

*Haute
Couture*



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What is Haute Couture?

- *Haute couture is a French phrase for high fashion.*
- *Haute: elegant or high*
- *Couture simply means dressmaking, sewing or needlework.*
- *A haute couture garment is custom made specifically for the wearer's measurements and body stance.*
- *The garments are made by hand and fit to perfection for each individual client.*



Famous Haute Couture Houses

- 1. Coco Chanel*
- 2. Peter Balmain*
- 3. Christian Dior*
- 4. Hubert de Givenchy*
- 5. Louis Féraud*
- 6. Yves Saint Laurent*
- 7. Jean-Louis Scherrer*
- 8. Emanuel Ungaro*
- 9. Jean Paul Gaultier*
- 10. Christian Lacroix*

High Fashion = High Cost

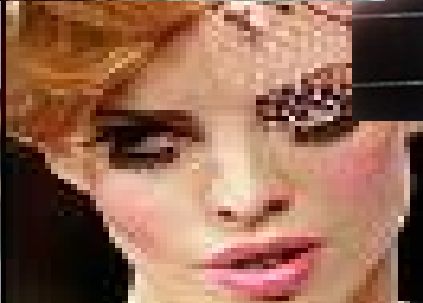
The cost of a couture item runs from \$10,000 all the way up to \$40,000.

People that purchase couture feel that it is well worth their money. They are aware with the workmanship, the finest quality material and originality of a unique design in order to create their garment.

Time is also a relevant factor in the price of couture.

Depending on the item of clothing, it may take between 100-150 hours for a suit and well beyond that (1000) for an embellished evening dress.

Putting a price tag on couture is highly difficult.



STEPHEN LOCK

Toiles

- *Designers create their initial designs either by using:*
- *muslin-flowing designs*
- *linen canvas or calico- structured garments such as tailored garments.*
- *Cost: £100 or more a meter.*
- *The toile can be manipulated, marked and adjusted to fit a particular live model's measurements until the designer and his sale staff are all satisfied.*

Luxury Women's Excuses for Buying Couture

Special Occasions such as...

-Birthdays

-Weddings

-Engagement

-Rewarding yourself for managing a special achievement

-Good annual bonus

-the big opening night of a grand evening at the opera

-attending a big ball

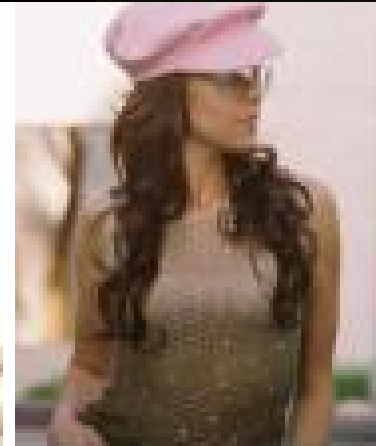
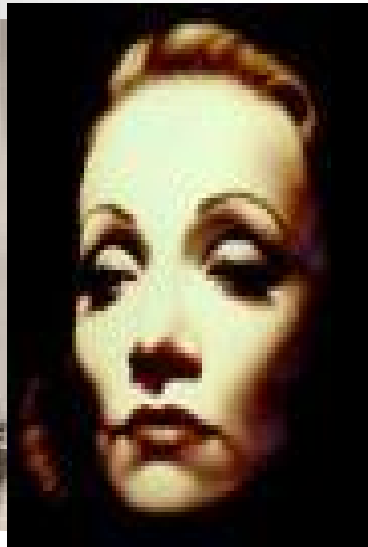
-an important invitation to the house of a governor, a president, a royal family member, or a celebrity

-Any excuse works!

Appointments ONLY Please!

- *When a lady decides to purchase couture she first needs to make an appointment with the design house, prior to any visit to Paris.*
- *The houses cater to international clientele so as a result model dresses are often being presented outside of Paris.*
- *Previews of your couture are available before you arrive to pick up your garment.*
- *There is also haute collections online, so that is always an option.*

Customers of Haute Couture



References

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