

A fashion advertisement featuring a woman with long blonde hair, wearing large brown sunglasses and a gold sequined dress. She is looking over her shoulder. The background is a plain, light color.

# URBAN MUSE

-spring summer 2026-

-noctiluca-

Address

İstanbul Store:

Teşvikiye Mahallesi  
Avukat Süreyya Ağaoğlu Sokak  
No: 1/C Şişli / İstanbul / TURKEY

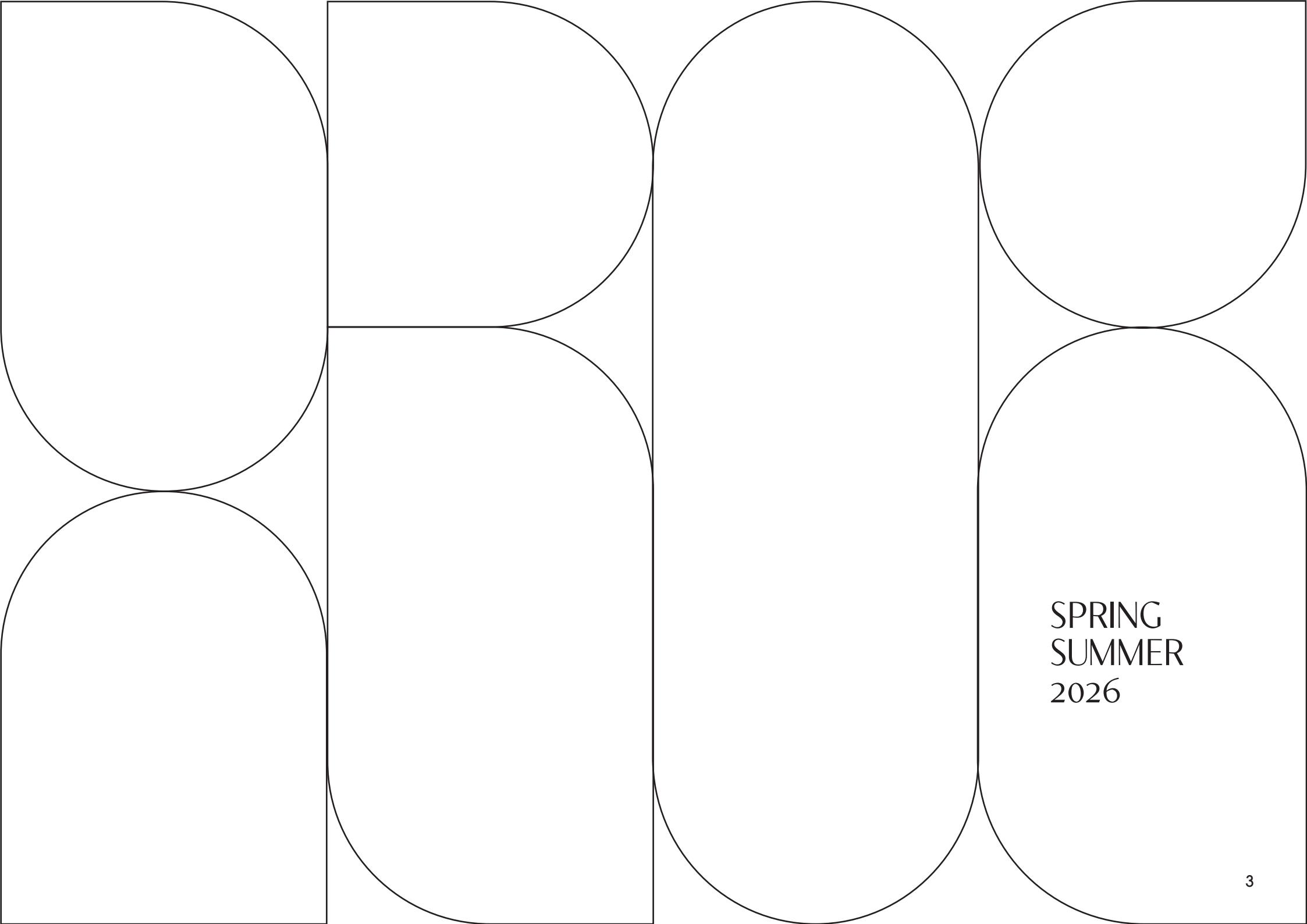
Website

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URBAN MUSE



SPRING  
SUMMER  
2026

01

GOLDSHORE MAXI  
DRESS



# 01

## GOLDSHORE MAXI DRESS

**Product Code:** UMSS2601

**Size:**

XS(34), S(36), M(38)

L(40), XL(42), XXL(44)

**Color:**

GOLD



PINK



PEACH



### Product Details:

A gold halter gown adorned with oversized sequins that shimmer with every move. Featuring a draped cowl neckline, slim floor-length silhouette, and a daring high side slit, this design radiates bold glamour and fluid elegance.

Fabric: %100 polyester

### Price:

- SRP: 720 USD
- WSP: 260 USD



02

MARELLA MAXI  
DRESS



# 02

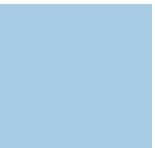
## MARELLA MAXI DRESS

**Product Code:** UMSS2602

**Size:**  
XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SKY BLUE



DUST ROSE



NUDE



### Product Details:

An ethereal strapless gown in powder blue, featuring a ruched sheer bodice with subtle shimmer. A thigh-high slit and cascading tulle panels create graceful movement, blending sleek sensuality with airy softness.

Fabric: Outer layer in tulle, layered over sequined fabric,  
%100 polyester



### Price:

- SRP: 700 USD
- WSP: 250 USD

03

NERISSA MAXI DRESS



# 03

## NERISSA MAXI DRESS

**Product Code:** UMSS2603

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PEACH



PINK



### Product Details:

A strapless gown in vibrant coral, fully embellished with oversized sequins for radiant shine. Paired with a flowing chiffon cape draped from the arms, this look fuses modern glamour with ethereal movement.

Fabric: %100 polyester

### Price:

- SRP: 810 USD
- WSP: 290 USD



04

AEGEA MAXI DRESS



# 04

## AEGEA MAXI DRESS

**Product Code:** UMSS2604

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

MINT/ BLUE



YELLOW/SILVER



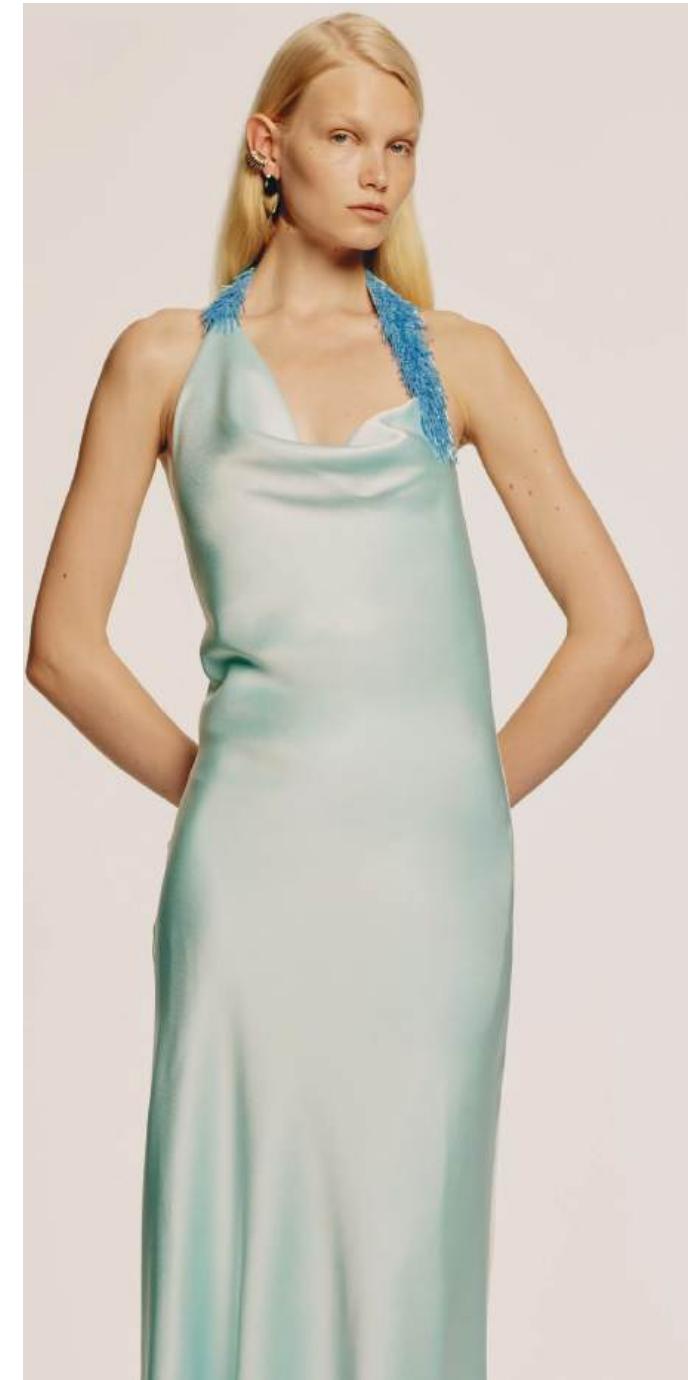
D. ROSE/SILVER



### Product Details:

A sleek halter gown in aqua satin, designed with a draped cowl neckline. The halter straps are detailed with bright blue beaded fringe, adding a playful contrast to the fluid, floor-length silhouette.

Fabric: Mid-weight satin, 100% polyester



### Price:

- SRP: 610 USD
- WSP: 220 USD

05

EOS EMBELLISHED  
DRESS



# 05

## EOS EMBELLISHED DRESS

Product Code: **UMSS2605**

Size:

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

Color:

BUTTER



SKY BLUE



WHITE



### Product Details:

A sleek evening gown in soft pastel yellow, featuring a halter neckline with a beaded fringe keyhole cut. The straight silhouette skims the body for an elongated, elegant look.  
Fabric: Mid-weight crepe, %100 poly.

### Price:

- SRP: 580 USD
- WSP: 210 USD



06

IRVINA EMBELLISHED  
DRESS



# 06

## IRVINA EMBELLISHED DRESS

**Product Code:** UMSS2606

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

AQUA BLUE



PINK



PEACH



BUTTER



### Product Details:

An aqua strapless gown with a sculpted sweetheart neckline and a slim, floor-length silhouette. Crystal embellishments radiate in a starburst motif from the waist, leading into a daring high slit for a striking finish.

Fabric: Mid-weight crepe, %100 polyester

### Price:

- SRP: 580 USD
- WSP: 210 USD



07

MIRABEL MAXI  
DRESS



# 07

## MIRABEL MAXI DRESS

**Product Code:** UMSS2607

**Size:**

XS(34), S(36), M(38)

L(40), XL(42), XXL(44)

**Color:**

ORANGE



PINK



BLUE



### Product Details:

A one-shoulder gown in radiant coral sequins, cut in a sleek column silhouette. The asymmetric neckline and fitted shape bring a bold, modern edge to classic evening glamour.

Fabric: Mid-weight sequinned tulle, %100 polyester



### Price:

- SRP: 720 USD
- WSP: 260 USD

08

OPALINE MAXI DRESS



# 08

## OPALINE MAXI DRESS

Product Code: UMSS2608

Size:

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

Color:

PISTACHIO



SKY BLUE



VIOLET



### Product Details:

A strapless gown in soft mint, crafted with an outer layer of tulle draped over sequined fabric. The fitted bodice flows into a slim silhouette, finished with a high slit that reveals subtle sparkle beneath.

