

<DRESS_NAME>

HKD <PRICE>

BUY



Customize Dress

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Customize Dress

Dresses

<SILHOUETTE_NAME>

From: HKD <PRICE>



Design Me

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From: HKD <PRICE>



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Skirts

<SILHOUETTE_NAME>

From: HKD <PRICE>



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Reset

Buy Now

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HKD <PRICE>

BUY

<STRAPLINE>: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

<DESCRIPTION>: Experiment with colours and trims to define your style and add a belt to really enhance your waist. Perfect with killer heels for a timeless show stopping look.

Basic Design

Neckline

Sleeves

Skirt



☐ Add trim



Belt


Extras

Standard
Sizing

Mix & Match

Custom
Sizing

a. Select your dress size:

UK 12 / FR 40 For help in choosing the right size for you please refer to our [size chart](#)

b. Adjust for your height

Select your bust and height measurements to help our pattern makers get the right waist, sleeve and body length

Bust:

Height:

Standard
Sizing

Mix & Match

Custom
Sizing

a. Select size for your top:

UK 12 / FR 40 ▼

b. Select size for your skirt:

UK 12 / FR 40 ▼

For help in choosing the right size for you please refer to our [size chart](#)

c. Adjust for your height

Select your bust and height measurements to help our pattern makers get the right waist, sleeve and body length

Bust:

Height:

Standard
Sizing

Mix & Match

Custom
Sizing

or just 400 HKD our tailors will use your body measurements to create your perfect dress

Bust:

Please select ▼

Bust:

Please select ▼

Bust:

Please select ▼

Bust:

Please select ▼

Bust:

Please select ▼

Height

- Stand straight with feet together
- Measure in bare feet
- Begin at the top of the head and pull tape straight down to the floor

Hollow to Floor

- Stand straight with feet together
- Measure in bare feet
- Begin at the hollow space between the collarbones and pull tape straight down to the floor

Bust

- This is not your bra size!
- Wear an unpadded bra (your dress will have a built-in bra)
- Relax arms at sides
- Pull tape across the fullest part of the bust

Waist

- Find the natural waist
- This is the smallest part of the waist
- Usually about 1 in. above belly button
- Keep tape slightly loose to allow for breathing room

Hips

- Find the widest part of the hips
- Usually about 7 in. below natural waist
- Tape should brush across both hipbones



A better fit

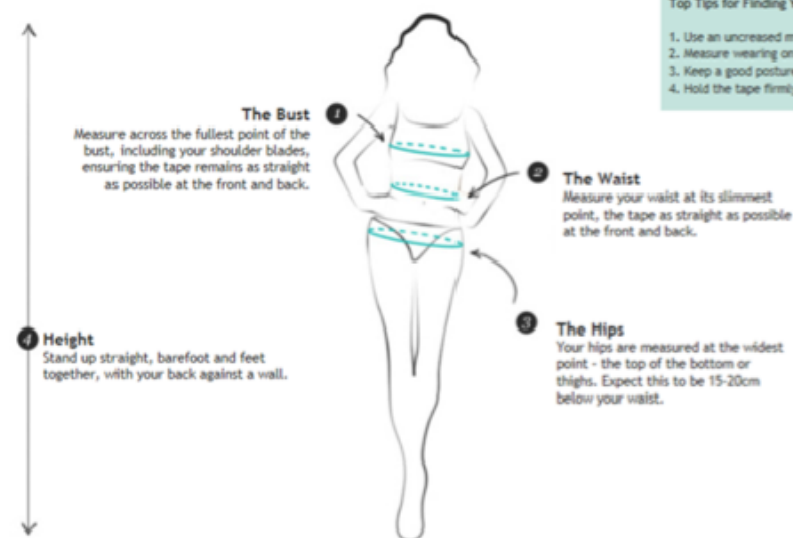
At the heart of 'BRAZEN' is our relentless desire to make clothes that flatter and fit. With 5 kids between us (and bodies not quite like they used to be) we know that well-made tailored clothing make an incredible difference between looking hot or not.

