

Sevyle  
The EDIT IV





## A NOTE FROM MAGGIE

### THE ART OF GIFTING

There is one thing that I am sure about and it is that everyone likes to receive and give presents. A gift that is chosen with thought and given with confidence is usually one that is most treasured. We believe that the best gift comes in small packages and is one that keeps on giving.

With this in mind Edit IV is themed 'The Art of Gifting'. You'll read how the Semple Gift Experience has delighted so many women and their friends and partners. Rahima, our bride on the front cover, and her best friend Clare tell us of how their vision became a reality; two sisters gift their mum a bespoke dress; and a few clients tell their stories of how a miniature dress became one that fitted them.

At Semple, we say that we make women happy but you will read that we also make families and friends happy too.

I hope that you will enjoy each story and I look forward to hearing from you.

October 2018

## CONTRIBUTORS

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- 4 A GIFT WITH LOVE**
- 6 A SEMPLE SPARKLE**  
MAGGIE & DULCIE
- 8 FIT FOR A BRIDE**  
RAHIMA & CLARE
- 12 NO COMPLAINTS**  
ANTONIA & MIKE
- 14 A GIFT FOR MUM**  
RACHEL, REBECCA & CLARE
- 16 SCORING BROWNIE POINTS**  
ALISON & DOUG
- 18 A FOREVER KEEPSAKE**  
CHLOE & SARAH
- 20 THE SEMPLE PROCESS**

## A GIFT WITH LOVE

*The Semple Gift Experience is not only happily received but good for those gifting it too! We asked a selection of our clients and their partners to tell us how gifting a bespoke dress was the ideal gift for both of them.*

"I purchased the Semple Gift Experience as a surprise wedding anniversary gift for my wife. I wanted to give her a treat - not only a beautiful dress but an experience which would make her feel special with all the pampering that goes with it. Seeing her child-like anticipation as she opened the gift was a joy. All my previous anniversary gift mishaps were instantly redeemed! There's no surer way of getting into your loved one's good books!"

- Chris Georgiou for wife Patricia



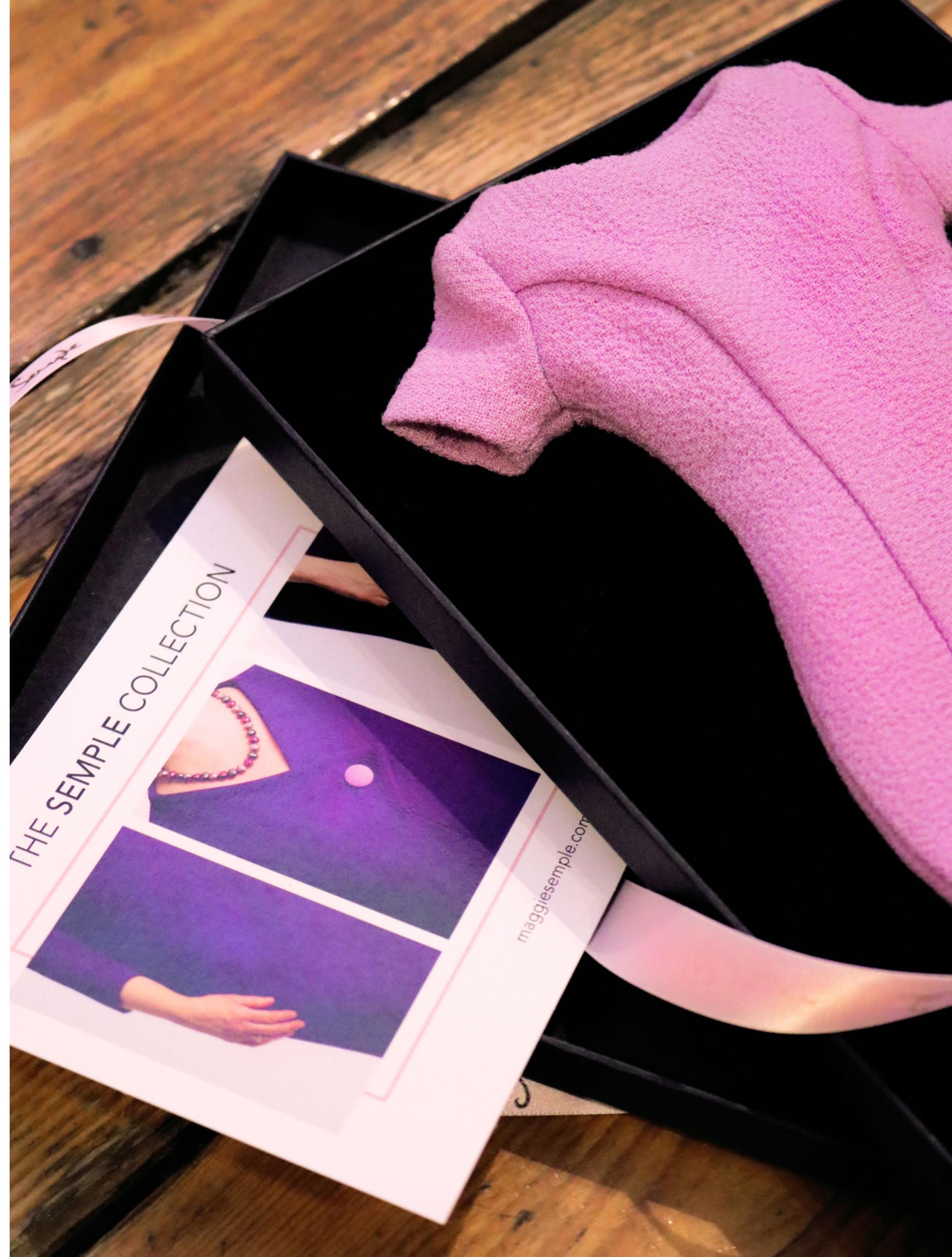
"I decided to buy a gift for Susan after being introduced to Maggie at an event. She inspired me to be brave and more creative than my usual trips to branded shops for birthday and Christmas presents. I was attracted not only to the finished product but also the personal service and the whole experience of being involved in the design and fitting of the garment.

