

Seunye
The EDIT III



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A NOTE FROM MAGGIE

I have always been interested in the relationship between garments and accessories and in this Edit we explore just that.

We take a brief historical look at how adornment continues to be important to us, of how a Semple garment can change from day to evening through the intentional choice of jewellery, we offer some style thoughts and hear from four clients about their relationship with Semple as their favourite bespoke designer brand.

I hope our content inspires you to continue to be creative with your style and it would be great to hear from you if we have achieved our aim.



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A BRIEF HISTORY OF ACCESSORIES

When it comes to our wardrobes many of us place accessories as high up on the list as our garments themselves. We understand that by adding accessories to our outfits we can elevate them – even when the whole outfit is great as it is, a statement accessory can transform it to make it more glamorous or striking.



Accessories afford us the opportunity to inject some of our own personality into our clothes. Especially in say the workplace, where the items we wear often follow a set of rules; a uniform if you will. A black tailored shift dress might look good on, but add a jewelled necklace or a colour pop shoe and all of a sudden your seemingly every day dress has become an 'outfit' that sets you apart from the crowd.

So where did the idea of decorating our staple items come from? It's true Vogue has always praised the art of accessorising, but it seems when you dig a little deeper that the origins of accessories lie much farther back in time than printed fashion publications.

The history of fashion accessories is a lengthy and broad subject, with some of the oldest examples of art unearthed by archeologists include earrings and necklaces. Since the beginning of civilisation people have been wearing accessories and as a result, jewellery is permeated with meaning that represents the time and place of its creation as well as the people who wore it.

“Accessories afford us the opportunity to inject some of our own personality into our clothes.”



“European Renaissance painters commonly depicted nobles of both sexes wearing a necklace, pendant, or other form of accessory to display their wealth.”

Images created by the Aztec and Maya people exist to teach us a lot about the history of jewellery and the customs surrounding accessories. Many of these paintings feature important individuals with pierced ears and similar themes can be seen in African masks and Southeast Asian sculptural pieces. European Renaissance painters commonly depicted nobles of both sexes wearing a necklace, pendant, or other form of accessory to display their wealth. There are even portraits of Shakespeare showing the poet wearing a single earring – how very ahead of his time.

Today scientists exploring old burial sites and settlements regularly come across jewellery and most of what they find tends to dates back to ancient times. This leads many nations to claim their territories as the birthplace of fashion accessories. Although, it's unlikely that the 7,000-year-old copper and gold earrings found in ancient Egypt, Asia, and the Middle East were the first examples of their kind.



“Scientists exploring old burial sites and settlements regularly come across jewellery and most of what they find tend to dates back to ancient times.”



Evidence points to suggest that cultures had been adorning themselves with organic alternatives long before the Egyptians found gold. Fragments of necklaces that used seashells as beads have been found in Morocco and they date back almost 90,000 years.

The reason though that we have little left of the years previous is that material such shells, teeth, bone beads, bird feathers, carved wood, seeds, stones and other artful natural elements found in the environment tend to decay far quicker than metal.

“Fragments of necklaces that used seashells as beads have been found in Morocco and they date back almost 90,000 years.”

The techniques used to create these wearable forms of artistic expression have been kept healthy and alive by indigenous cultures around the world where we still see the use of raw materials in place of precious metals. For example, Navajo turquoise and beading which represents untold centuries of tradition.

Overall it seems that regardless of the decade or part of the world, it's almost certain that we have all always preferred to dress up and accessories our looks.



At Semple, we take pride in our attention to detail.

It's what makes a Semple dress beautiful and unique.



THE PERFECT SHADE OF PALACE PINK

JACQUELINE DE ROJAS

Jacqueline is the President of TechUK and the chair of the Digital Leaders board. She sits on a number of boards including UK technology business Rightmove plc, Costain plc and online retailer AO World plc; and serves on the government's Digital Economy Council and is a supporter of the University Technical College in Newcastle.

Jacqueline was recently awarded CBE for Services to International Trade in Technology in the Queen's New Year Honours list 2018 and we can proudly say she chose a Semple dress to mark the occasion!



Jacqueline with her husband receiving her CBE award.

Q | A

What inspired you to create this dress?

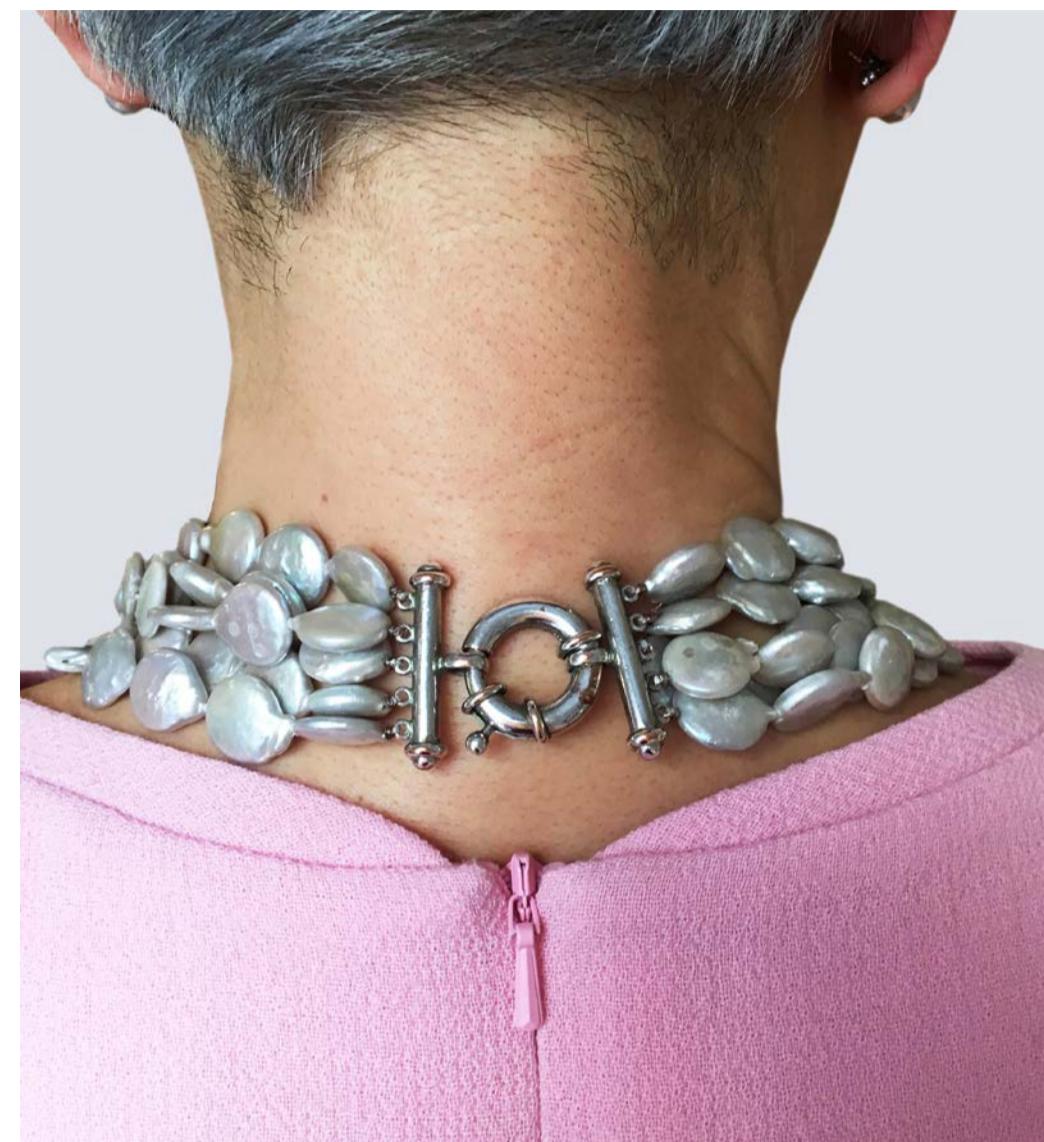
I aspire to live my life and run my businesses in an effortlessly elegant way and I really wanted a 'look' which reflects that ambition.

