



Lila Couture



Founder/Designer: Karyn Brinkley

New Generation

A new generation of designers and manufacturers is on the rise, breathing energy and vitality into the bridal industry. The manufacturing focus is slowly turning its head toward the mass appeal of customers' needs and wants. On the forefront of this generation is South Carolina-based Lila Couture.

It's not cliché that the sweet charm of Lila Couture is in the Southern hospitality. Karyn Brinkley, owner and designer, says "We want you to get a warm, comfortable feeling from us. Our retailers are family. We really make every effort to ensure that the bride gets the gown of her dreams, and that the retailer is completely satisfied with the experience. Our staff knows to do everything it can to accommodate their requests."

The true heart of this company is seen in everyday workings. One thing you will find here: a truly personal touch along with attention to detail. The abundance of available stock, ready for immediate shipment, allows for the delivery of gowns in just a few short days.



Fieldwork

Time and tradition does not limit the design work of owner and designer, Karyn Brinkley. Renowned for her Southern charm, Karyn is constantly in the field. Her design process is simple: to seek and fulfill retailers' and brides' requests. "I get the best understanding for my customers' needs by visiting with them. Frequently, I take my sketch pad in to capture exactly what they want."

Blending her ideas with retailers' desires, Karyn calls this extraordinary mix, "a classic vintage eye with a new millennium attitude." Often this will result in exquisite styles that gather national attention. Most recently featured on the June cover of *Southern Bride Magazine* was style *Savannah* which is embellished with hand-sewn embroidery and rosettes.

Custom Couture

The brides of today come in all different forms. Lila Couture focuses on creating designs that allow brides to look and feel beautiful at any age, size or shape. A unique

aspect of Lila Couture: Karyn does all of the designing. Defining styles that appeal to both young and old is the mark of a true designer.

Customizing gowns is a specialty at Lila Couture and implementing elements such as built-in bra cups, elastic waist bands, along with beautiful fabrics, superb fit and construction creates gowns that keep brides looking sophisticated, sexy and young.

Readily available are shawls, spaghetti straps, optional sleeves, color changes, and fabric changes that can be made to make the bride feel comfortable and happy on the most important day of her life. Karyn will tell you, "I have a difficult time telling a bride 'no'. Where there's a will there's a way, even if it means that I stay up all night sewing." Your dream dress is right around the corner.

Mission Statement

The mission of Lila Couture is simple: to offer unwavering quality and design all over the world; to be recognized as being on the

a fresh, New Face in Fashion



l i l a c o u t u r e

first person



cutting edge of bridal fashion, along with exceptional customer service to retailers and brides alike; to be a manufacturer who hears the needs of customers and to have the courage to struggle alongside them to make them happy, no matter what it takes.

Balancing home and work life, you'll see Karyn putting in 15 hour days, designing, assisting her reps on the road and overseeing most aspects of the company, which is an exciting challenge. "I'm always on the go! Positive feedback and what we've been able to accomplish keep me energized. We have been able to create a company that listens and takes action." Truly, doing what we keeps us young at heart. 📍

With the many manufacturers in the industry, why did you decide to start your own line?

At a very young age, I was designing and sewing with my grandmother, after whom the company is named. She inspired me to create things that were new and different, including my gold prom dress with a high collar – in an era of pink and purple taffeta. I love designing, and I felt that the bridal industry had a need for new styles and a company that really listened to their needs. I have a burning desire to make everybody feel and look beautiful, as well as happy.

Where do you do most of your designing?

I never force myself to sit down and knock out a bunch of designs. True creativity comes from the heart. You may have an old reference from which an idea is born, but true vision comes from within. It can hit at the strangest times: awaking in the middle of the night to run and get my sketch pad, while I'm driving, at a cocktail party, on vacation...I'm inspired by my environment.

How do you appeal to brides of every generation?

Along with being sophisticated and elegant, our gowns have a boldness that not everyone has the confidence to wear. Sometimes it is the youthful generation who will recognize this, as they are always eager to express themselves. Sometimes it is the very elite who recognize that style and design, coupled with fine fabrics and quality workmanship, are the ultimate sophistication. We want you to be proud to wear your gown, so we offer something for everyone.

The energy radiating from Lila Couture can be seen throughout the industry. Retailers across the nation are awakening to the freshness of Karyn Brinkley and her new generation of designs. 📍