Fabric: Outer layer in tulle, layered over sequined fabric,  
%100 polyester

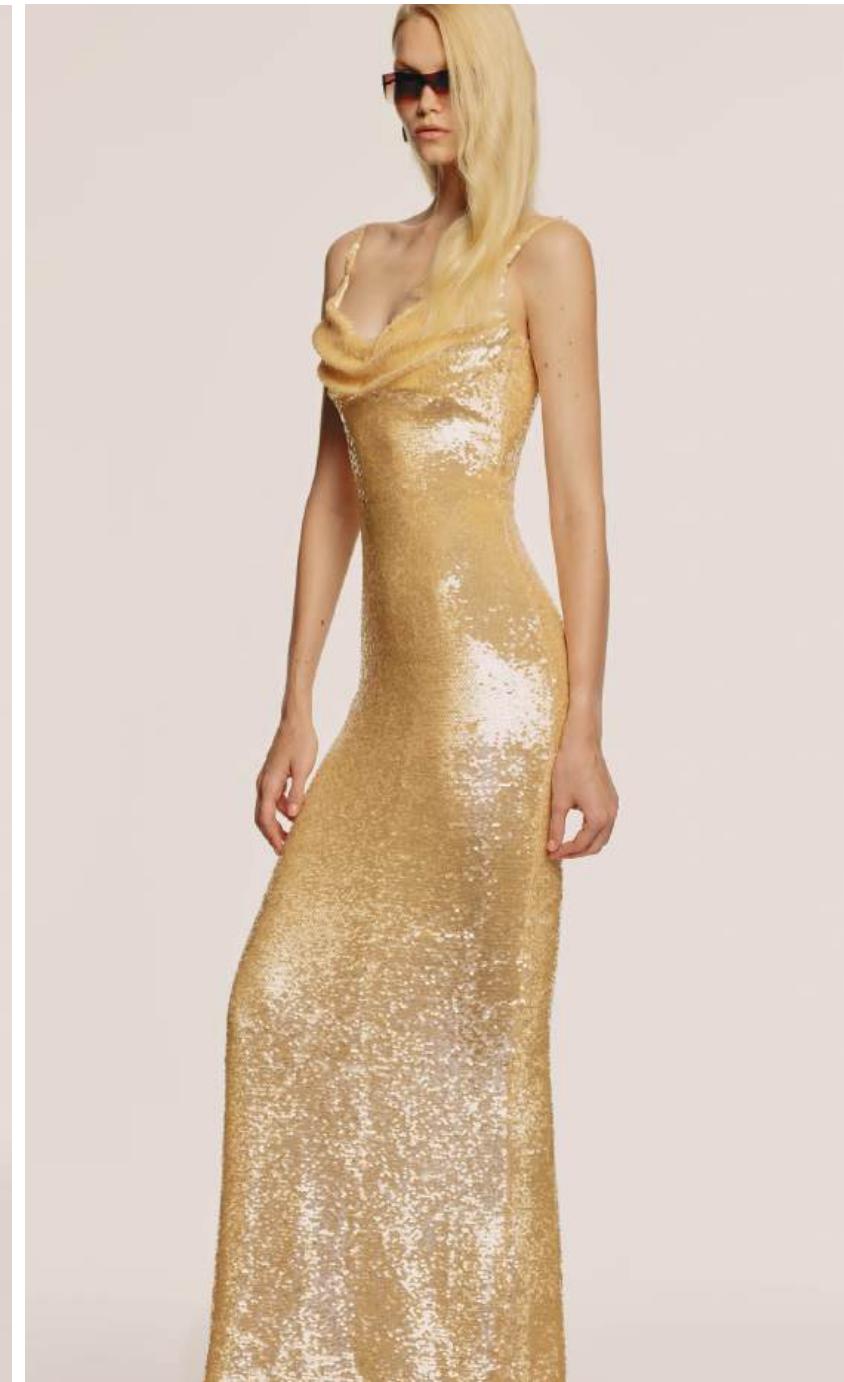
### Price:

- SRP: 700 USD
- WSP: 250 USD



09

AURELIA DRESS



# 09

## AURELIA DRESS

**Product Code:** UMSS2609

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

GOLD



ORANGE



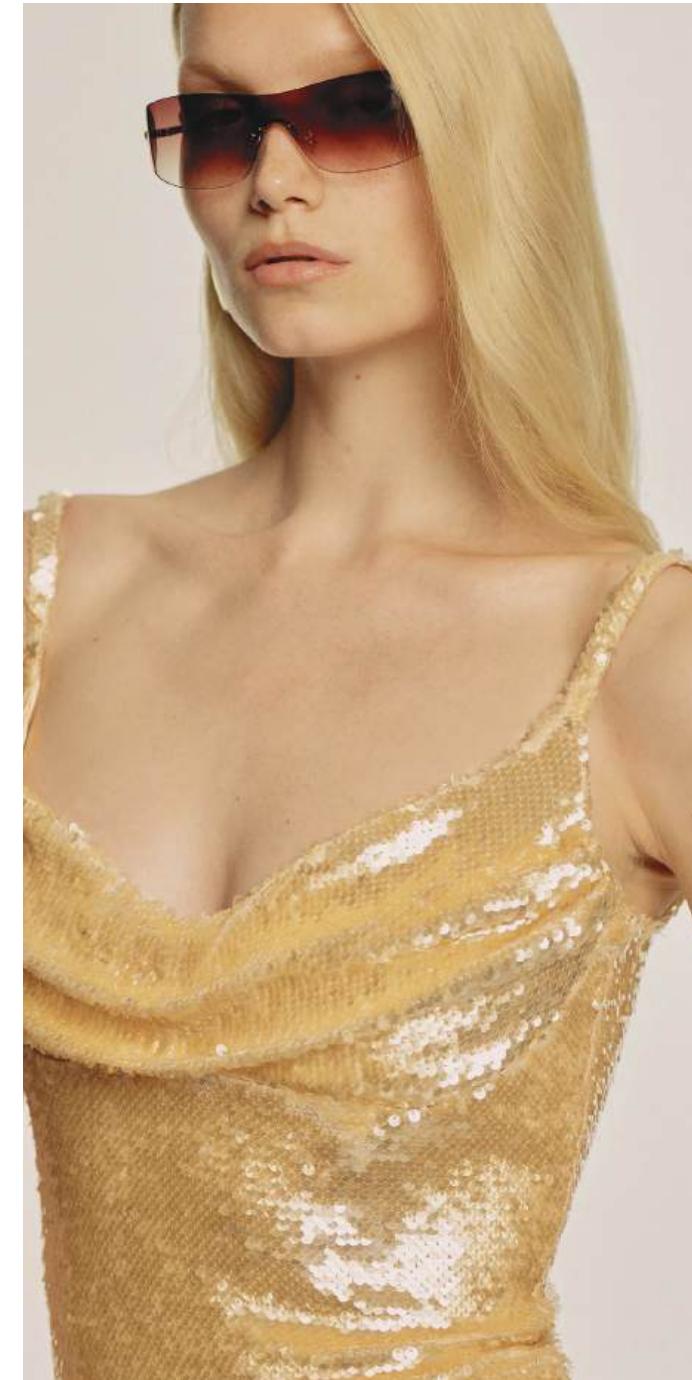
GREEN



### Product Details:

A golden sequinned gown with slim straps and a softly draped cowl neckline. The column silhouette glimmers with fluid shine, offering a modern take on classic glamour.

Fabric: Mid-weight sequined tulle, 100% polyester



### Price:

- SRP: 720 USD
- WSP: 260 USD

10

CORALUNE  
EMBELLISHED DRESS



# 10

## CORALUNE EMBELLISHED DRESS

**Product Code:** UMSS2610

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PEACH



VIOLET



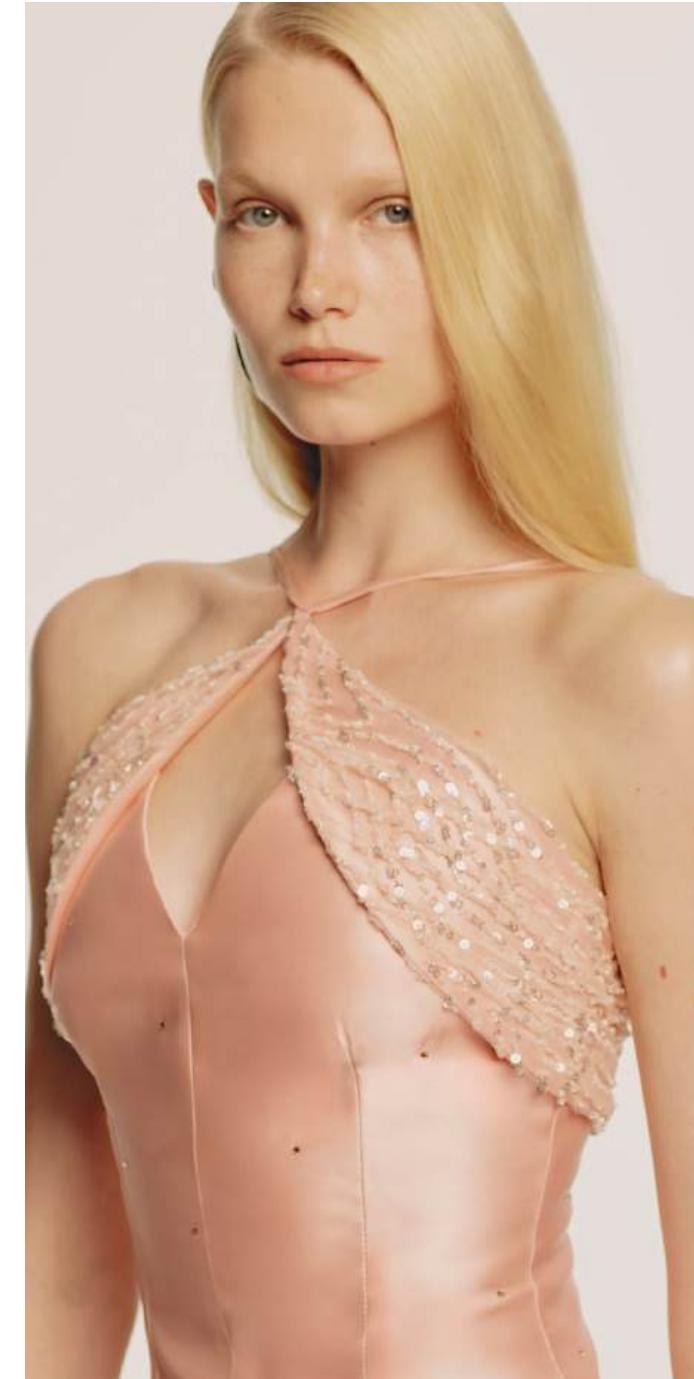
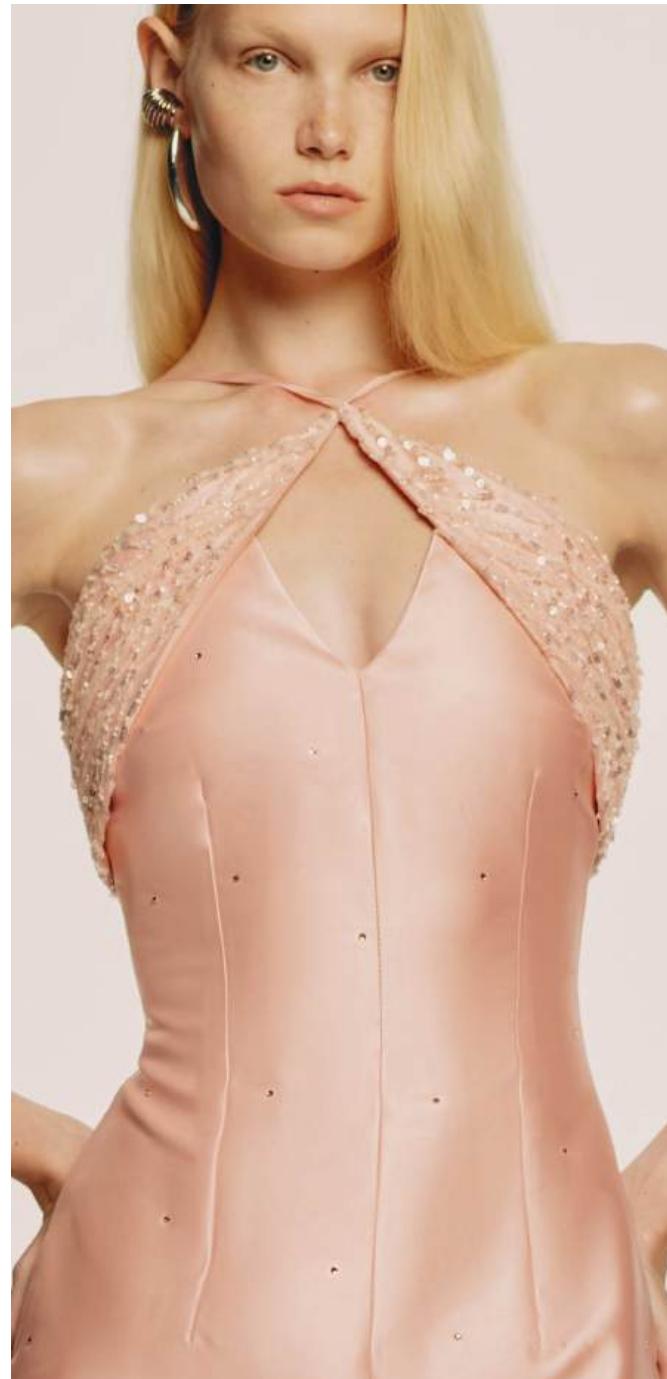
### Product Details:

A blush satin column gown with a halter neckline, framed by sequin-embellished straps. The design features a subtle keyhole cutout and scattered crystal accents, offering a refined balance of structure and sparkle.

Fabric: Mid-weight satin, 100% polyester

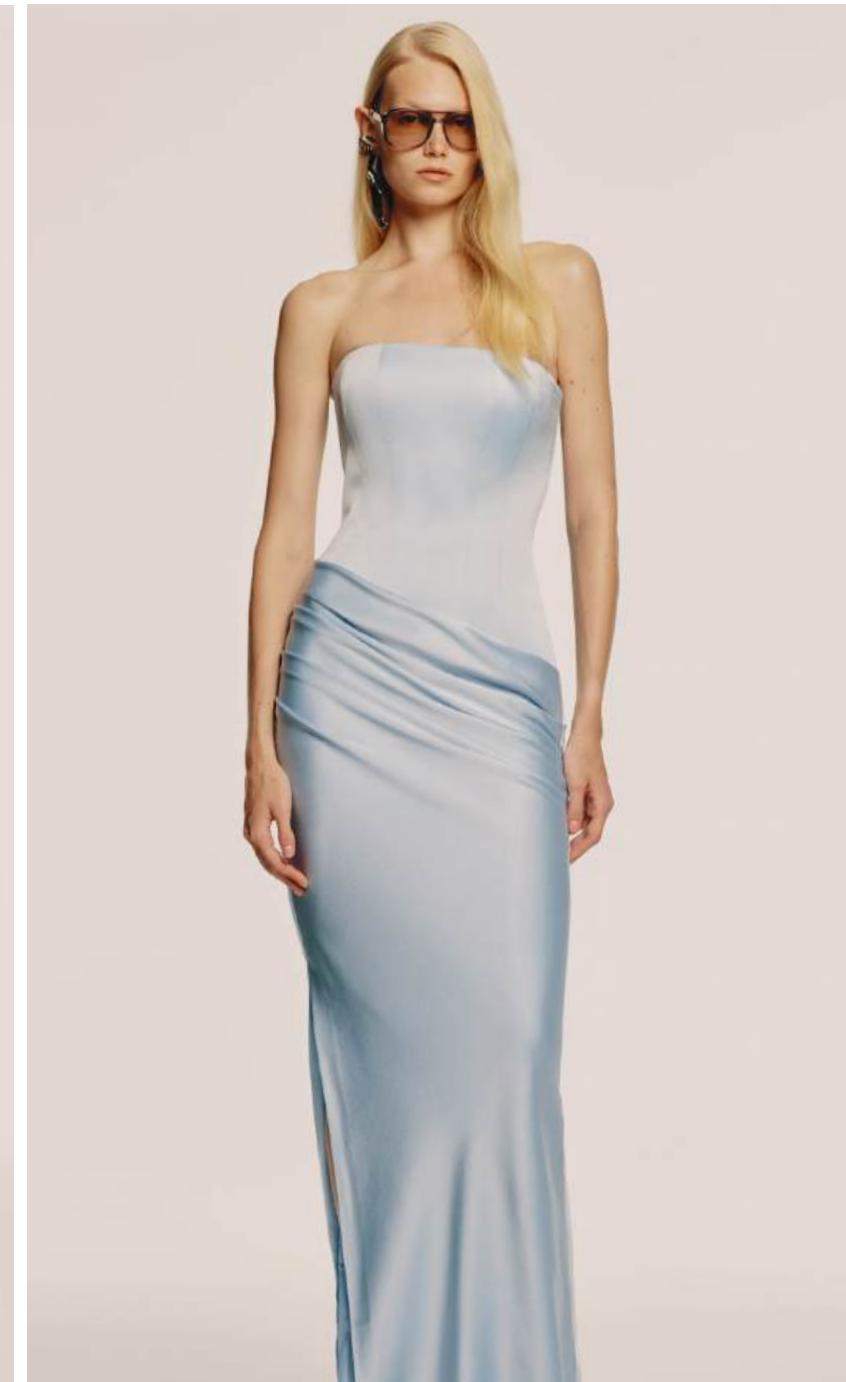
### Price:

- SRP: 640 USD
- WSP: 230 USD



11

CLYMENE MAXI  
DRESS



11

## CLYMENE MAXI DRESS

**Product Code:** UMSS2611

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SKY BLUE



DUST ROSE



MINT



### Product Details:

A strapless gown in light blue satin with a sleek column silhouette. Gentle draping at the hip adds fluidity, while the side slit brings a modern, refined touch.

Fabric: Mid-weight satin, %100 polyester

### Price:

- SRP: 580 USD
- WSP: 210 USD



12

AESTUS MAXI DRESS



# 12

## AESTUS MAXI DRESS

**Product Code:** UMSS2612

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

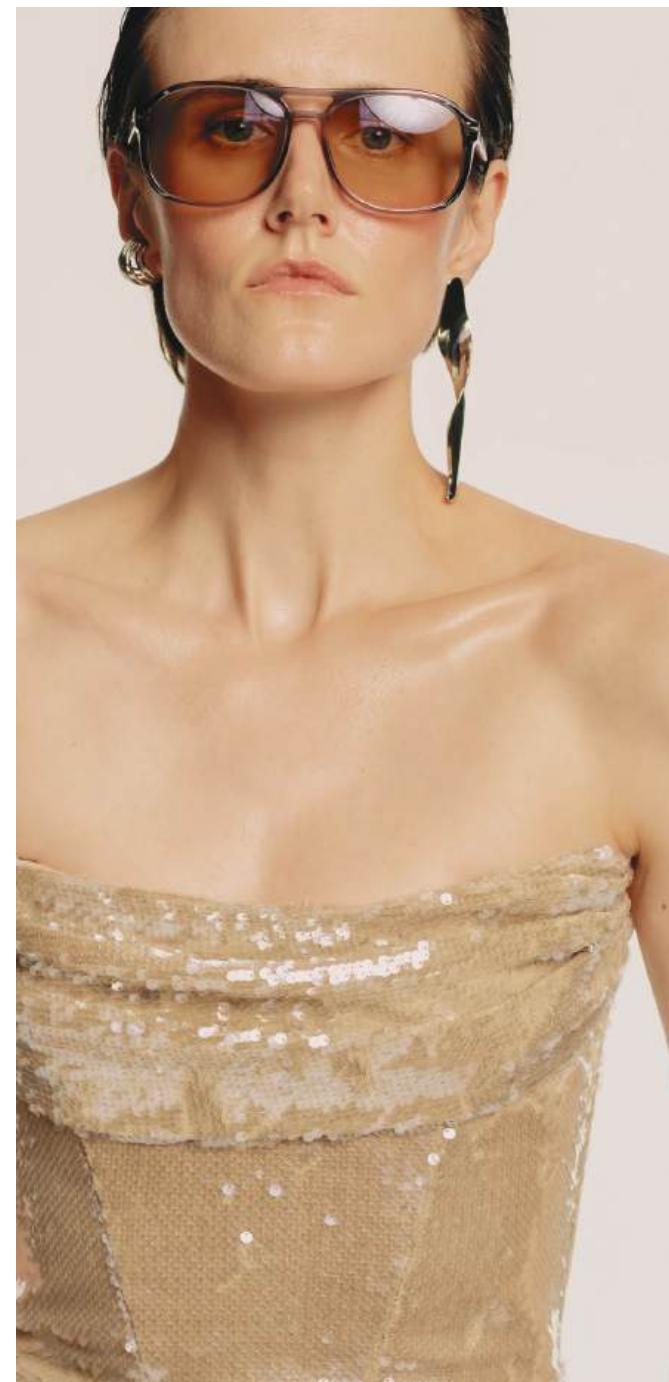
NUDE



### Product Details:

A champagne-toned strapless gown fully covered in sequins for a liquid-shine effect. The soft draped neckline and figure-skimming silhouette create an effortlessly glamorous evening look.

Fabric: Mid-weight sequined tulle, %100 polyester



### Price:

- SRP: 610 USD
- WSP: 220 USD

13

ARGENTA DRESS



13

## ARGENTA DRESS

**Product Code:** UMSS2613

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SKY BLUE



BUTTER



SOFT LILAC



### Product Details:

A fluid sky-blue gown in lustrous satin. Featuring a high draped halter neckline and subtle ruching at the waist, this floor-length silhouette blends modern minimalism with soft elegance.