Will you be wearing your dress to work or as evening wear following its debut at the Palace?

The dress was designed so that it would take me anywhere - I like to think it will be as appropriate at the Palace as it will be in the boardroom!

Why did you choose the colour?

Many years ago I was introduced to which colours bring the best out for my skin colour and also which styles work best for my body shape and so I was already very clear about the colour and reasonably sure about the shape. Classic styling included three quarter length sleeves, rounded hem and sleeves made it feel unique.



Tell us about why you wore your Semple dress to Buckingham Palace.

I wanted something that I was sure nobody else would be wearing and was exactly the right colour and styling. Given the travelling and moving around involved, it also had to be super comfortable and look as good at the end of the day as it did at the beginning. Being able to discuss all of the options with Dulcie and Maggie, who helped me to choose the fabric and the fabric weight gave me all the elegance and flexibility I needed plus having the dress made especially for me removed all the risk of discomfort and also removed any risk of me turning up for the photos with creases in my dress!

Have you had any comments about your Semple dress?

Everybody loved it! (most importantly my husband loved it) Lots of Jackie Onassis comments, who for me was an exemplar of elegance.

What accessories or other clothing did you team up with your dress?

I teamed the dress with an embroidered 'coat of many colours' from Favourbrook. Equally special and stunning.

Describe your Semple experience in three words.

- Intimate
- Professional
- Uplifting

THE ART OF ACCESSORISING

"It's all in the detail"; never has a truer phrase been uttered. It's a motto that can be applied to all aspects of our lives, but one with which it really rings true is fashion.

Us women has been adding extra touches to our looks for decades, but with today's shift towards a more minimal and understated style of dressing, accessories have never been so essential to our wardrobes.

The ability to transform a garment into an 'outfit', with the use of just a few keyt pieces means we are able construct our own looks which reflect our personalities. They mean that that one black dress can serve for a multitude of occasions, despite the fact it might have been taken out on the town far more than once it will never look the same.

