



sejal anujah shah

LUXURY COUTURE

THE PRE-CONSULTATION CHECKLIST



With the ever-growing pressure of social media, unattainable body ideals, and fast-fashion showcasing clothes sizes that vary massively from one store to another – the women of today are faced with mounting pressure to ‘conform’. I’m Sejal, founder and designer of Sejal Anujah Shah. A brand that was born from a desire to bring unity between cultures through fashion, and help women feel good about themselves and their bodies. I design for the modern woman of today. The women who want to stand out. The women who aren’t afraid to express themselves. The women who don’t fit into any pre-defined boxes, but boldly pave their own path. The women who want more.

I have worked with so many clients over the years, many of whom have become close friends and support my journey as an independent designer that strives for individuality and empowerment. You will see my clients featured throughout this brochure and I can say I am truly blessed and proud to have the pleasure to have worked with them. I look forward to hearing from you, and perhaps this time next year you’ll have a feature in this brochure too.

Sejal Anujah Shah

SA Shah



THE CREATIVE PROCESS



Designing and producing in-house enables me to develop exclusive styles, pairing together classically sophisticated ensembles with ethnic influences for women of all shapes and sizes.

With an adoration for opulence, I want to bring the time-honoured couture approach of bespoke, made-to-measure, to all. In a world where everything is fast-paced, the importance of investing in timeless pieces made with care and attentiveness is not beyond me and my team.

I work with each client individually to design their dream ensemble, before producing the outfits to a superior quality. The process is a simple one, that allows for maximum creativity and collaboration.

Our couture service ensures that you'll get the outfit you've always wanted, or perhaps even the outfit you never knew you wanted until now. With Sejal Anujah Shah, you'll experience the ultimate in personalised attention and craftsmanship, creating a truly unforgettable fashion experience.



THE CREATIVE PROCESS

1

CONSULTATION

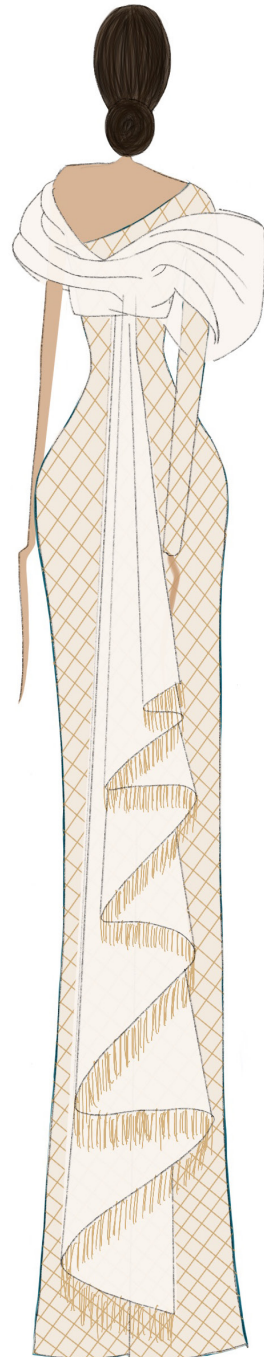
An hour-long meeting in my London atelier, where we discuss your requirements and all/ any ideas you have, be that as a Pinterest board or just something you have in mind. This brainstorm stage provides us with a starting point for the quoting and design.



2

DESIGN

If you wish to proceed, we will create personalised drawings based on the vision that has been discussed and share a quote and overview of the next steps for you to agree. There is a deductible charge of £100 to begin this process. After a design is agreed, we will begin your fittings.



3

PRODUCTION

1 – Measurements are taken, and a ‘toile’ is created for you (a sample garment made in a plain fabric). This helps us appraise the structure and fit of the design and allows you to visualise the style in person.

2 – A moodboard of fabric swatches and embroidery styles/designs are presented, and we agree on an approach using a test mock-up for full agreement before the final piece is produced.

3 – Production begins once the toile sample and embroidery samples are approved. Fittings are organised to ensure everything is as it should be and aligned with your expectations.