Fabric: Mid-weight satin, %100 polyester



### Price:

- SRP: 530 USD
- WSP: 190 USD

14

LYSANDRA DRESS



14

## LYSANDRA DRESS

**Product Code:** UMSS2614

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PINK



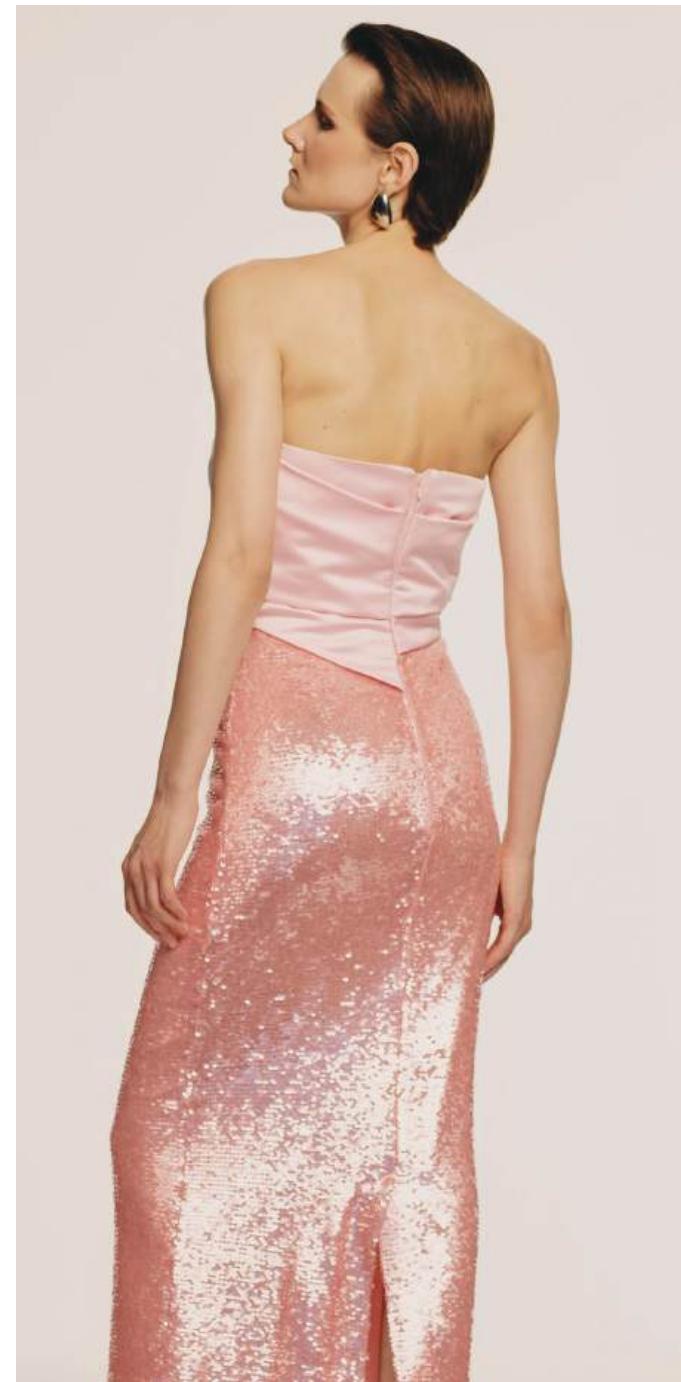
### Product Details:

A strapless column gown in soft pink sequins, topped with a sculptural satin drape across the bodice. The mix of shimmer and structure creates a striking balance of femininity and modern design.

Fabric: Mid-weight satin and sequined tulle, %100 polyester

### Price:

- SRP: 750 USD
- WSP: 270 USD



15

PELAGIA MAXI DRESS



15

## PELAGIA MAXI DRESS

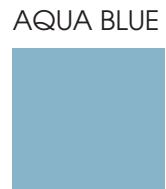
**Product Code:**

UMSS2615

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**



### Product Details:

A strapless aqua gown with a ruched, crystal-embellished bodice that adds subtle sparkle. The draped chiffon skirt falls gracefully with a high side slit, combining elegance with fluid movement.

Fabric: Light chiffon, %100 polyester

### Price:

- SRP: 560 USD
- WSP: 200 USD



16

LUNIMAR MAXI  
DRESS



# 16

## LUNIMAR MAXI DRESS

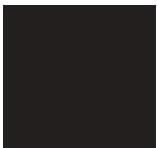
**Product Code:** UMSS2616

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

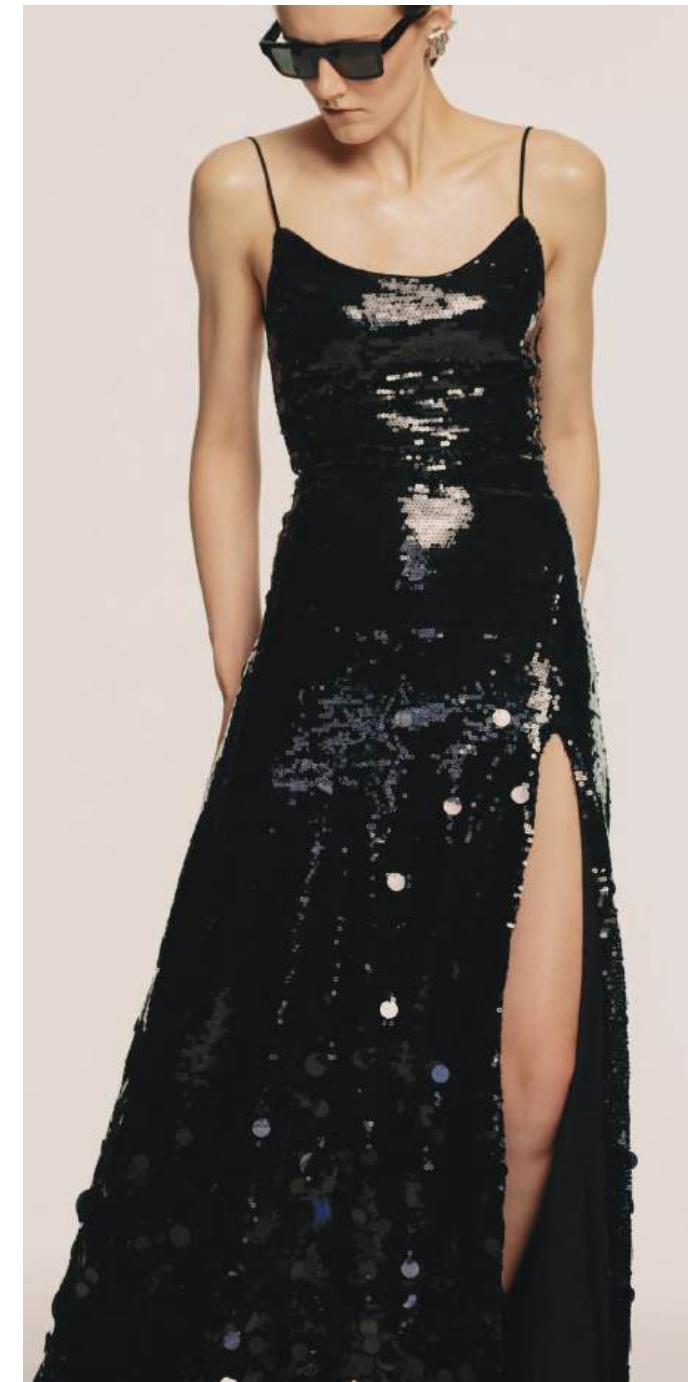
BLACK



### Product Details:

A striking black evening gown crafted from sequined tulle with delicate spaghetti straps. The fitted bodice flows into a flared skirt finished with oversized paillette accents, while the high side slit lends a daring, modern edge.

Fabric: Mid-weight sequined tulle, 100% polyester



### Price:

- SRP: 920 USD
- WSP: 330 USD

17

HELIOS MAXI DRESS



17

## HELIOS MAXI DRESS

**Product Code:**

UMSS2617

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

GOLD



BROWN



### Product Details:

A shimmering gold knit dress with a scoop neckline and sleeveless cut. The draped knot detail at the hip adds fluidity and definition to the column silhouette, while the metallic finish enhances its radiant, sculptural effect.

Fabric: Mid-weight knit, 100% polyester

### Price:

- SRP: 580 USD
- WSP: 210 USD



18

LARISSA DRESS



# 18

## LARISSA DRESS

**Product Code:**

UMSS2618

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PINK

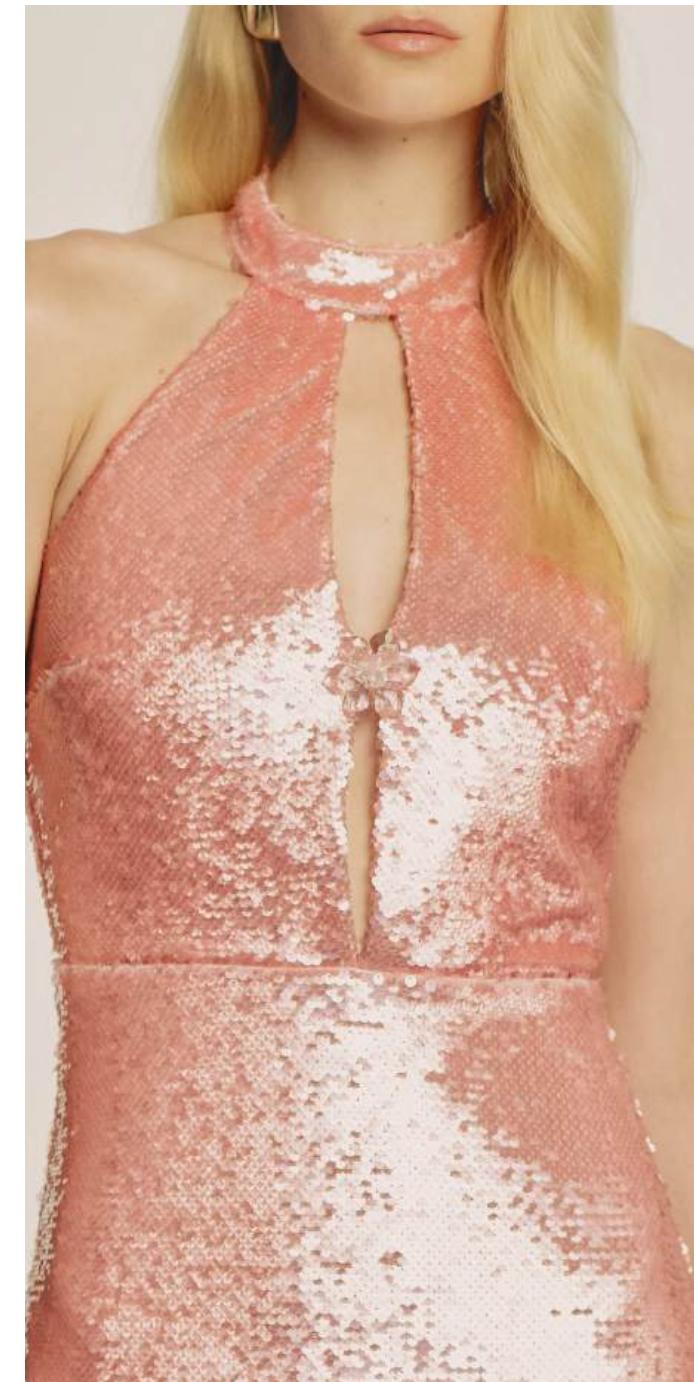
GOLD

BLUE

### Product Details:

A blush pink sequinned halter gown that shimmers with every move. The front features a bold keyhole cutout framed by a high neckline, balancing allure with sleek sophistication. Cut in a slim column silhouette, it's a modern statement piece for evening elegance.

Fabric: Mid-weight sequined tulle, %100 polyester



### Price:

- SRP: 750 USD
- WSP: 270 USD

19

NAIDA EMBELLISHED  
DRESS



19

## NAIDA EMBELLISHED DRESS

**Product Code:** UMSS2619

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

ICE BLUE



DUST ROSE



WHITE



### Product Details:

A strapless aqua satin gown with a fitted ruched bodice that defines the waist. Crystal embellishments highlight the draped pleats, while the sleek column skirt extends into a side-draped back panel for graceful movement.