Unlike most off the shelf garments available, our designs are based on revolutionary 3D body scanning and pattern making technology that accurately reflect every curve in a women's body. We have tested each of our silhouettes and sizes not on an industry 'fit model' but on real women with wide ranging body shapes to ensure our designs and fabric choices are as flattering as possible. That's why in our sizing chart you will see a small range of measurements for each size which reflect the flexibility of fit / stretch within each garment.

Finally, we really do get that everyone is unique and with 2 simple measurements (your height and bust) we can work with our pattern master to adapt our standard sizing to ensure optimal drape and fit. Long body – no problem, bigger top than bottom – we can mix and match sizing. You share your concerns and we will work through a solution that works for you and even use all of your body measurements for a full bespoke size if that is what it takes.



If you aren't sure of your measurements, follow our stylists' advice:



Top Tips for Finding Your Size

1. Use an uncreased measuring tape.
2. Measure wearing only underwear.
3. Keep a good posture.
4. Hold the tape firmly, but don't press the body.

Book a party

Treat yourself* and 5 friends to a night of fashion where you can try on our dresses, find your ideal size, check out the fabrics and design your perfect dress together in the comfort of your own home.

No more compromises, no more excuses. Finally everyone can feel this good.



**As a party host you will get 50% off your perfect dress whilst helping each other design the dresses that you really want and that you know will look amazing.*

About BRAZEN

We founded BRAZEN out of a frustration of never being able to find the clothes we really wanted. After having 5 kids clothes shopping had lost its sparkle, left us deflated and there was always a compromise – too short, too baggy, too expensive or even too plain.

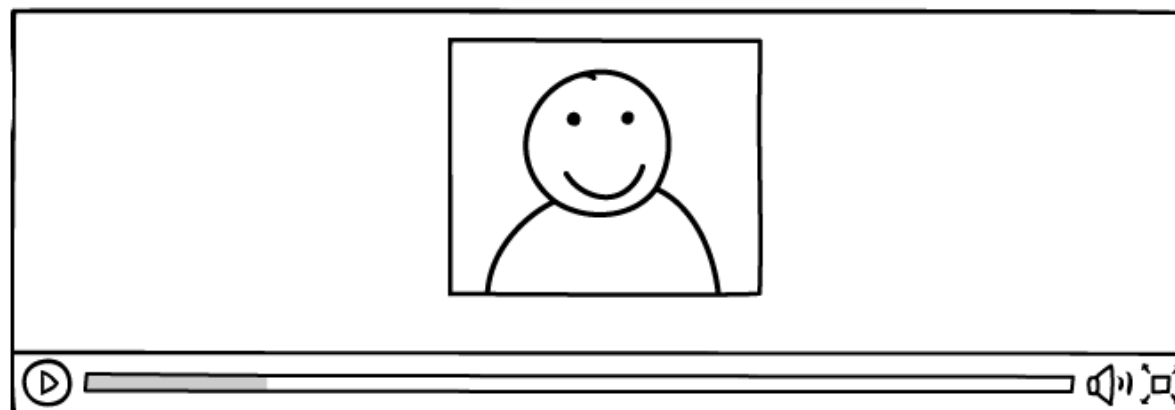
So our aim is simple - to allow women like us to create extraordinary clothes that reflect their own sense of style whilst both flattering and fitting each of our unique bodies. We want everyone to be able to step out with confidence day and night, feeling a million dollars and we know from personal experience that a great outfit can make all the difference.

We are starting by offering utterly fabulous custom made dresses and separates designed by us and perfected by you. You choose the style and simply change the bodice, skirt, sleeves, length, fabric, trims and accessories. You can then decide whether our unique standard sizing model based on 3d body scanning is right for you or whether you want us to create a bespoke pattern just for you based on your measurements.

Once you have experienced custom from the comfort of your own home you will always want to feel this good.