Susan was certainly very surprised and excited on the day she opened the gift. She thoroughly enjoyed the interaction with designers and fitters at Maggie's team. She was able to add her own finishing touches to the garment, making it personal and truly unique to her.

Having bought similar items "off the peg" Maggie Semple offers excellent value for money and I would have no hesitation recommending her to colleagues and friends."

- Tim Boag for wife Susan

*Opposite: The Semple Gift Experience packaging*





## A SEMPLE SPARKLE

It is important that the staff at Semple understand what it's like to receive the Semple Gift Experience first hand. Maggie and Dulcie share their story.



Dulcie holds her gifted miniature dress



Dulcie wears her Semple dress with matching shoes

### Maggie's Story

I do not see very often the joy on someone's face when they receive the Semple Gift Experience but I did with Dulcie, our Creative Director. It made sense that Dulcie understood what our clients were saying about us from a customer point of view, so gifting her a dress made sense. Her smile widened at receiving a miniature dress; her eyes sparkled as she designed and chose her fabric and colour; and her presence grows each time she wears it. Good for Dulcie and definitely good for business.

Opposite: Dulcie wears her gifted Semple dress in cherry red french crepe. Photography by Evie Perfect

### Dulcie's Story

I was thrilled when Maggie gifted me the opportunity to create a life size version of my favourite miniature dress! I had been saying for ages how I loved the bright cherry red french crepe as I think it's such a strong statement colour that matches perfectly with my lipstick. Now when I wear my red dress to events, I feel empowered with confidence knowing I have the Semple sparkle!

*Includes the key feature of a waistline and tapered skirt as this flatters my figure*

*A high neckline so I can wear my favourite tropical necklace with my dress*

*A simple tailored style to look smart at events I attend*

*Red is my favourite and most complimentary colour and this cool fabric hue matches my skin tone*

# FIT FOR A BRIDE

One day we were contacted by blushing bride Rahima and her friend Clare to assist with the creation of her bridal outfit. After many hours of beaded craft and stitching, we unfold the tale of our bridal masterpiece.