Fabric: Mid-weight mikado satin, %100 polyester

### Price:

- SRP: 780 USD
- WSP: 280 USD



20

ADRIANNA  
EMBELLISHED DRESS



# 20

## ADRIANNA EMBELLISHED DRESS

**Product Code:** UMSS2620

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

DUST ROSE



VIOLET



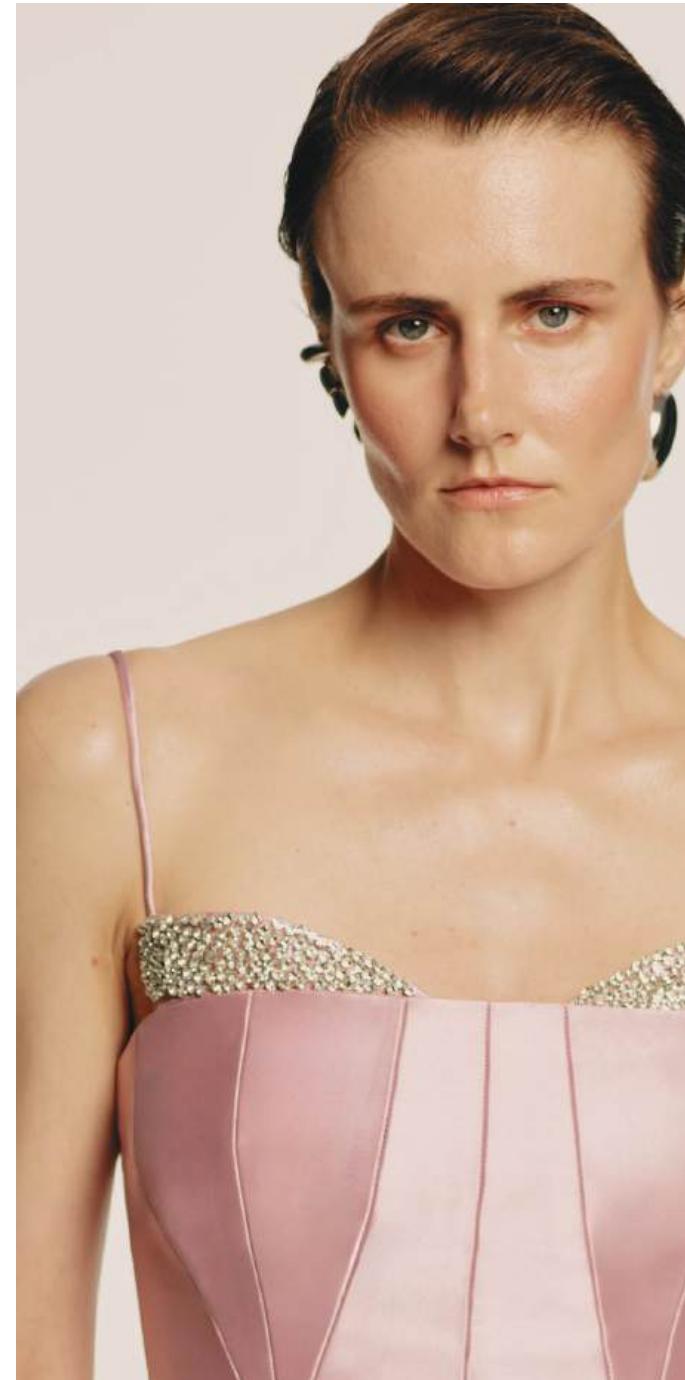
PISTACHIO



### Product Details:

A soft pink satin gown with a sleek, fitted silhouette and delicate spaghetti straps. The neckline is adorned with crystal embellishments, adding refined sparkle to the gown's smooth satin finish.

Fabric: Mid-weight satin, %100 polyester



### Price:

- SRP: 670 USD
- WSP: 240 USD

21

STELLA MINI DRESS



# 21

## STELLA MINI DRESS

Product Code: UMSS2621

Size:  
XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

Color:

MINT



SOFT LILAC



WHITE



### Product Details:

A soft mint mini dress with a structured fit and crystal-embellished halter straps. The cutout neckline adds a modern edge, while the clean silhouette keeps the look sleek and refined.

Fabric: Mid-weight satin, 100% polyester



### Price:

- SRP: 610 USD
- WSP: 220 USD

22

DYLAN DRESS



# 22

## DYLAN DRESS

**Product Code:** UMSS2622

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

BLUSH



SOFT PINK



WHITE



### Product Details:

A strapless satin dress in soft blush satin with a sculpted, corset-inspired bodice. The straight column silhouette highlights clean lines, while the structured seams bring subtle definition.

Fabric: Mid-weight satin, %100 polyester

### Price:

- SRP: 500 USD
- WSP: 180 USD

23

NALANI  
EMBELLISHED DRESS



# 23

## NALANI EMBELLISHED DRESS

**Product Code:** UMSS2623

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SOFT LILAC



SKY BLUE



WHITE



### Product Details:

A strapless gown in lilac satin, featuring a crystal-embroidered neckline that adds subtle sparkle. The column silhouette is completed with a statement bow at the back, creating an elegant yet modern finish.

Fabric: Mid-weight satin, 100% polyester



### Price:

- SRP: 720 USD
- WSP: 260 USD

24

ROSEMARY  
EMBELLISHED DRESS



# 24

## ROSEMARY EMBELLISHED DRESS

**Product Code:** UMSS2624

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

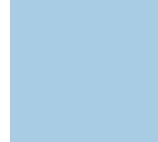
DUST ROSE



MINT



SKY BLUE



### Product Details:

A soft pink satin gown with delicate spaghetti straps and a flowing column silhouette. The bodice is detailed with cascading ruffles, accented by metallic floral appliqués for a romantic finish.

Fabric: Mid-weight satin, %100 polyester



### Price:

- SRP: 530 USD
- WSP: 190 USD

25

RHEA MINI DRESS



# 25

## RHEA MINI DRESS

**Product Code:** UMSS2625

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SKY BLUE



LILAC



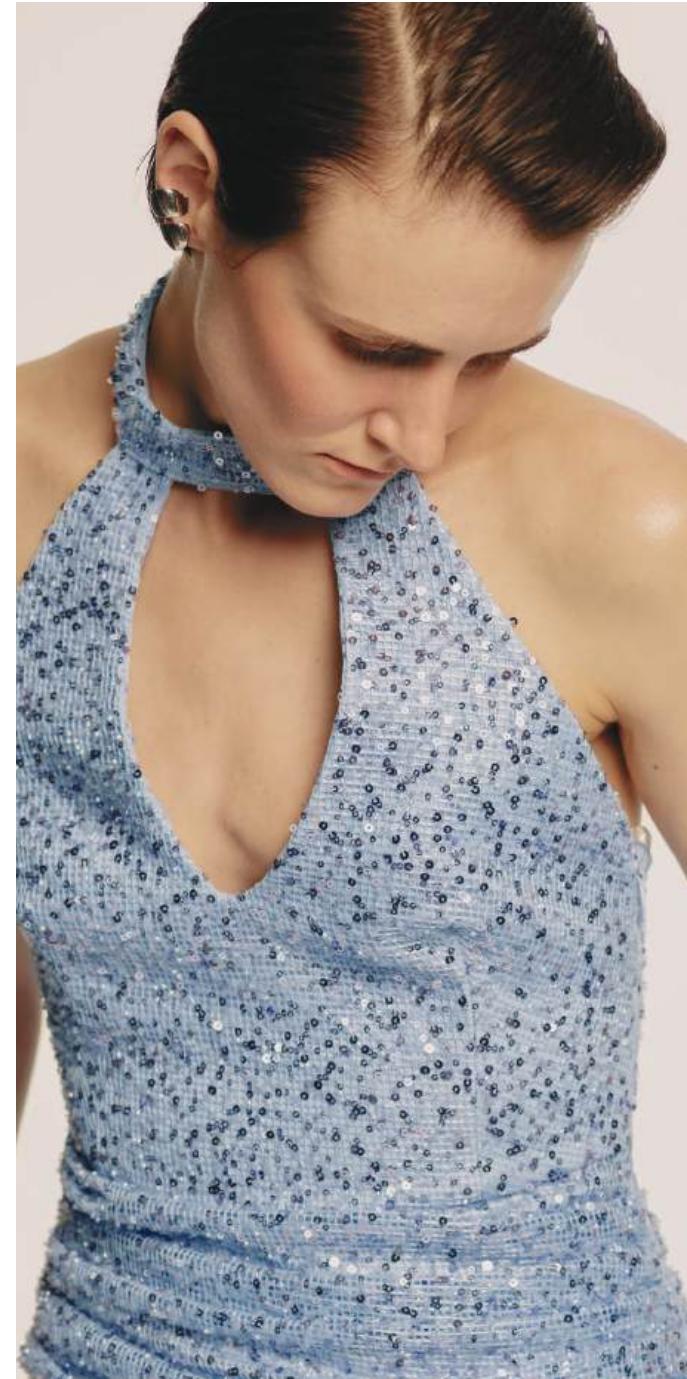
### Product Details:

A light blue mini dress crafted from soft mesh fabric embroidered with sequins and beads. The halter neckline features a front cutout, while the ruched skirt adds texture and movement to this playful silhouette.

Fabric: Mid-weight sequined soft mesh, 100% polyester

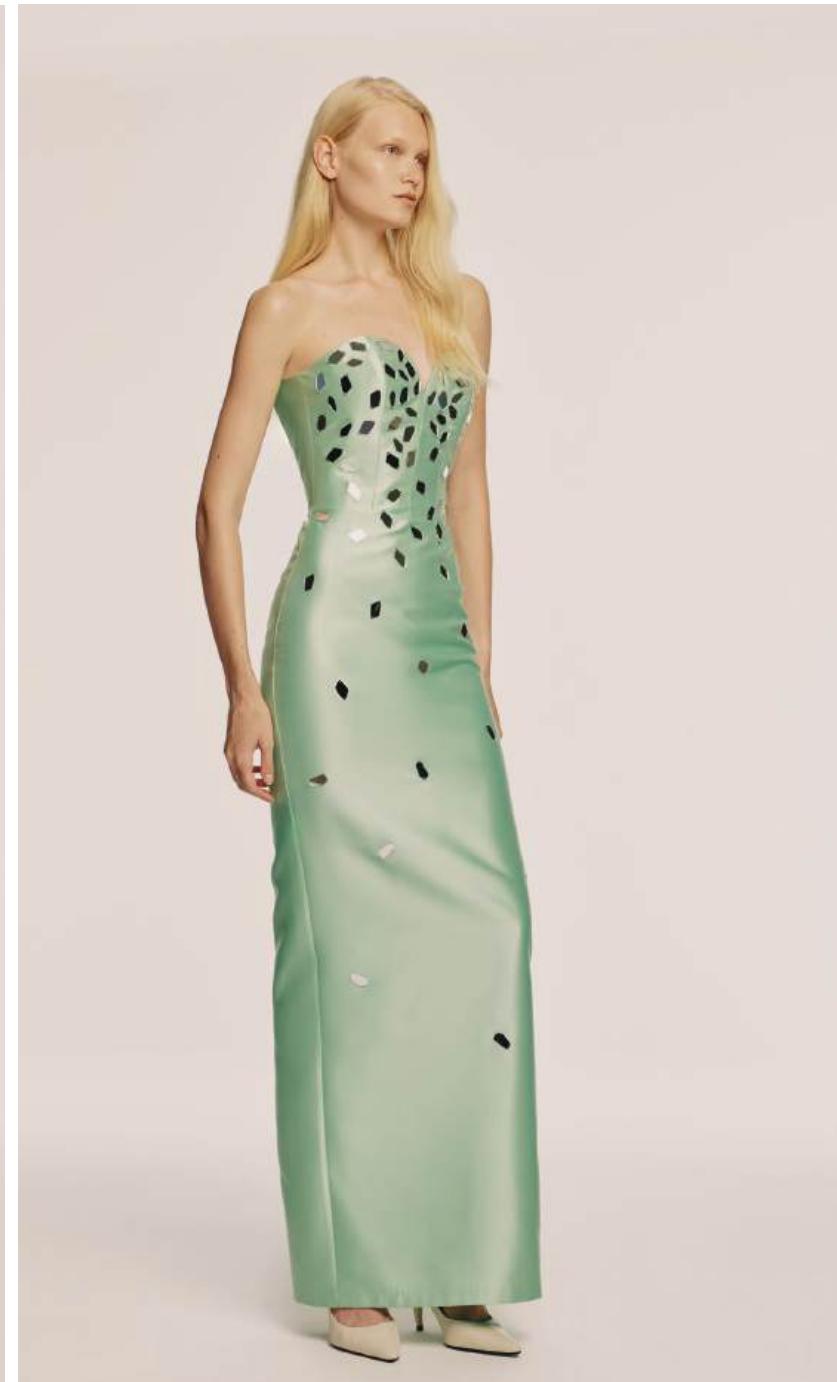
### Price:

- SRP: 560 USD
- WSP: 200 USD



26

BERYL EMBELLISHED  
DRESS



# 26

## BERYL EMBELLISHED DRESS

**Product Code:** UMSS2626

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**



### Product Details:

A strapless gown in mint satin with a structured bodice and straight column silhouette. The design is accented with scattered mirrored appliqués that catch the light, creating a striking modern effect.

