit that is luxuriously comfortable and inspires confidence that really must be experienced to be fully apprehended.

**WHAT ARE MY COUTURE OPTIONS?**

Our clients can request a gown as unique as meets their needs, from a slight variation on an existing design to a completely bespoke garment that presents a unique story for only one woman to tell—all made-to-measure.

**HOW MUCH DOES IT COST?**

Our average couture gown start at \$2,000, with costs varying with complexity in style and design, detailings and fabric selections. The initial consultation is obligation-free.

Your  
**BRIDAL  
GOWN**



**The Journey**



Creating a custom dress is an exhilarating process, and for those who possess even the slightest interest in fine craftsmanship, it's a creative adventure that's fun and exciting at each step of the journey.

During the initial meeting, our designer will discuss the bride's vision for her wedding and get a feeling for her sense of style for the dress. She may try out different silhouettes on our sample dresses, browse fabric swatches and explore finer detailings.

An artistic sketch is created as part of this process.

Detailed measurements of up to thirty-five body metrics are taken.

The first draft of the gown is called the "toile". Made of similar material, it is used for the first fitting to verify the design and measurements, and to ensure a perfect fit. Adjustments are made to the fit and the style lines as required.

During the final fitting, the bridal party can share the excitement and be pampered in our exclusive lounge while the bride puts on her couture gown for the first time.

*Design  
&  
Sketch*

*Measure*

*Toile fitting*  
2 WEEKS

*Final fitting*  
8 WEEKS

# Be Inspired