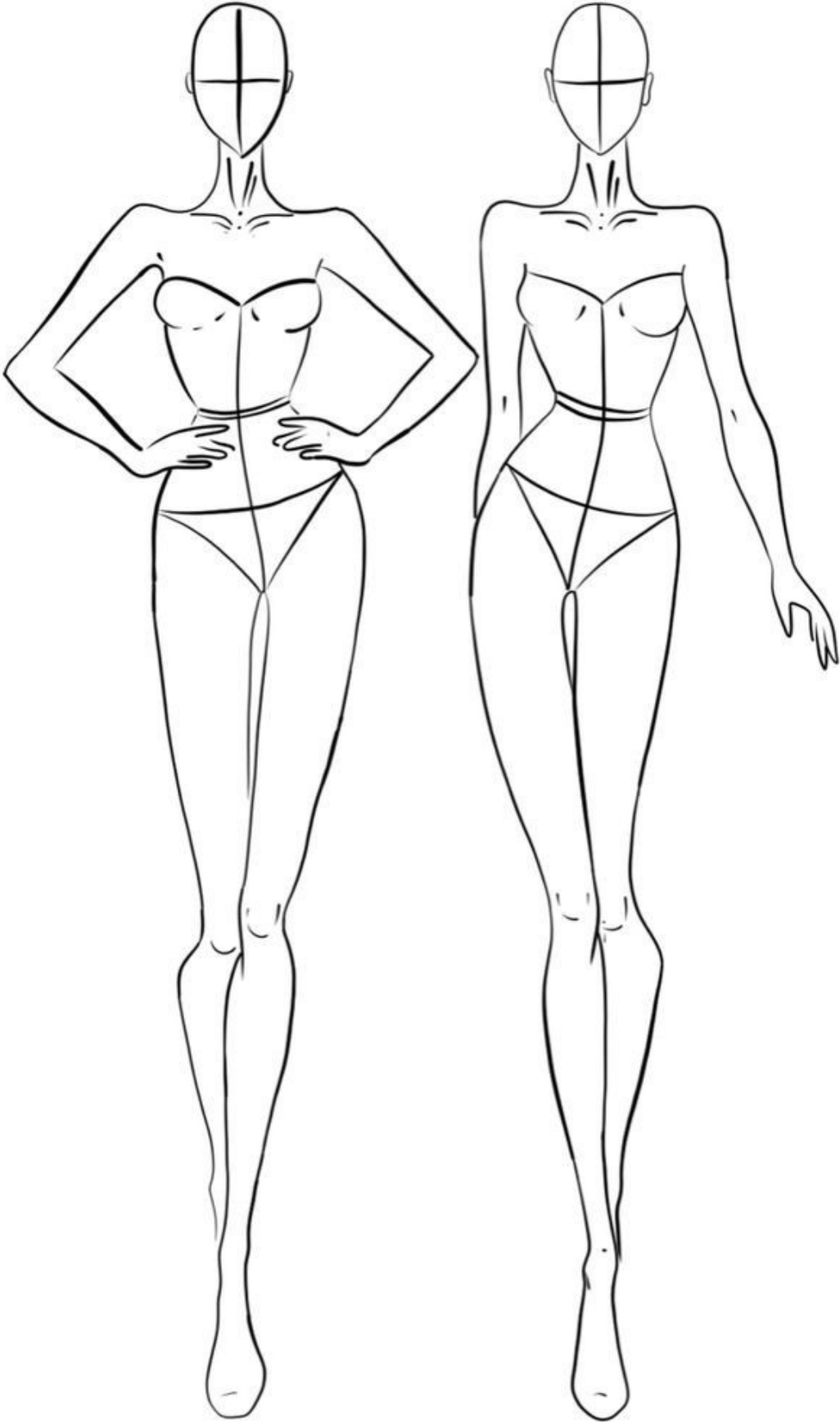


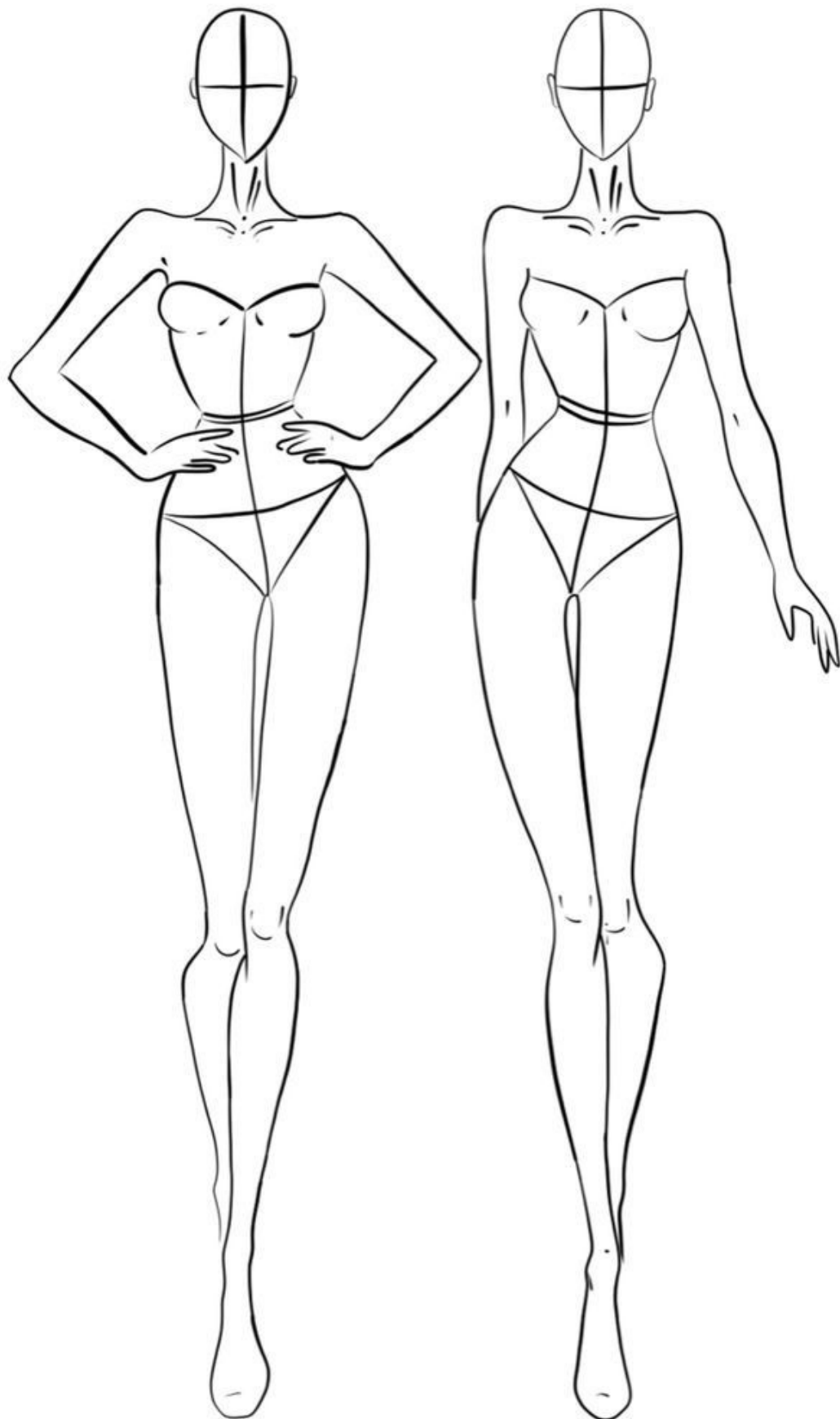
4

COLLECTION

You will be invited in to try your whole outfit on when collecting the final piece so that you can fully see how your vision has come to life. If you choose to go with our full styling service, we will have items ready for you to try on too.







I'd love to understand more about your vision. Before you come in, have a little fun, let your imagination run wild and sketch a couple of ideas if you wish.

WHAT HAPPENS

NEXT



Working with a couture fashion designer can be an exciting and rewarding experience. If you are interested in moving forwards with a Sejal Anujah Shah creation, here are my top tips to get the most out of your experience:

Research and familiarise yourself

- Before working with a couture fashion designer, take the time to *research* their style, previous collections, and overall aesthetic. Familiarise yourself with their work to understand their design *philosophy and creative vision*.

Clear communication

- Establish clear and open lines of *communication* with the couture designer. Discuss your *expectations, project requirements, timelines*, and any *specific details or preferences* you may have. Regularly communicate and provide *feedback* throughout the process to ensure everyone is on the same page. Whatever you are looking for, I am here to help you *realise your vision*, so prepare all necessary information, including *measurements, references, and inspiration images*, to streamline the process. Stay organised, provide timely responses, and be flexible when adjustments or modifications are needed along the way. It's important for me to know what you are thinking at each stage so don't be hesitant to voice your thoughts – show me as much as you can!