Fabric: Mid-weight satin, 100% polyester

### Price:

- SRP: 580 USD
- WSP: 210 USD



27

KAI EMBELLISHED  
DRESS



# 27

## KAI EMBELLISHED DRESS

**Product Code:** UMSS2627

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SKY BLUE



POWDER



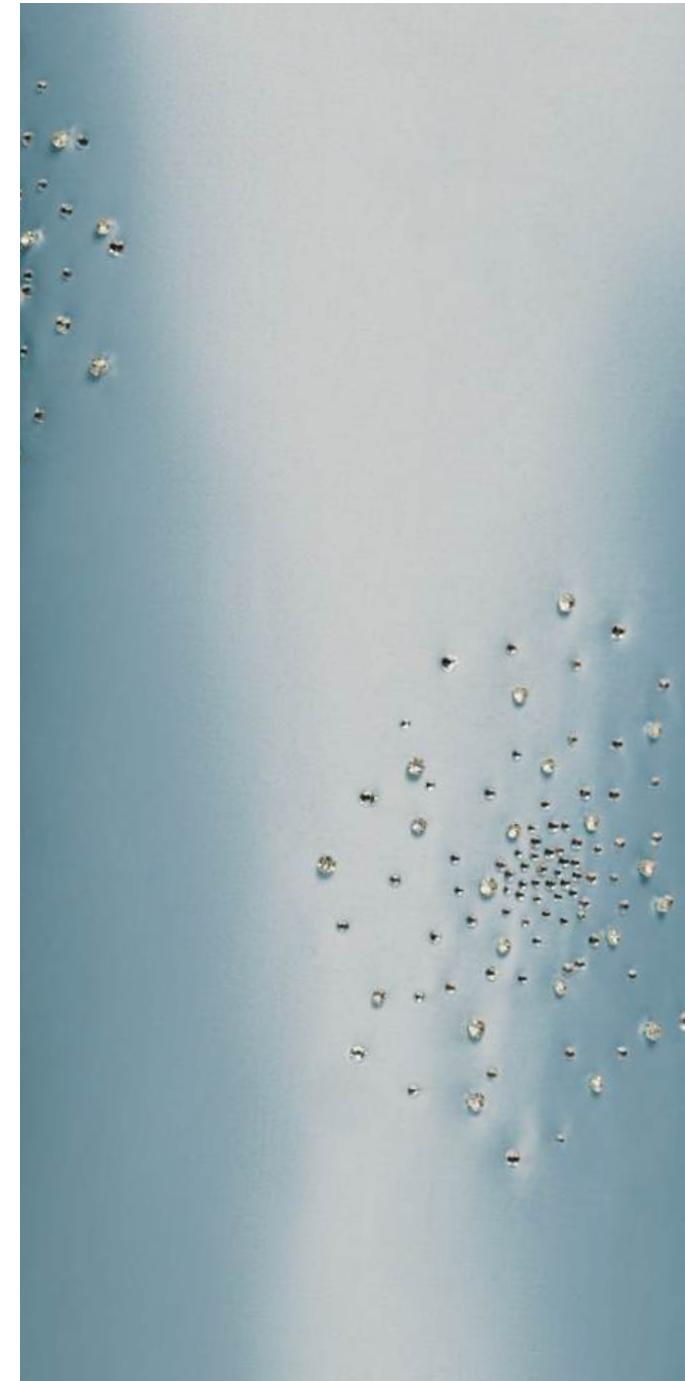
PISTACHIO



### Product Details:

A strapless gown in icy blue satin with a structured bodice and straight column silhouette. Scattered crystal embellishments form delicate starburst patterns across the front, adding subtle sparkle to the sleek design.

Fabric: Mid-weight satin, 100% polyester



### Price:

- SRP: 560 USD
- WSP: 200 USD

28

NACRE DRESS



# 28

## NACRE DRESS

**Product Code:** UMSS2628

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

SOFT BLUSH



SKY BLUE



WHITE



### Product Details:

A blush satin strapless gown with a sculpted sweetheart neckline and ruched bodice. The fitted silhouette flows into a sleek floor-length skirt, striking a balance between romance and modern elegance.

Fabric: Mid-weight satin, 100% polyester

### Price:

- SRP: 500 USD
- WSP: 180 USD



29

VIRIDIAN MAXI  
DRESS



# 29

## VIRIDIAN MAXI DRESS

**Product Code:** UMSS2629

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

GREEN



ORANGE



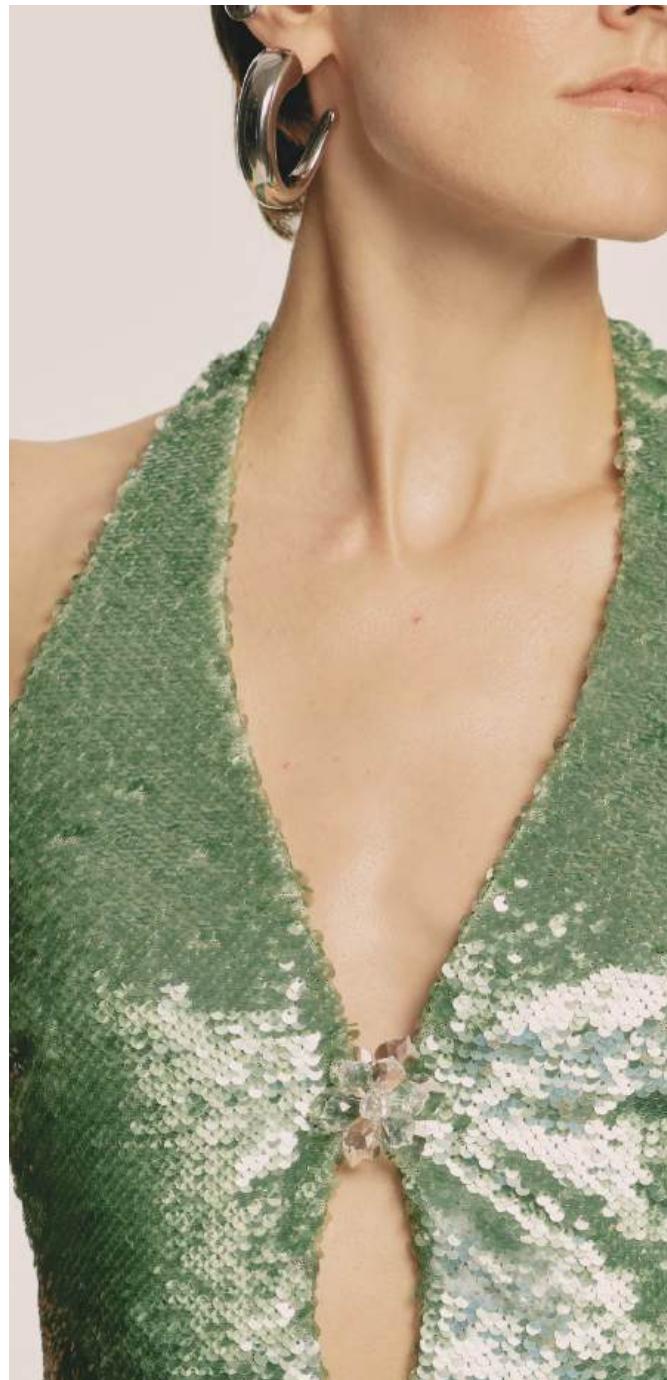
### Product Details:

A halter gown in shimmering green sequins, featuring a plunging neckline with a front keyhole cutout held by a crystal-embellished detail. The fitted silhouette skims the figure, flowing into a sleek column skirt for a radiant evening statement.

Fabric: Mid-weight sequined tulle, %100 polyester

### Price:

- SRP: 750 USD
- WSP: 270 USD



30

MEREDITH MAXI  
DRESS



# 30

## MEREDITH MAXI DRESS

**Product Code:** UMSS2630

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

LILAC



PEACH



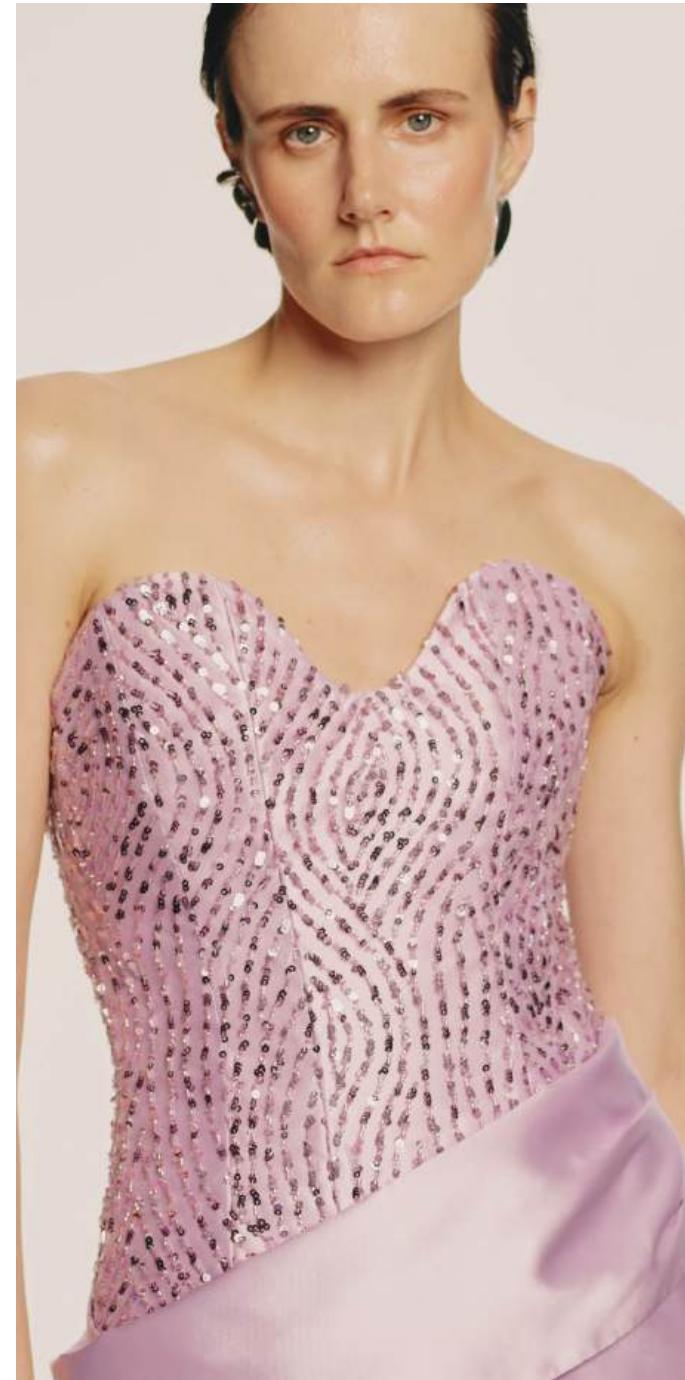
AQUA BLUE



### Product Details:

A strapless gown in soft lilac satin, featuring a sweetheart neckline and a sculpted bodice richly embellished with tonal sequins and beads. The skirt flows into a sleek floor-length silhouette with an asymmetric satin drape at the waist for added dimension.

Fabric: Mid-weight satin, %100 polyester



### Price:

- SRP: 640 USD
- WSP: 230 USD

31

ALDA DRESS



31

## ALDA DRESS

**Product Code:** UMSS2631

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

BLUE



### Product Details:

A strapless column gown in deep sapphire blue, crafted with a sequinned base. The structured bodice leads into a sleek silhouette, while long satin panels cascade from the back, adding drama and fluid movement.