Steph and Jess

Our story



Jessica Stephens – Founder and Creative Director

With 12 years of textiles and design experience Jess has lead the way with the creative development of the range. Aiming to create classic designs that are jaw droppingly gorgeous, Jess has worked closely with Alex and our manufacturing experts and spent years researching the perfect silhouettes and fabrics that both flatter and fit and quite frankly just make you feel great.



Stephanie Holland – Founder and Commerical Director

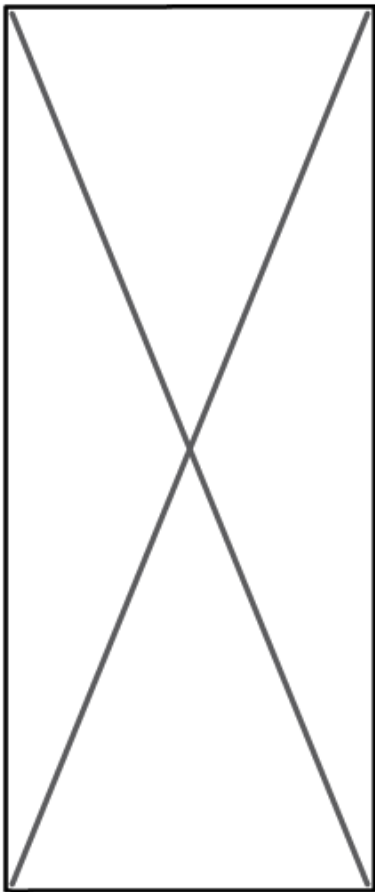
With 15 years commercial experience Steph has developed our international supply chain to ensure we offer high quality, value for money pieces that exceed our consumers' expectations whilst offering the just in time service we require.



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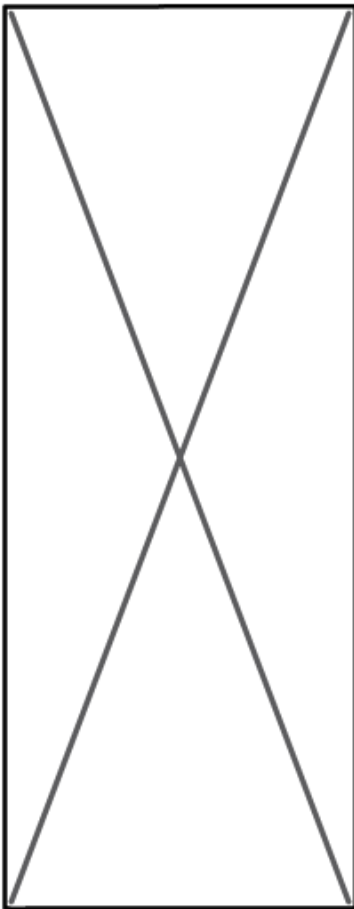
BUY



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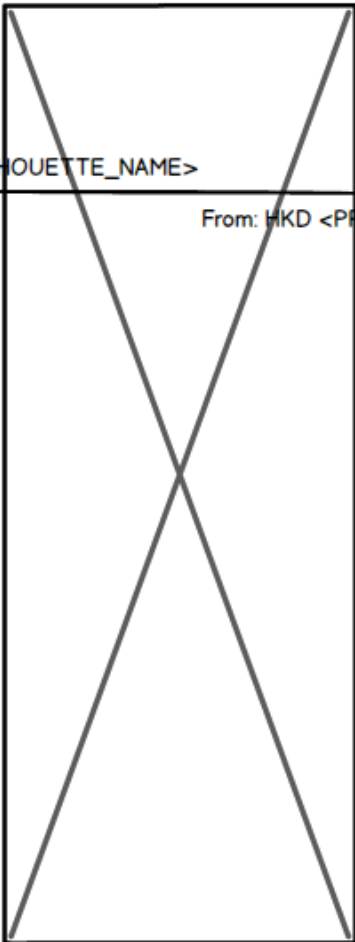
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