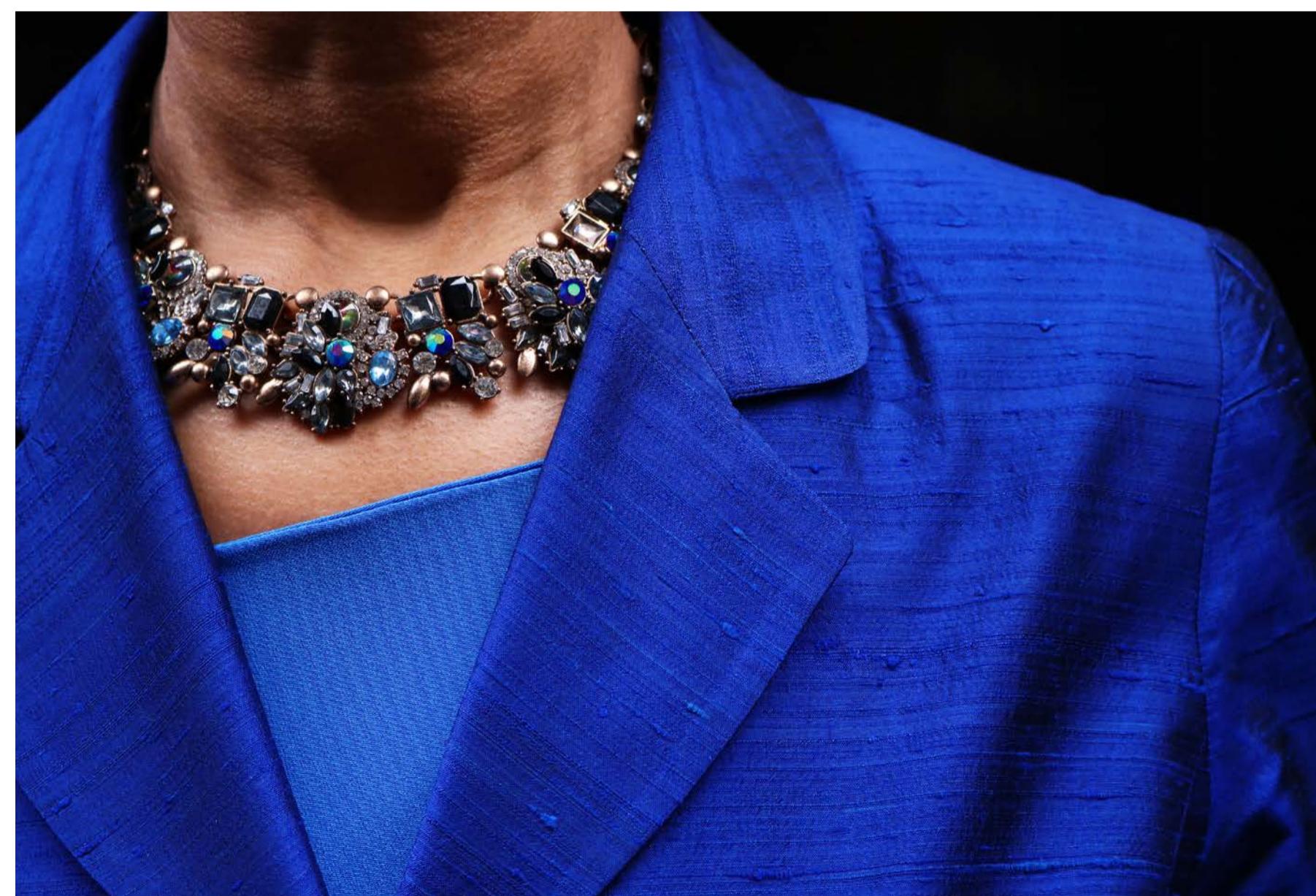
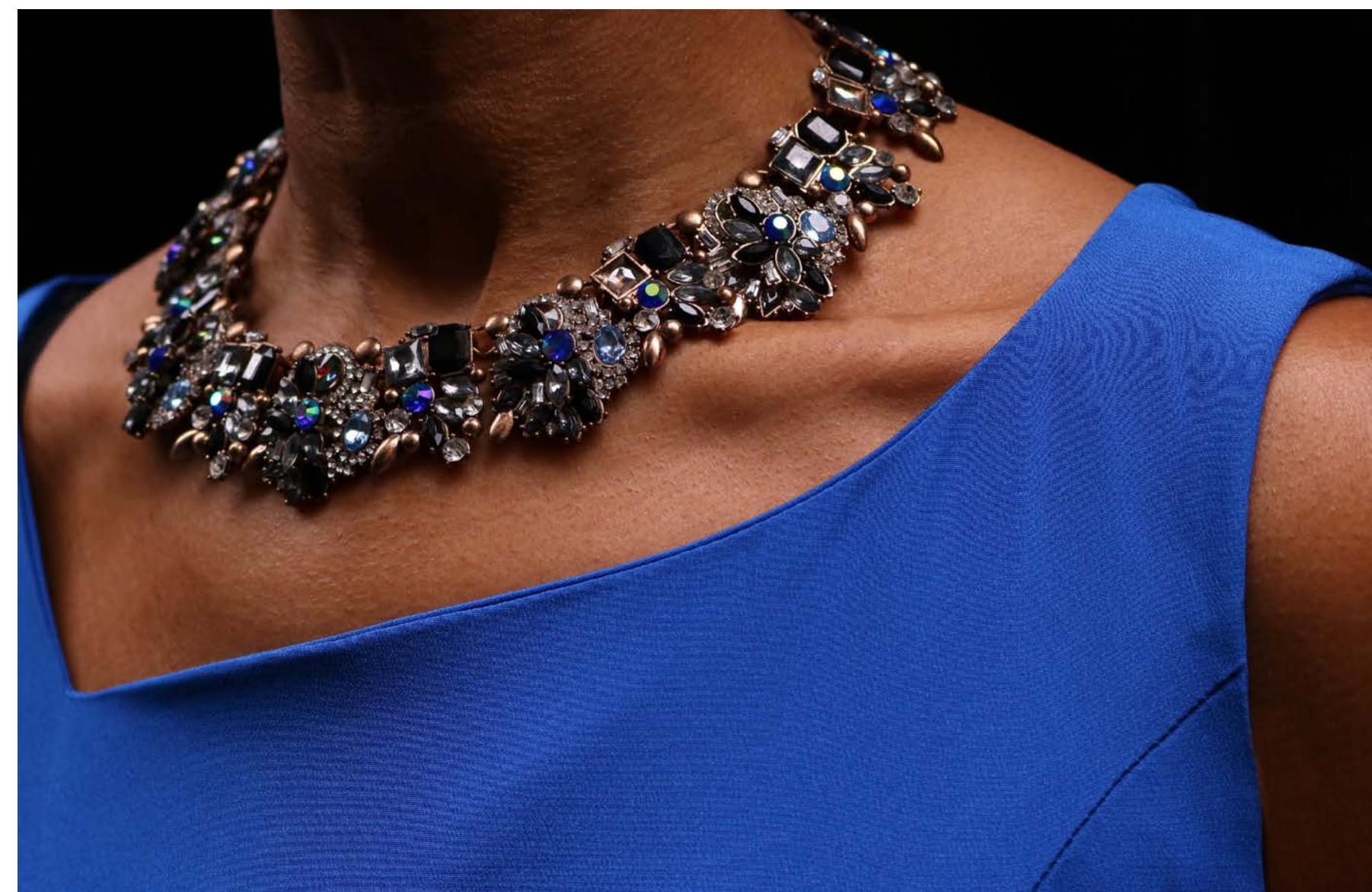
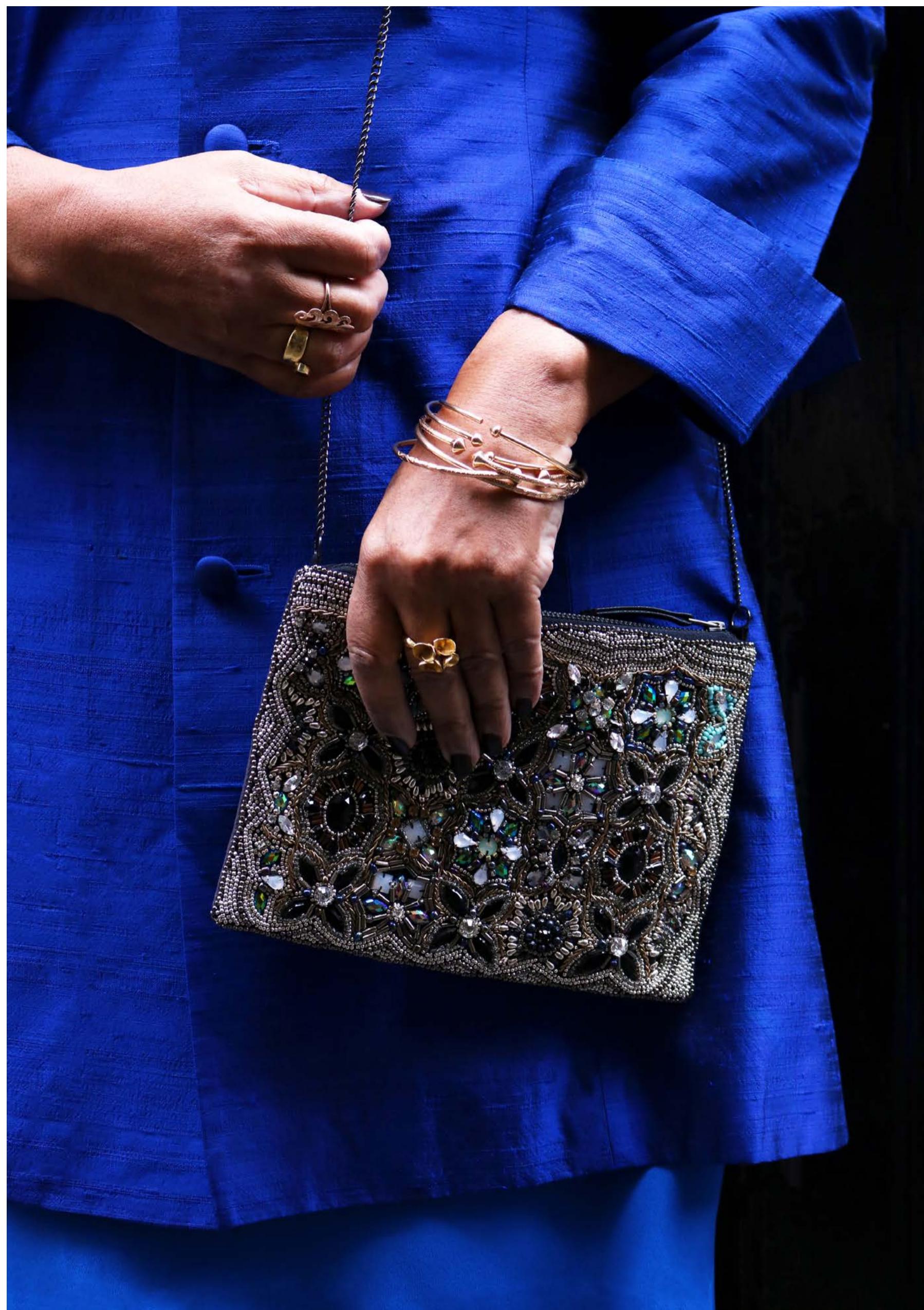
Whether selecting a bag or a pair shoe that will make a statement or finding the perfect jewellery needed to achieve your desired vibe, there is an art to accessorising. We like to think of accessories as being the icing on the cake if you will and even if you favour a more conservative, classic look, accessories can be where you might be willing to be a little more daring.

