

LADY V COUTURE

Flower Girl • Communion • Party • Birthday
Special Occasion • Dress-Up • Just Because



“Mummy, oh mummy, look at those beautiful horses and that carriage. She’s dressed like a princess isn’t she, so sparkly, so lovely. Do you think she is a real princess? I wish I was a princess, even if I could be for just a little while.”

“Some time ago, on a glorious summer’s day my three-year-old daughter and I were walking through the streets of the town where we lived in Brazil, when the clip-clopping noise of hooves clattering down the street made us turn. A majestic horse and carriage rolled to a stop opposite us, and from it stepped down a little girl, who couldn’t have been more than five, in a shimmering dress fit for a princess. The scene was every bit the fairy tale that is sounds like as I write about it now, but the sight of that little girl left just as much of an impression on me that day as it did my daughter and what mother wouldn’t want for their daughter’s wish to be a princess to come true,” said Lady Jacqueline Von Rutenberg, CEO/Founder of Lady V. Couture.

That was the moment Lady V Couture came into being.

I set out to create a children’s clothing brand that focused on combining fairy tale with couture, quality with style, and craftsmanship with care, a touch of magic in an all too practical world where children grow up far too fast and should be encouraged to imagine, to aspire, and to dream just that little bit more.

Today Lady V Couture works with some of London’s best designers and seamstresses to create the finest gowns for little princesses-in-waiting from across the globe, shimmering dramatic dresses, entirely handmade in London from the finest materials and the

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greatest of skill and artistry. We are a family business – with my husband helping to steer our ship, and my daughter’s fashion sense and preferences incorporated into many of our gowns – and our incredibly talented professional team who ensure that each dress is as wondrously magical as the last.

The Lady V Couture range consists of fourteen handcrafted couture gowns, each unique with their own story, each taking at least six seamstresses over two months to create in our London studio, and each with the capacity to make any little girl feel like the princess they truly are, no matter the occasion.

Once Upon A Time...

Beautiful Haute Couture Gowns Designed Exclusively for Little Princesses.

Lady V Couture is an exclusive fashion boutique for princesses-in-waiting who dream of carriages and kingdoms, heroic princes and happy endings. Every gown has been designed with a different princess in mind, hand-made from the finest fabrics and crystals in London by our exceptional seamstresses and finished to a luxury haute couture standard of craftsmanship to ensure that our little princess will feel every bit the princess they dream of being in their elegant new gown. ■

www.ladyvcouture.com