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Style Statement:

ROMINA FOCHESATTO

Having established and grown her exquisite bridal label in Buenos Aires, Argentina, designer Romina Fochesatto has made the exciting move to the UK. Describing the couture process as “magical”, she creates handmade dresses full of meaning, romance and passion, with each delivering on the perfect fit, making a bride look beautiful, feel comfortable and able to be her true self.

I've been attracted to fashion since I was a child, using my mum's sewing machine from the age of 11. After high school I had the opportunity to study Haute Couture Design, and at the end of my second year I was commissioned to make my first bespoke gown. Having spent five years teaching Textiles, Fashion History and Image Consulting and making bespoke gowns in my spare time, I made the decision to focus on my own bridal label in 2010.

A bride who chooses my brand wants to feel unique and be a part of the design process by putting her own ideas into her wedding dress. She is passionate for details and a perfect fit and she knows she is buying a product with soul because she is a part of its story.

I would describe my signature style as very feminine and sophisticated with a touch of glamour. I like working with soft, draped fabrics and give my designs identity through luxurious hand-embroidered details.

My main consideration when designing is the person who is going to wear the gown; her energy, style, passions and strengths. I'm also inspired by nature - I love observing its textures, shapes, contrasts and wildness.

Creating a couture gown is magical and a kind of meditation for me. I can express my emotions and feelings through different textures and lose myself in that imaginary world.

We start by putting all the ideas and dreams together; silhouettes, fabrics, details and colours. Next a plain toile gown is made to the bride's measurements to determine that the silhouette fits well and to make the necessary adjustments to the length, neckline, back and transparency. About three more fittings are required to achieve the perfect fit, and I attend on the morning of the wedding to ensure that the bride is both comfortable and happy.

My biggest role model has been Alexander McQueen. I admire people who dare to go beyond their comfort zone. The next step for my own label is to build a strong UK team and to keep improving in quality and creativity, giving my brides the very best experience.

There is nothing better than being genuine. My top styling tip for brides is to work around their own identity, sticking to their individual strengths and building a unique image from the characteristics that make them who they are.



MY BRIDE KNOWS SHE IS BUYING A GOWN WITH SOUL BECAUSE SHE IS A PART OF ITS STORY



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