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BRIDAL FASHIONS IN JAPAN

▷ Dotted Swiss embroidery on tulle with guipure applications on the bodice.



◁ Clipcord embroidery on tulle with guipure braid.

◁◁ Allover embroidery with openwork and applications on tulle, set off with guipure braid.

This is the story of Yumi Katsura – the fashion designer who made formal wedding dresses popular in Japan. It all began when Yumi Katsura returned to Japan from Paris where she had studied fashion design at the Ecole de la Chambre Syndicale de la Couture Parisienne. Taking a look at the Japanese bridal wear scene, she discovered that 97% of all wedding garments were traditional kimonos. The reason was quite simple: wedding dresses were far too expensive for the Japanese working girl – costing as much as six months' salary. The enterprising young designer decided to change this. With a reasonably priced ready-to-wear line, which the average Japanese bride could afford to buy, Yumi Katsura opened the first bridal fashion specialty store in Tokyo in 1965. Her success was almost instantaneous. Today her designs are sold at 30 department stores and 100 wedding ceremony halls throughout Japan. She maintains licensing agreements with leading manufacturers of formal accessories and with Marie de France of Paris, and has written a number of books on her favourite subject – weddings.

Yumi Katsura loves to work with Swiss embroideries. Her basically classic and romantic creations are often made up of beautifully embroidered fabrics which she selects from the high fashion range of Forster Willi, St. Gall.