But word to the wise, while we are all for the added extras, it can be all too easy to ruin an otherwise perfect outfit by choosing the wrong accessories. So in order to make sure you don't look like you've spent the afternoon playing dress up, follow our top tips for mastering the Art of Accessorising...

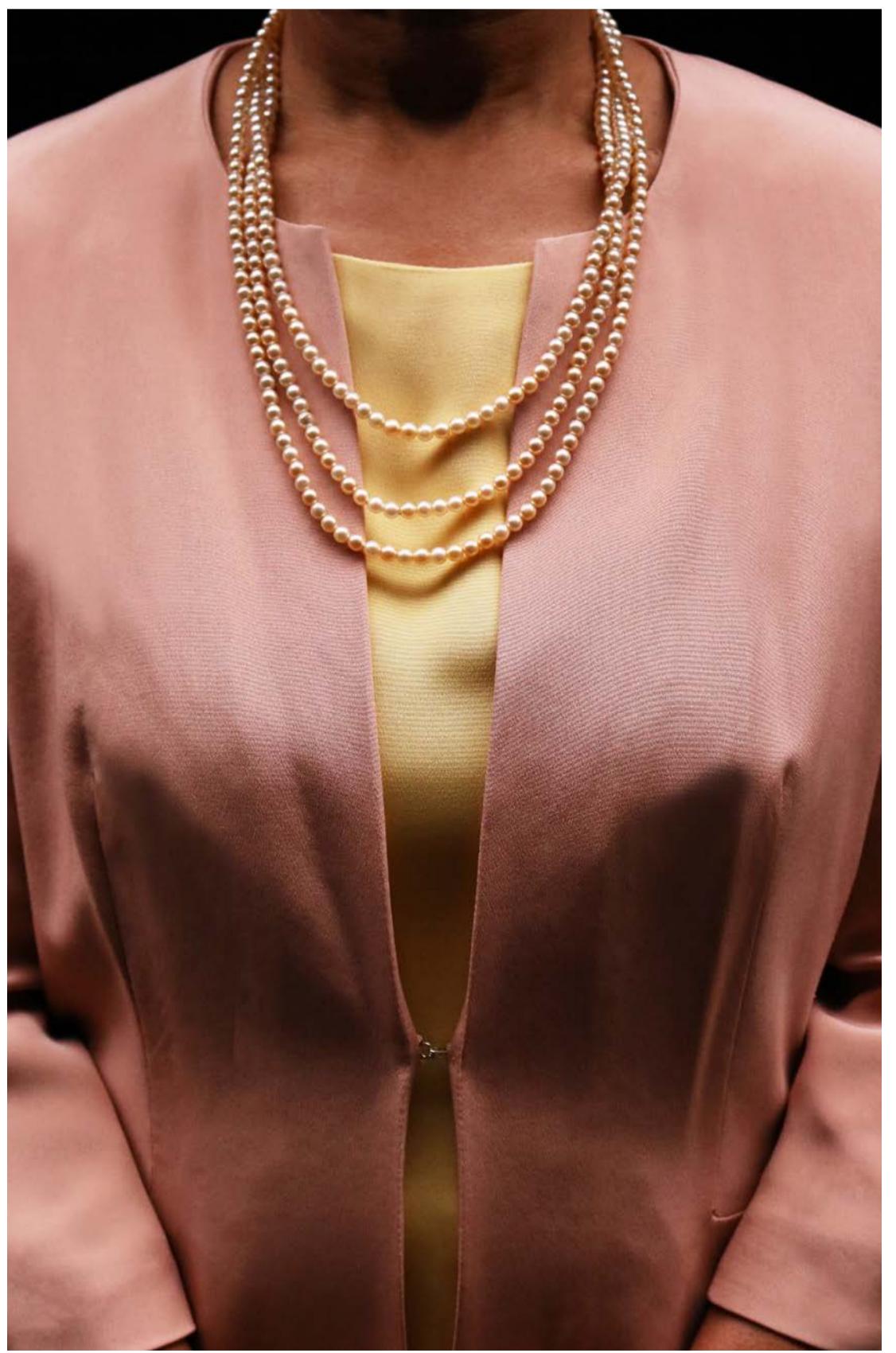


**ACCESSORISE
THE SEMPLE WAY**

A fifteen page guide on how to wear your Semple garment with some added sparkle.

