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**


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.
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