Bridal specialist The Own Studio has moved into ready-to-wear for the first time, as well as launching a concept store to show off its 1990s slip dresses, luxe tailoring and statement party pieces.

It has released The Contemporary Collection “in response to a shift in bridal trends following the pandemic”. Each style in the 10-piece collection “has been inspired by the ‘new now’ of wedding dressing — sleek, modern, considered, re-wearable. An ethical and socially-conscious collection designed for modern women everywhere”.

Women appear to be rejecting the excesses of wedding dress styles from times past and designers Rosie Williams and Jess Kaye said they’ve seen “a 200% uplift in enquiries for ready-to-wear options; as women either look to extend their wedding wardrobe or seek a faster turnaround on their main wedding outfit”.

They believe the “concept of buying bridal ready-to-wear will appeal to a growing number of women opting to host smaller, more intimate weddings” and they’re “increasingly meeting women who feel the big party with hundreds of guests is outdated”.

The focus of the new RTW collection is therefore on “little details that create a big impact — backless styles, sheer straps, delicate covered buttons, plush ostrich feather trims. Silhouettes that are sexy, confident, and sophisticated. Most importantly we know women want these pieces to become luxe wardrobe staples long after the wedding; so we kept re-wearability in mind at all times — from holidays to black tie events”.

The cancellation of weddings during the pandemic and their reinstatement post-Covid means the company has also seen “weddings that used to take years to plan now commonly happening within weeks”.

The launch of this first RTW collection comes as the label unveils its first concept store. Again, this is far away from the traditional heart of the wedding dress sector and is in cool Shoreditch. It’s a “curated concept space
fusing fashion, art, interiors, wedding and eveningwear, designed and hand-selected by the founders”.

The Own Studio is meant to feel like a “quintessential London apartment; with luxury lounge areas, mid-century furniture and modernist artwork displayed alongside its working design studio”. A curated selection of interiors by mid-century designers sit alongside modern pieces.

Also new is its accessories offer with jewellery by Alighieri and Completed Works alongside a curated pre-owned shoe edit with styles by Prada, Gucci, Jimmy Choo, Manolo Blahnik and Neous.

This helps people shop their entire wedding wardrobe at one location.

By Sandra Halliday

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