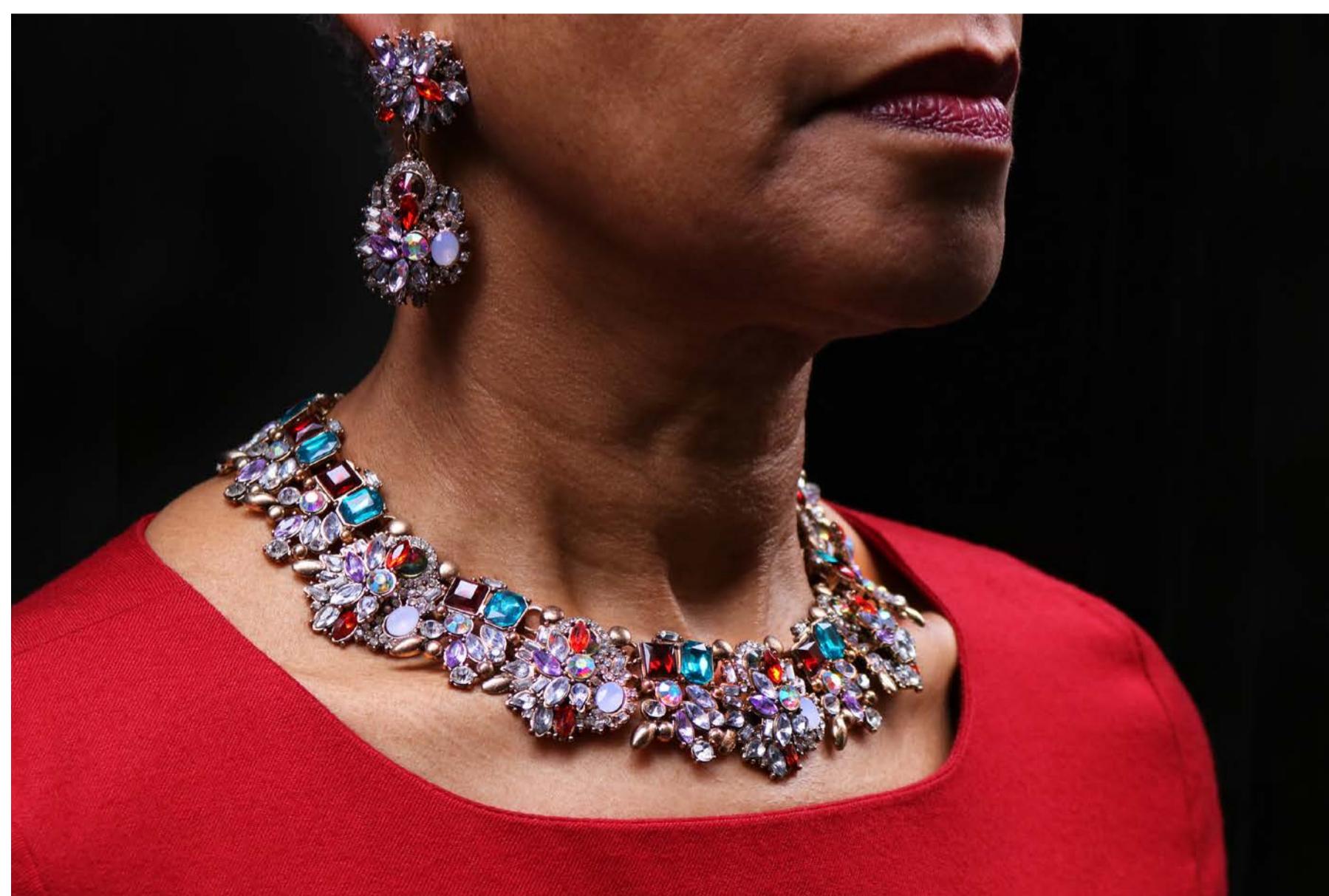
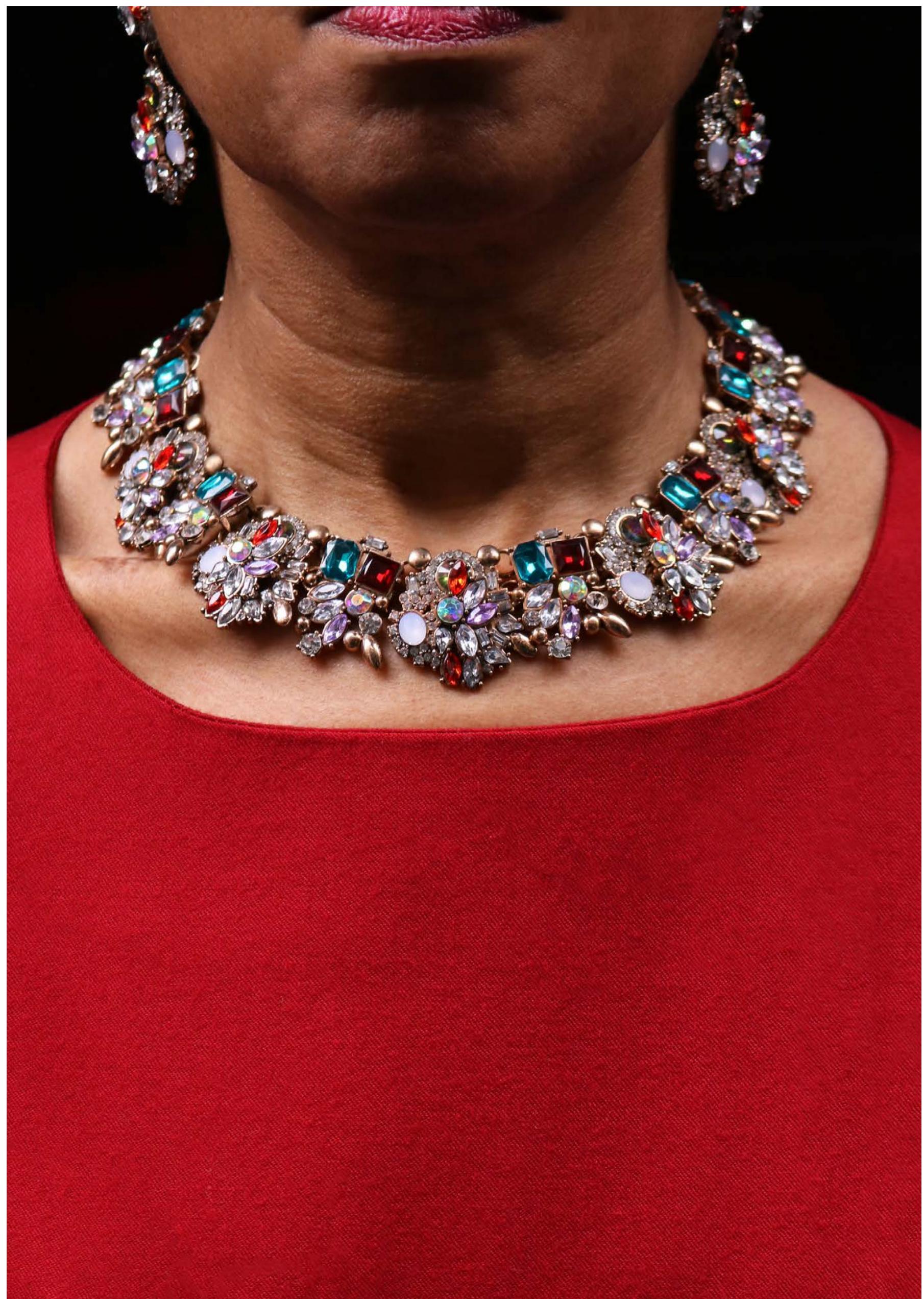


Maggie wears her midnight blue Italian silk dress with a coordinating blue shantung silk jacket, embellished clutch bag and necklace.