Fabric: Mid-weight satin and sequined tulle, %100 polyester

### Price:

- SRP: 790 USD
- WSP: 285 USD



32

VERUNA DRESS



# 32

## VERUNA DRESS

**Product Code:** UMSS2632

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

BROWN



BLUE



GREEN



### Product Details:

A strapless dress in brown sequined fabric, designed with a softly draped neckline. The fitted silhouette contours the body and extends into a sleek, column skirt, creating a striking and elegant statement.

Fabric: Mid-weight sequined tulle, 100% polyester

### Price:

- SRP: 720 USD
- WSP: 260 USD



33

GALATEA  
EMBELLISHED DRESS



33

## GALATEA EMBELLISHED DRESS

**Product Code:** UMSS2633

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

WHITE



NAVY



### Product Details:

A strapless ivory satin gown with a fitted silhouette, delicately accented with crystal embellishments in scattered starburst patterns, adding subtle sparkle and sophistication.

Fabric: Mid-weight satin, %100 polyester

### Price:

- SRP: 560 USD
- WSP: 200 USD



34

MOANA  
EMBELLISHED DRESS



34

## MOANA EMBELLISHED DRESS

**Product Code:** UMSS2634

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PINK



AQUA BLUE



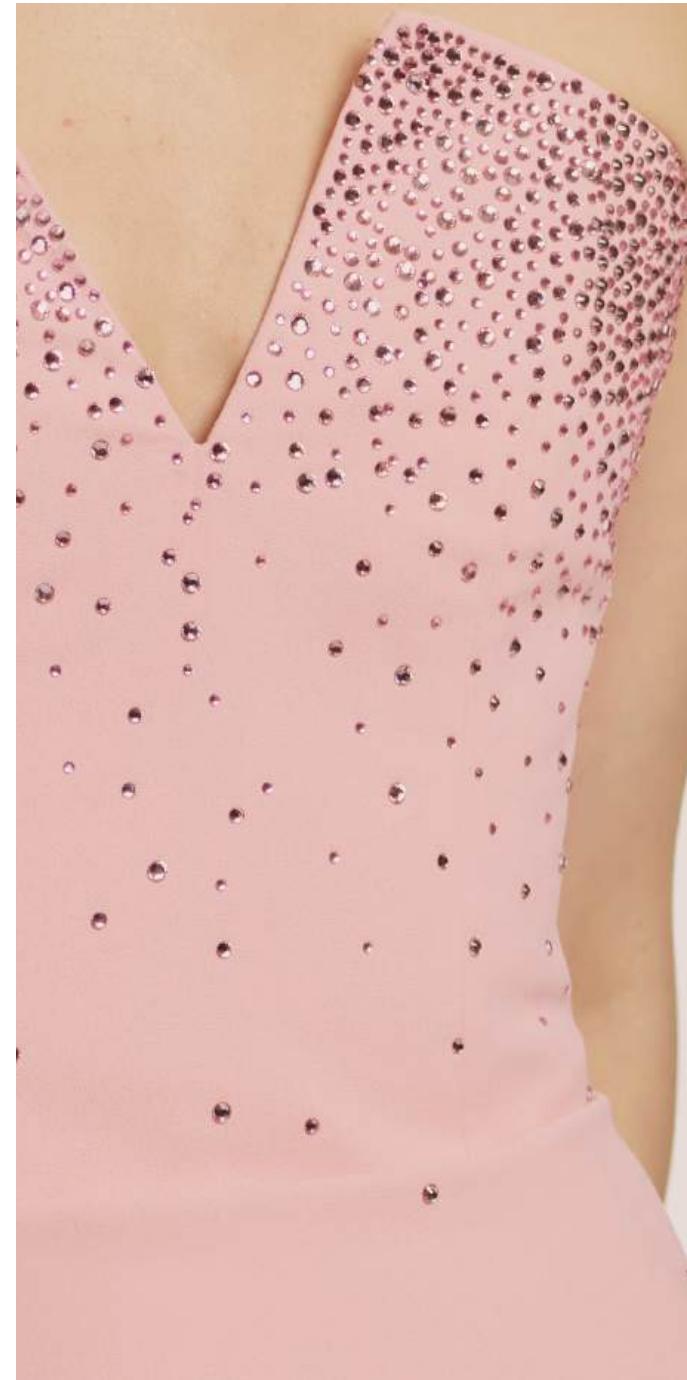
### Product Details:

A strapless gown in soft pink crepe, featuring a square neckline with a subtle V-split. Tonal crystal embellishments scatter from the bodice and fade down the column silhouette, lending soft sparkle and elegance.

Fabric: Mid-weight crepe, 100% polyester

### Price:

- SRP: 560 USD
- WSP: 200 USD



35

LIORA EMBELLISHED  
DRESS



# 35

## LIORA EMBELLISHED DRESS

**Product Code:** UMSS2635

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PEACH



LAVENDER



### Product Details:

A strapless dress in soft coral crepe, featuring a structured bodice embellished with tonal crystals. The clean, column silhouette elongates the figure, while the minimal design is elevated by the refined sparkle, balancing simplicity with sophistication.

Fabric: Mid-weight crepe, 100% polyester



### Price:

- SRP: 560 USD
- WSP: 200 USD

36

GALI DRESS



# 36

## GALI DRESS

**Product Code:**

UMSS2636

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

MINT



POWDER



WHITE



### Product Details:

An off-the-shoulder aqua satin gown featuring a structured neckline with a subtle V-cut. The ruched bodice contours the waist, flowing into a sleek, straight column silhouette for understated elegance.

Fabric: Mid-weight satin, %100 polyester



### Price:

- SRP: 530 USD
- WSP: 190 USD

37

RHOSWEN DRESS



# 37

## RHOSWEN DRESS

**Product Code:** UMSS2637

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

WHITE



POWDER



SKY BLUE



### Product Details:

An elegant ivory satin gown featuring a halter neckline with slender straps and a sleek column silhouette. The look is elevated with a sequined tulle cape overlay, draped delicately over the shoulders for an ethereal, light-catching effect.

Fabric: Mid-weight satin and sequined tulle, %100 polyester

### Price:

- SRP: 780 USD
- WSP: 280 USD



38

CORDELIA MAXI  
DRESS



# 38

## CORDELIA MAXI DRESS

**Product Code:** UMSS2638

**Size:**  
XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

PINK/CORAL



BLUE/MINT



### Product Details:

A strapless satin gown in soft pink, detailed with a structured pleated bodice and an oversized coral bow accent draped across the waist. Designed in a sleek column silhouette, the dress balances playful volume at the top with a clean, floor-length finish for a modern feminine statement.

Fabric: Mid-weight satin, 100% polyester

### Price:

- SRP: 560 USD
- WSP: 200 USD



39

AURINA MAXI DRESS



# 39

## AURINA MAXI DRESS

Product Code: **UMSS2639**

Size:

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

Color:

BLUSH



SKY BLUE



VIOLET



### Product Details:

A soft peach chiffon gown with a strapless ruched bodice framed by delicate lace trims. The draped skirt falls fluidly, complemented by a flowing scarf detail, embodying effortless grace.

Fabric: Light-weight chiffon, %100 poly.

### Price:

- SRP: 500 USD
- WSP: 180 USD



40

THALINA MAXI DRESS



# 40

## THALINA MAXI DRESS

Product Code: UMSS2640

Size:

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

Color:

AQUA BLUE



BLUSH



LILAC



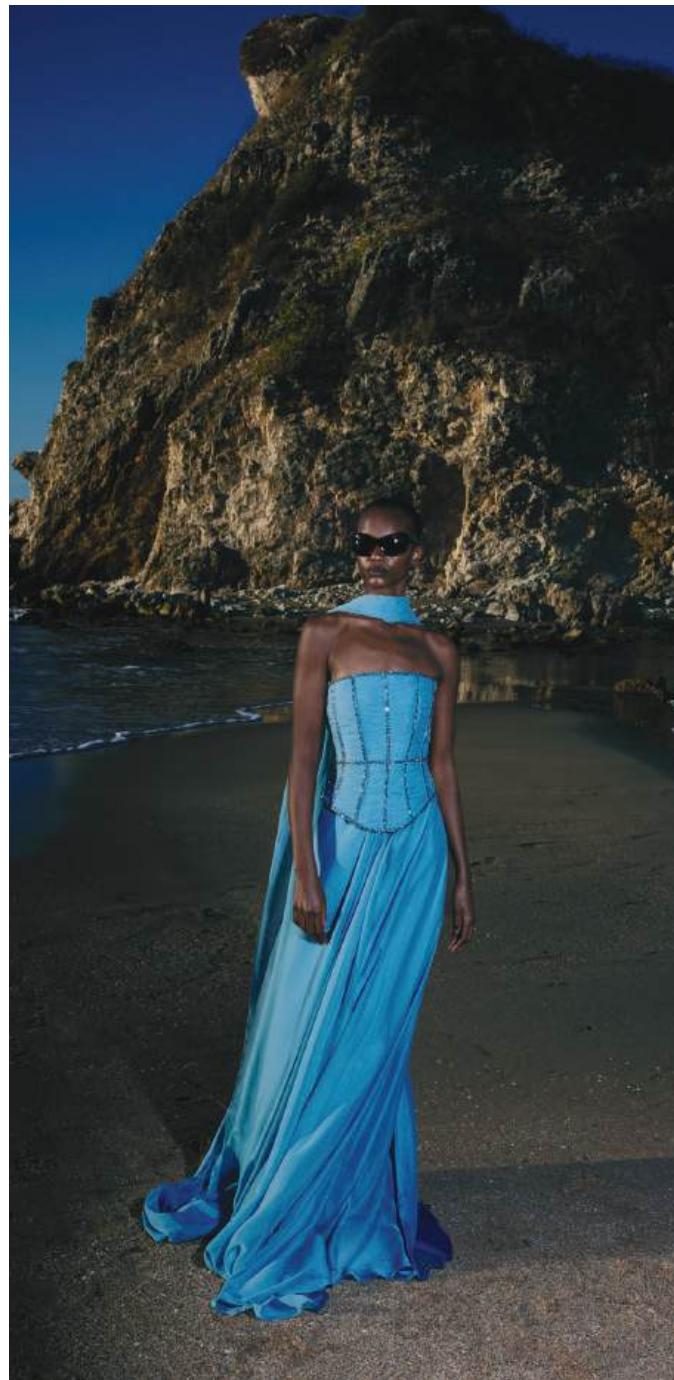
### Product Details:

A strapless satin gown in soft pink, detailed with a structured pleated bodice and an oversized coral bow accent draped across the waist. Designed in a sleek column silhouette, the dress balances playful volume at the top with a clean, floor-length finish for a modern feminine statement.