Respect their expertise

- Couture fashion designers are *masters of their craft*. Respect their expertise and trust their judgment when it comes to design decisions. While it's essential to provide your input and ideas, remember that they have a deep understanding of *fabrics, construction techniques, and design principles* that contribute to the final outcome.

Come with an open mind and be open to collaboration

- Couture designers often appreciate collaborative partnerships. Be open to their suggestions and willing to explore new ideas. They may have *unique insights and concepts* that can elevate your vision and result in a more exceptional final product. The best creations are born from an *open brief* where you trust me to elevate your idea. Come with the *essentials* of what you want (or if you have no idea, that's fine too, I can help you figure it out!) and we'll create something unique. This includes fabric, style, embellishment, and/or any extra structural features. Having *trust* in the creative process is important – visit my website to find out more about this.

Set Realistic Expectations

- Couture fashion is meticulous and time-consuming. Understand that creating a couture garment involves *intricate handwork, fittings, and attention to detail*. Set realistic expectations regarding timelines, budget, and the overall process.

Budget considerations

- Couture fashion can be expensive due to the *high-quality materials and craftsmanship* involved. Discuss your budget constraints openly with the designer, and seek their *guidance* on how to achieve the desired results within your financial limitations.

Involve an exclusive group of people that you trust

- You will have heard of the saying 'too many cooks'! I recommend my clients select no more than 2 or 3 people whose opinions matter and that they trust to attend appointments to support you with their feedback throughout the process.

Be honest with your feelings and feedback

- We are all human and sometimes we just change our minds. My creative process allows for certain '*checkpoints*' where decisions are made to keep us on track but also to respect my time and costs incurred. Take photos of the design process, fabric samples, and any significant milestones. This documentation can serve as a reference point and help track the evolution of the project. It also allows you to review and reflect on the decisions made, providing a visual record of the progress. Sleeping on any major decisions is an excellent approach. It allows you to gain *perspective* and ensure that you're making choices that truly *resonate with your vision*. It helps prevent impulsive decisions and provides an opportunity to revisit the design with fresh eyes the next day. Ultimately, I am here for you, so being open and honest with your feedback is crucial. Couture fashion designers value *constructive criticism* and appreciate clients who express their thoughts openly. The more you communicate your preferences, concerns, or any changes in direction, the better equipped I will be to adapt and meet your expectations effectively.

Have fun!

- Creating a bespoke garment is one of the most memorable experiences you will ever have and will likely be for a very special event! *Enjoy the process*, soak it all in, make an 'event' of every day you have a fitting – and stay happy and stress-free throughout

Remember, working with a couture fashion designer is an opportunity to create something truly extraordinary. By following these tips and maintaining a collaborative mindset, you can maximise the potential of your partnership and achieve remarkable results.

Your pre-consultation checklist

Essentials

- I have an idea of what I want
- I have examples of what I like
- I have a budget range in mind
- I have a deadline in mind:
 - 12-18 months
 - 6-12 months
 - 3-6 months

Nice to have

- I know details about my final event like where it will be and the theme
- I have family heirlooms or already purchased elements I want to wear with my bespoke creation
- I have a solid team/one person I trust to join me in the process

Important things to note

- Our Couture Bridal wear starts from £5000
- Other occasion wear starts from £1250
- Embroidered garments require a minimum of 6 months for production
- While embroidery is carried out in India, production happens in the London Atelier to allow us the utmost control over quality
- Your confidence is at the core of my values as a designer

PS. At any point during the process, you can decide to opt into one of my other services to further elevate your experience. This includes; personal styling (consultation or full package), bridesmaid/groomsmen packages, and garment aftercare.

LUXURY COUTURE

WE ARE EXCITED TO DISCUSS THE POSSIBILITIES OF TURNING YOUR OUTFIT DREAMS INTO REALITY. TO CREATE A DESIGN THAT REFLECTS YOUR UNIQUE VISION.

CONTACT US TODAY TO SCHEDULE A CONSULTATION AND BEGIN THE JOURNEY TOWARDS YOUR DREAM OUTFIT.

sejal anujah shah

Couturier. Designer. Founder.

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