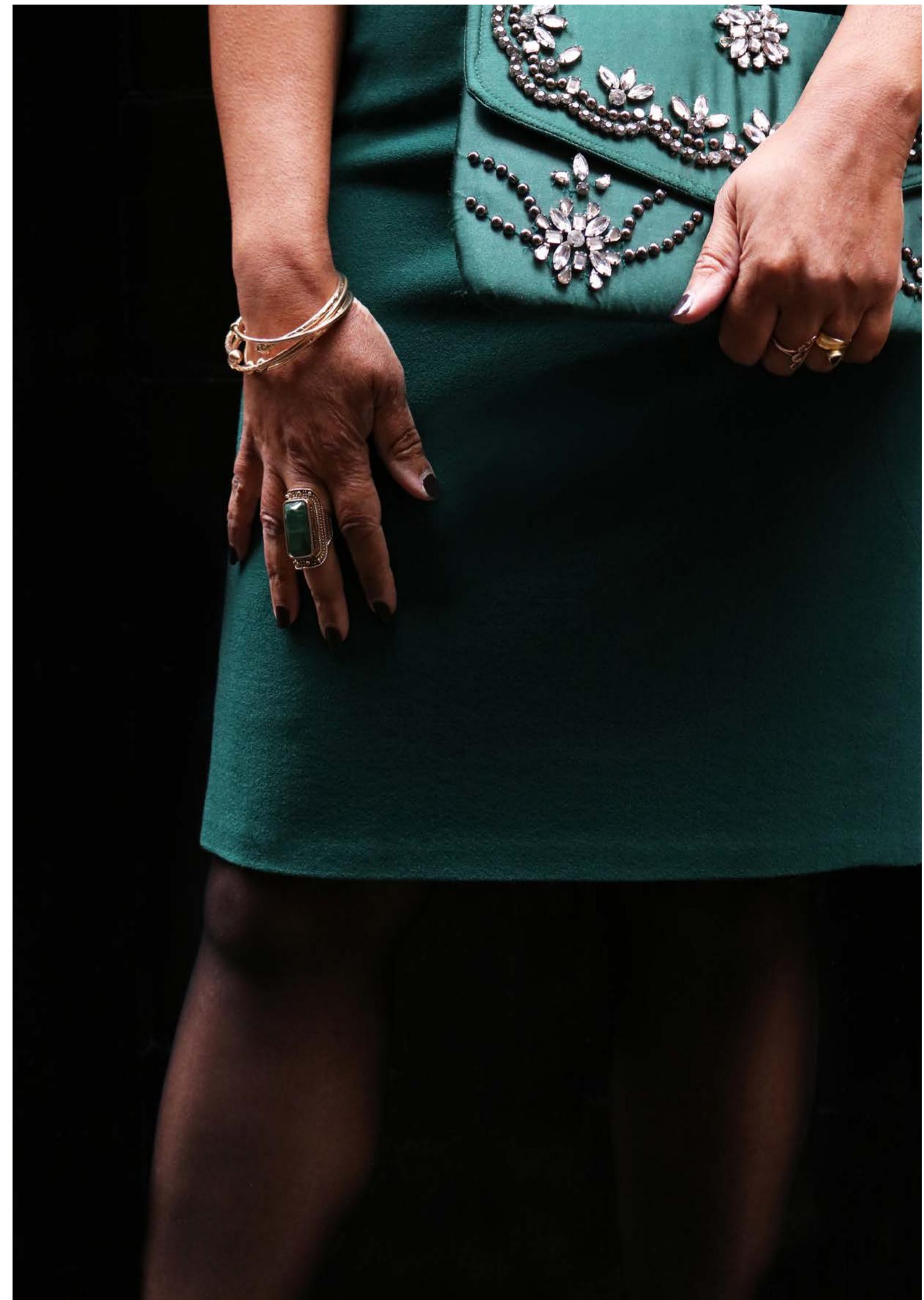


Maggie wears her buttercup yellow Italian silk dress with a coordinating peach Italian silk jacket, pearl necklace and beaded clutchbag.





