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Susie Stone: Made to Order

– *By Grace Molan* –



Most women crave bespoke garments. The chance to own a garment that is uniquely yours; no one else will own it and every time you wear it, it fits you

perfectly, hugging every contour of your body. Despite this craving for luxury, the majority of women feel intimidated by commissioning a garment from a designer fearing that it is too costly and not a worthwhile investment. Susie Stone is part of an exciting new generation of bespoke designers and has set out to break down the barriers that have been placed between women and their clothes, changing the way we feel about couture forever.



Stepping off the bustling streets of London Bridge and into the Susie Stone's studio is like stepping into another world. It is a world centred on luxury, glamour and most importantly femininity. Cuttings are pasted onto the wall to form a mood board, an opulent silk dress is draped elegantly over a model and Susie's famous silhouettes stand to attention along the length of the studio. The unique concoction of affordable, bespoke womenswear which is both elegantly contemporary and sumptuously sexy is why women from all across the city flock to the studio, ready to buy into the glamorous lifestyle Susie's garments signify.

The Susie Stone label was launched in June 2010 as an alternative to the



regurgitated trends and the poor quality mass produced clothes flooding the high street at the time. The label offers chic, affordable, made to measure womenswear based around ten silhouettes, each inspired by a Hollywood icon. Susie's clients, most of whom are twenty-five and above, are looking for something that no one else will own, something that will become a treasured garment. It is the timeless elegance and the care that goes into the design of the garments which draws people to them time and time again. Each garment is made with love and great attention to detail making sure that the design caters for the client's needs and specification. The end result is not just a dress that has been handmade. Through the design process, relationships blossom between Susie and the client but also between the client and the dress, turning it into a cherished item of clothing. Bespoke design offers a more personal approach to shopping and although you may initially be paying a little extra for a dress, you are safe in the knowledge that no one else in the world will be wearing it too.



Although every piece Susie works on receives her trademark care and attention to detail, she can still turn a commission around in less than four weeks. All this is achieved with an eye to sustainability, with materials being sourced locally wherever possible. Susie believes that having clothes made to measure is the most sustainable way of building a stylish and practical wardrobe. Prices start at £350 for a bespoke garment. This organic approach to dressmaking is the future of fashion. Welcome to [New Couture](#).

Susie Stone

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To book a consultation, please email: [\[email protected\]](#)

Born just outside London, Grace Molan is dedicated to showcasing the next generation of British designers through her writing. Her blog, [Modadelamode](#) acts as a platform, exhibiting British style and fashion to a global audience. At the moment, she is balancing the responsibilities of being a blogger and magazine editor with her job as a fashion intern.

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About the Author

GRACE MOLAN

Grace Molan is a British fashion and lifestyle journalist who splits her time between the UK and Spain. In her spare time she likes to travel new places and update her blog Moda de la Mode.

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