Fabric: Mid-weight satin, 100% polyester

### Price:

- SRP: 950 USD
- WSP: 340 USD



41

SOLANDRA MAXI  
DRESS



41

## SOLANDRA MAXI DRESS

**Product Code:** UMSS2641

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

BUTTER



MINT



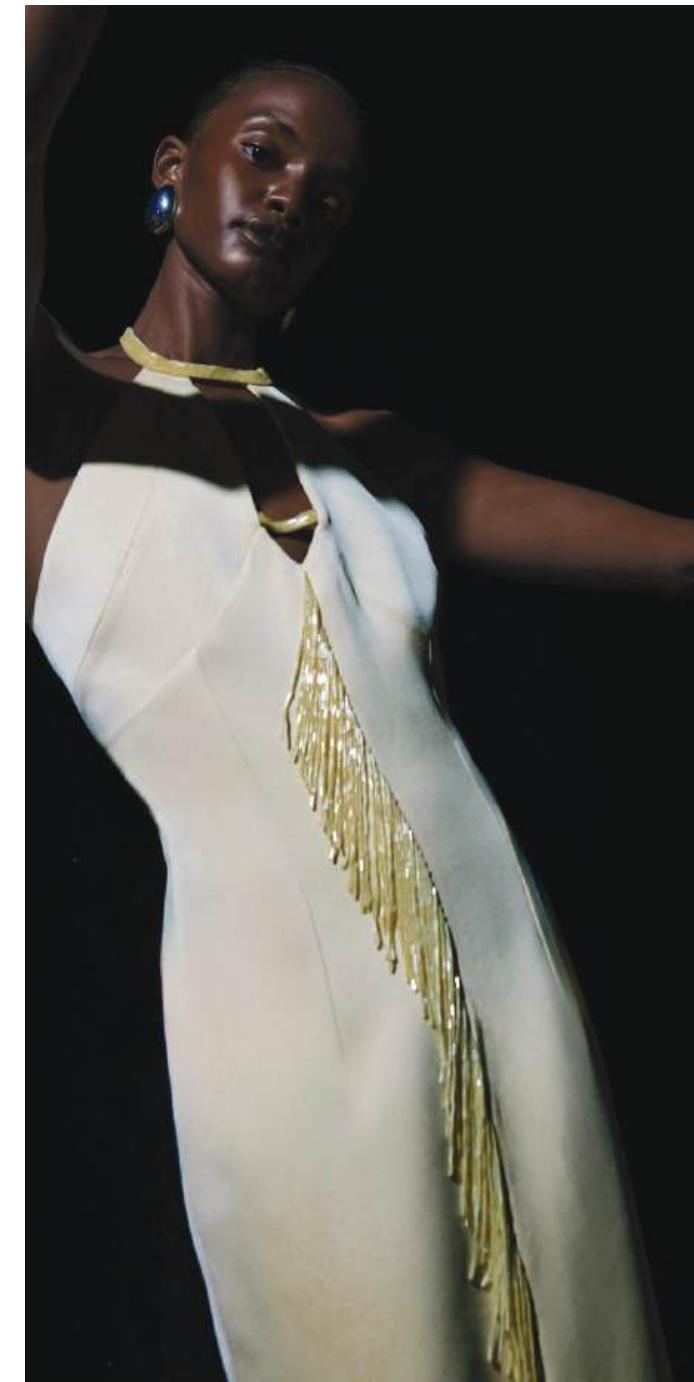
### Product Details:

A sleek pastel yellow halter gown with a sculpted neckline and front keyhole detail. An elongated silhouette is elevated by cascading beaded fringe that catches the light with every step, balancing minimal structure with fluid movement.

Fabric: Mid-weight crepe, 100% poly.

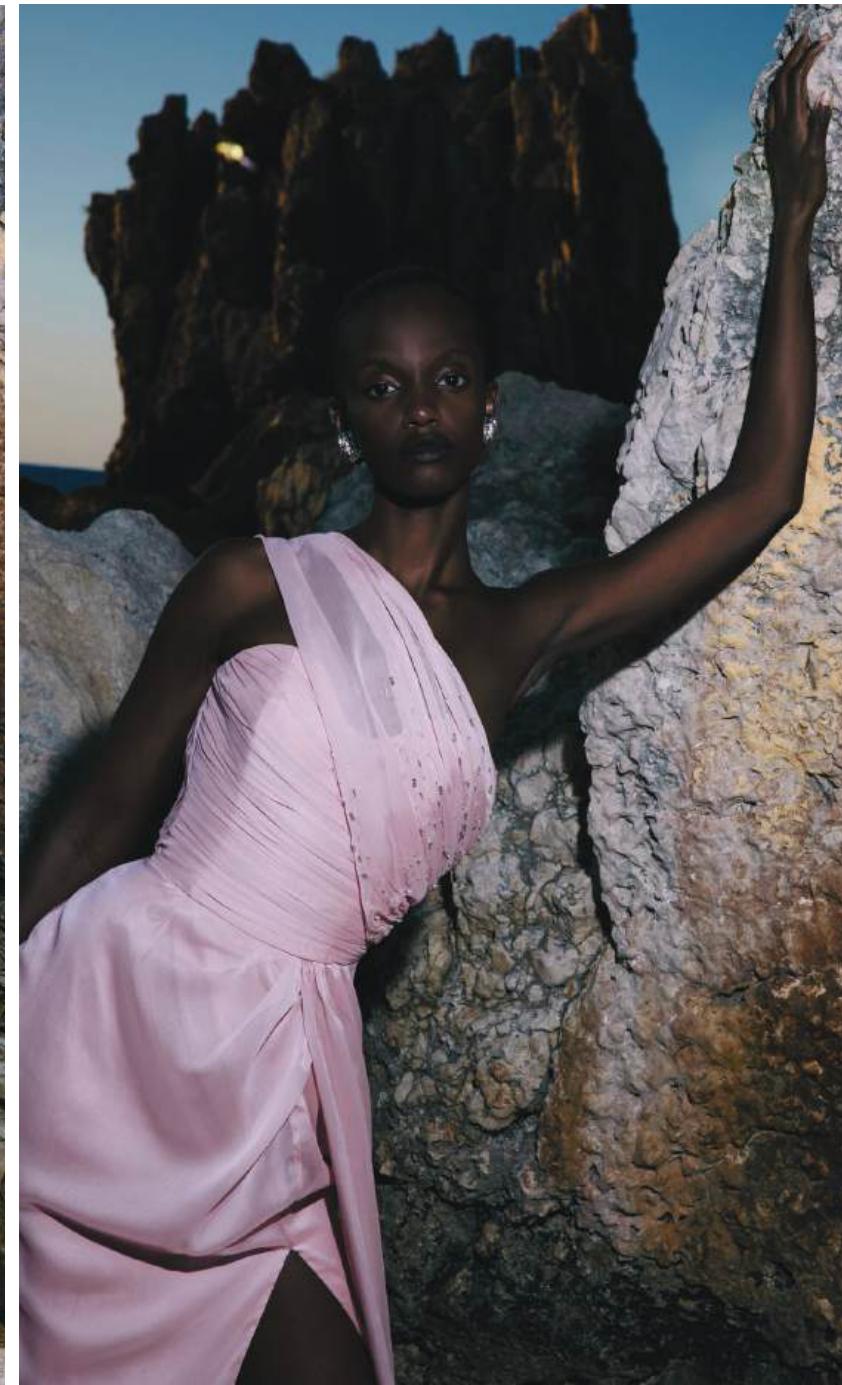
### Price:

- SRP: 900 USD
- WSP: 320 USD



42

ORIANA MAXI DRESS



42

## ORIANA MAXI DRESS

**Product Code:** UMSS2642

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

POWDER



ICE BLUE



PISTACHIO



### Product Details:

A light pink chiffon gown with an asymmetric one-shoulder neckline. The ruched bodice is adorned with embellished beads, flowing into a high-slit skirt that moves with ease and elegance.

Fabric: Light-weight chiffon, %100 poly.

### Price:

- SRP: 730 USD
- WSP: 260 USD



43

AZURIS MAXI DRESS



# 43

## AZURIS MAXI DRESS

**Product Code:** UMSS2643

**Size:**

XS(34), S(36), M(38)  
L(40), XL(42), XXL(44)

**Color:**

MINT



DUST ROSE



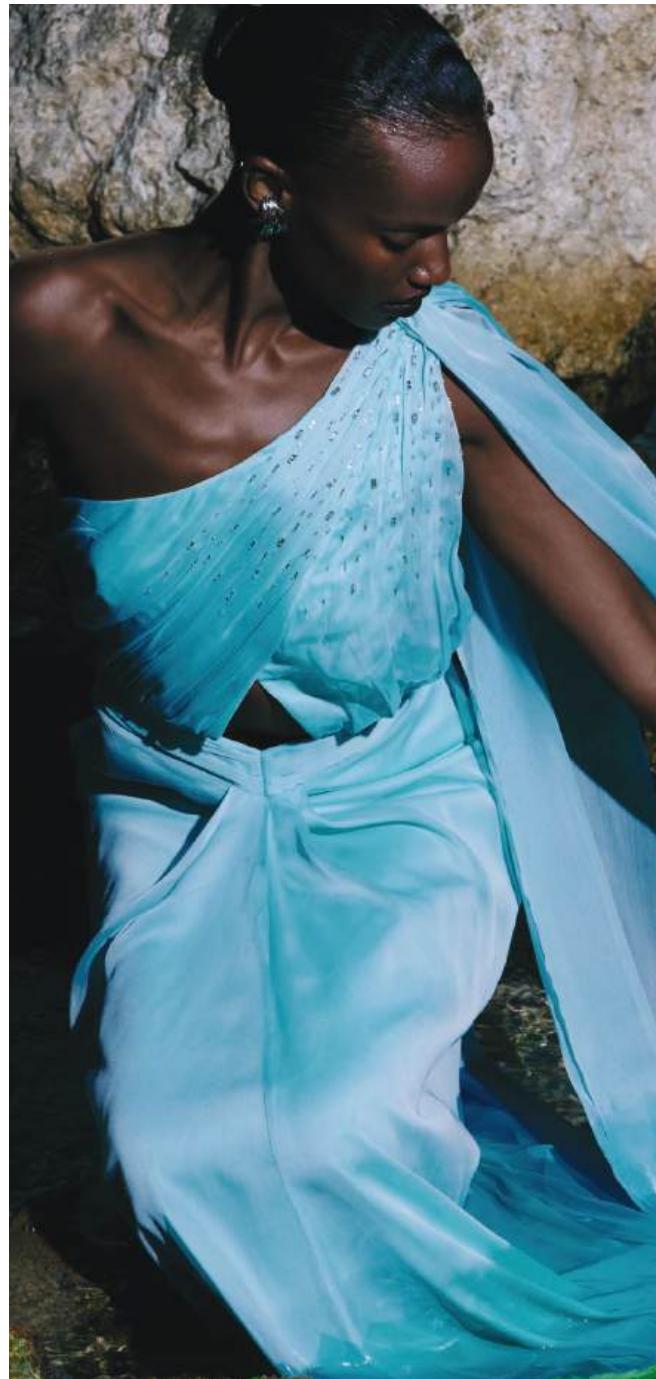
### Product Details:

A fluid aqua one-shoulder gown that drapes effortlessly across the body. The asymmetric neckline is highlighted with delicate beaded detailing, while a subtle cutout at the waist adds modern allure. Designed with soft folds that flow into a floor-length skirt, the silhouette captures both grace and movement—evoking the serenity of sea and sky.

Fabric: Light-weight chiffon, %100 poly.

### Price:

- SRP: 760 USD
- WSP: 270 USD





# ABOUT US



In a world where the courage to make choices is paramount, Urban Muse emerges as a powerful voice. Founded by Turkish sisters Güler and Gülden Erdem, this brand is about celebrating the tenacity to break down barriers and redefine narratives.

Drawing inspiration from their mother—who boldly established her own atelier when it was a rarity in her family for women to own business—the Erdem sisters learned that high-quality products can resonate deeply without the burden of exorbitant prices. Urban Muse embodies this philosophy, merging thoughtful design with accessible elegance.

Each piece in the Urban Muse collection is a testament to the power of details. The brand encourages women to embrace their true selves, providing a canvas for self-expression in a society that often imposes limitations. Here, femininity is not a constraint but a declaration of strength, individuality and resilience.

What does it mean to be truly free? In a world rife with expectations, Urban Muse serves as a lighthouse for those prepared to defy conventions. This brand extends beyond mere fashion; it is an invitation for women to embrace their authority, claim their narratives, and boldly express their identities.

As Güler and Gülden present their collection, they extend an invitation to women everywhere—to embrace their uniqueness and to join a movement that honors the strength, creativity, craftsmanship, the stories that shape us and resilience inherent in all of us.

Empower Your Freedom