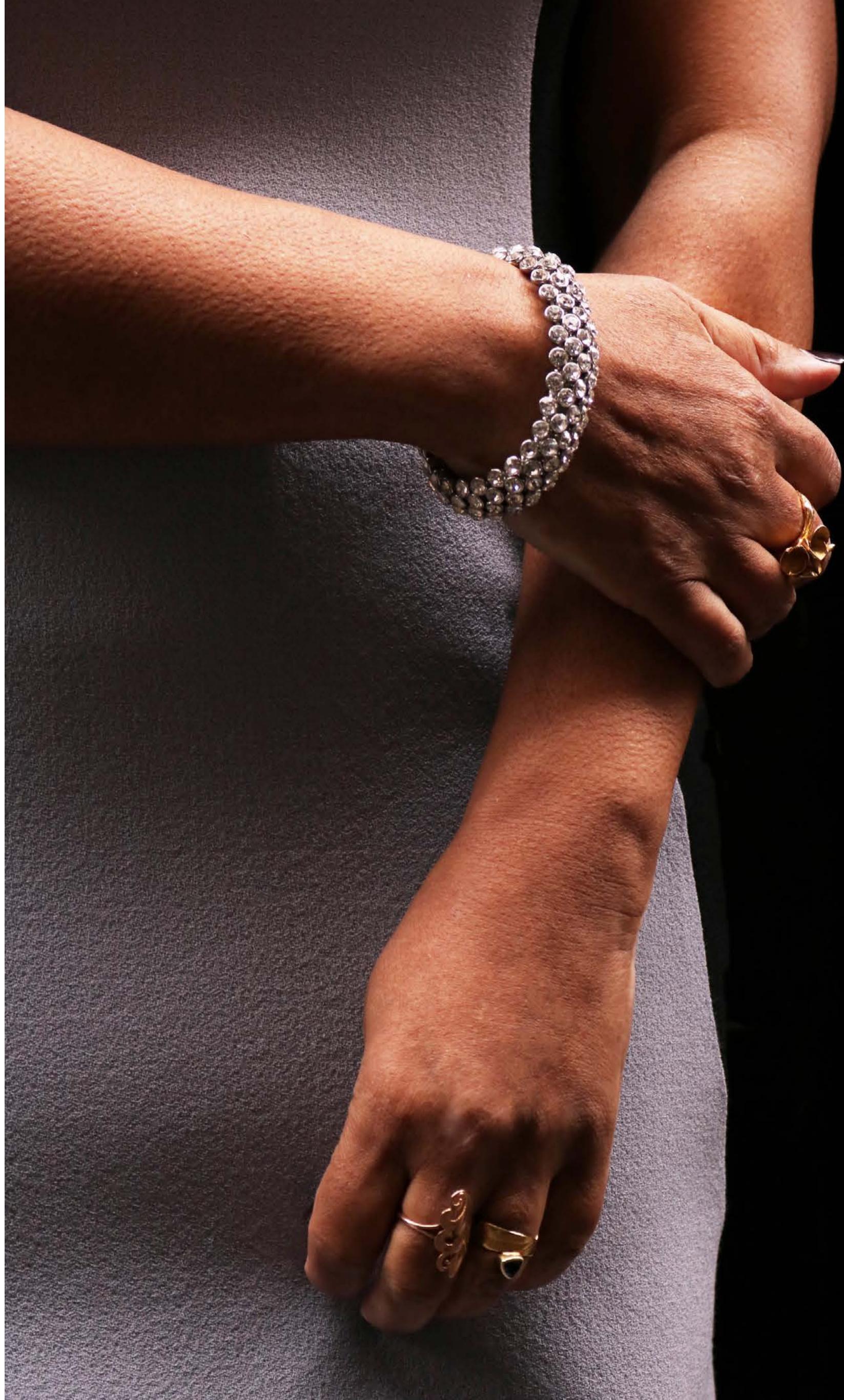
Maggie wears her cranberry red Italian wool dress.
Look 1: Wear with a jewel encrusted necklace and matching drop earrings.
Look 2: Wear with a simple multi colour gem necklace.

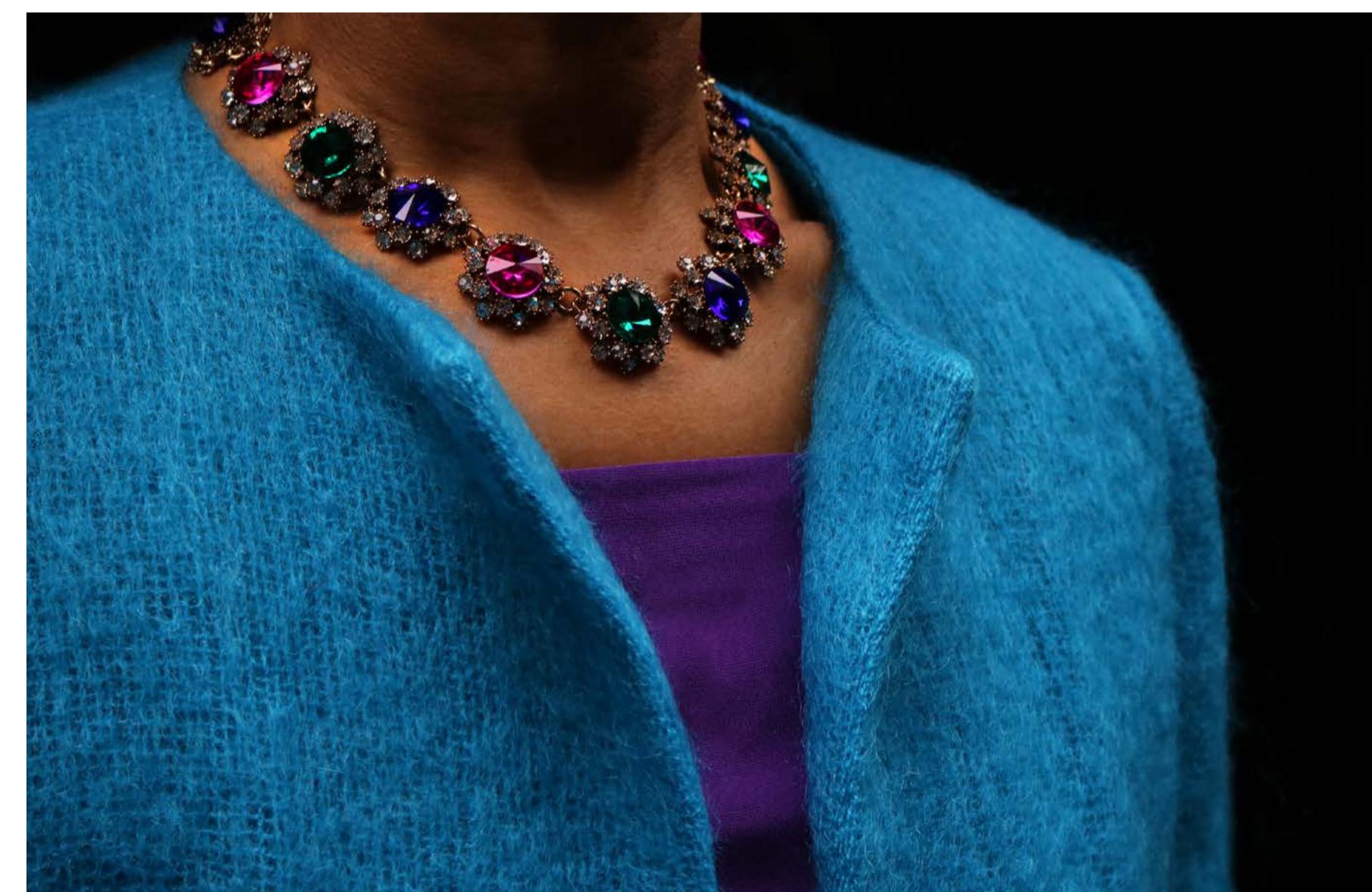


Maggie wears her forest green Italian double crepe dress with a bejeweled clutch bag and statement ring.



Maggie wears her dove grey Italian single crepe dress
with a set of silver gem jewellery.





Maggie wears her purple Italian silk dress with her blue mohair palace coat.
Look 1: Add a fastening to your jacket with a vintage jewel brooch.
Look 2: Team the look with a multi coloured gem costume necklace.



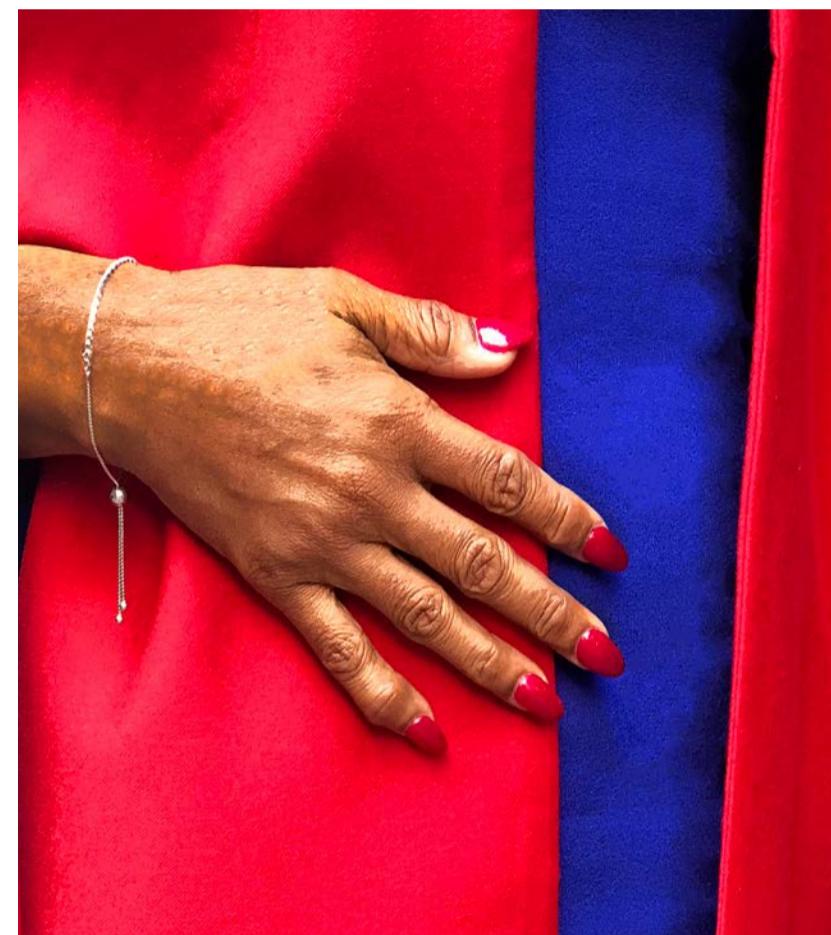
Wear your Semple dress with a jewel coloured pair of suede or satin heels to add a pop of colour to your look.





MY SPRING LOOK WITH LOUISE FELSTEAD

I first wore my Semple cape to a St George's day charity event at the Dorchester London, a special event that raises thousands for key UK charities. The weather was warm and sunny and the cape allowed for this as it was light and airy, with the arm slits at the perfect height to allow me to move freely but remain cool. My next plan is to wear this to my nephew's wedding in May, I'm so excited because it goes perfectly with my special event dress!



EXQUISITE

I have wanted a red cape for years and one I could wear in all the seasons. I have seen many over time but when I saw a cape in the Semple atelier I knew I had found the one I would have made for me -this is my spring look! My friends asked where I had bought it and I said with pride, that it was made especially for me. My Semple cape is exquisite, exciting and elegant - just perfect for me and my lifestyle!.



STRIKING

I chose the colour red with a blue lining to match my Semple dress. Blue happens to be a favourite colour of mine and I know I can wear these colours all year round and look striking and noticeable when I want to make a statement. I plan to wear my red faux fur stole with my blue gloves and blue boots with my cape in the winter.

STYLE IT SEMPLE

*The Semple team
show how they
style their uniform
dresses...*



ADD A POP OF COLOUR

Not feeling brave enough to go all out with a bright coloured dress? Get creative with your Semple dress design and add a pop of colour with your trimmings. Whether it be a contrasting lining or hint of your favourite colour around the neck or sleeve, all can really lift the look of your dress and give it that bespoke touch. These touches work great with a dark canvas and will allow you to show a little personality whilst still looking conservative!



COORDINATE OR CLASH

Sometimes it's good to go out with a colour clash. For example, pair a bright orange pashmina with a navy blue dress and watch how these rich jewelled tones compliment each other - even if they are on opposite sides of the colour wheel! You could also achieve this more subtly by adding a lighter tone of the same colour to the dress i.e. an aqua teal. Be playful with your choices and have fun with how many different colour combinations you can create to match your mood.



RELIVE THOSE MEMORIES

We are all guilty for owning a classic accessory that has yet to make it out the box again. It could be you once purchased this for a special occasion many years ago or were even fortunate enough to inherit a family heirloom or two. But why aren't you wearing this and reliving those happy memories? A common example is a pearl necklace or antique brooch - many of you will own one of the two but have shied away from showcasing these. Yet they are two key accessories which compliment most garments and coloured fabrics! I say bust out these classics and embrace their beauty!

KEY PIECES

Buying key pieces like a good clutch bag or pair of shoes can bring such relief when you're not sure to wear on those last minute evening occasions. Plus you can keep these stored subtly away at work, incase you need to grab something on the go. A good envelope clutch bag is a must and you can even use this as a purse inside your handbag, making it easy to switch up when leaving meetings and going onto an event afterwards.



Invest in key pieces such as this classic YSL clutch bag.



Semple's Editor Sophie wears her Semple dress.

BLING IT UP

Add some sparkle to your outfit. Whether it be a vintage ring or a statement necklace, team it up with your Semple dress to be evening-wear ready in a matter of minutes! Costume jewellery is great for making a statement against a plain colour, but if you're not feeling that adventurous, a shiny jewelled pendant can be just enough to draw the eye to the neckline of the dress.



Bling it up with a sparkly ring or statement necklace and take day to evening wear in seconds!



MADE TO ORDER

EMILY PITTMAN



*Emily had a beautiful bespoke garment made by us earlier this year and she speaks to us about the **Semple** experience and what it feels like to have a one of a kind staple piece in her wardrobe.*

What inspired the idea for your top?

The Semple lookbook!

Will you be wearing your top to work and into the evening at all?

Yes. Both! I think it can be worn with almost anything – jeans, trousers or a skirt.

Is there a special occasion you have worn it to?

Not yet but I'm sure it will become a wardrobe staple.

Which accessories or other clothing will you be wearing with your top?

On a night out, I will likely pair it with skinny jeans, black heels and statement earrings.

Have you had any feedback about your Semple top?

Yes! Several people have asked where I purchased it and commented on how beautiful it is.

Why did you choose these colours?

The Semple lookbook had these colours but red and black are also my favourite colours.

Describe your Semple experience in three words.

Easy, professional, exciting.



*“Any opportunity to
adorn oneself is human,
and accessories are an
easy way to do it.”*

Marc Jacobs



STAY IN TOUCH

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