## Clare's story

For quite some time now I have heard my old boss, mentor, and dear friend rave about a woman called Maggie Semple. Specifically how Maggie had revolutionised her work wardrobe like no one had before. The serendipitous story goes... Sarah (the "boss") had rather randomly bid on a Maggie Semple dress in an auction at some charity event she had attended some years ago. So delighted was Sarah with Maggie's dress that she immediately ordered a few more.

Since then Maggie had become Sarah's go-to gal for all her tailoring and having witnessed my very own Semple fashion show over time, I have to admit Maggie's dresses are a masterclass in effortless chic (and with a fun flair), all whilst achieving comfort for a formal work dress.

Fast forward to six months ago, I was lamenting, on my monthly dog walk with Sarah in Highgate Wood, about the fact that my best friend Rahima and I were really struggling to find an appropriate tailor with respect to Rahima's wedding outfit. She was looking for someone to help make a detailed, beaded top to match a family saree she wanted to wear for the momentous occasion.

With the clock ticking towards Rahima's June wedding and absolutely no one able to capture what Rahima was looking for we were starting to seriously worry. Then Sarah suggested Semple...



*"Maggie had become Sarah's go-to gal for all her tailoring and having witnessed my very own Semple fashion show over time, I have to admit Maggie's dresses are a masterclass in effortless chic"*



Step one



Step two



Step three



Step four



Step five



Step six



## Rahima's story

My whatsapp pinged from Clare: "I've found it. Maggie Semple - everyone raves about her!" - could Clare have pulled off the what seemed to be the impossible? From the first exchange of emails with Maggie's team, it felt like she really had. Not only that; she'd found a team that embodied the calm, positive, can-do attitude that almost no-one else to date had demonstrated. My (part one of two) wedding was in a few

*"A team that embodied the calm, positive, can-do attitude that almost no-one else to date had demonstrated."*



weeks. Clare (my go to fashion advisor who also doubles as a best friend) and I had a vision of a beautifully embroidered top channeling an 'East meets West' vibe paired with a saree that my mother had bought decades ago from India. From the first consultation, Maggie and her team immediately got it. Not only did they get it - they planned out how they were going to make it happen in meticulous detail and left me feeling in control and excited. The results? An absolutely beautiful piece of art. So much more than we could have hoped for.

It was so perfect that it's being rolled out for part two of the wedding... with Maggie's team later commissioned to create a long, silk satin skirt for an entirely different look. I've been lucky to have two Semple experiences and I hope for excuses in the future to have many more!

*"I had a vision of a beautifully embroidered top channeling an 'East meets West' vibe paired with a saree that my mother had bought decades ago from India. From the first consultation, Maggie and her team immediately got it."*

Left: Rahima wears her embellished Semple bridal top  
Opposite: Rahima wears her ivory silk Semple skirt with her bridal top  
Photography by Chloe Browne



# NO COMPLAINTS

## *Antonia's story*

Picture this. Your wife's constant grumblings that she hasn't got anything to wear or it's pulling in all the wrong places. We all know this feeling. One too many glasses of bubbles and who would know it ended up there? This was definitely me before my wonderful husband bought me the best present in the world!

It arrived one Christmas morning in my stocking. Inside a little black box was the cutest doll's version of the perfect dress with an invitation to get one tailor made just for you. Forget all reservations of being measured by a grumpy tailor who looks judgementally at your waist size, it's the best experience ever! You get welcomed at the door by divine, beaming women who sweep you up and seemingly without you knowing, take your measurements whilst chatting to get to know you, your style and what you want from your dress.

You will never have to worry that anyone will ever turn up in your dress as your dress will be as unique as you. Each fitting gets more and more exciting as you

discuss fabrics, colours, frills and bows... the entire process is utterly magical! At the end of it you have your perfect dress and mine is just beautiful! It has a baby pink lining with the outer fabric in a sophisticated navy silk. It hangs just right and it hugs all the places that it should. It isn't too short or too long and the team designed the most fabulous Peter Pan collar that has been fashioned into a frill.

I shall never complain again... not about being forced to wear a dress at least! I just love it and the whole experience has been incredibly fun thanks to the professionalism and creativity of the entire team. I shall wear my new outfit everywhere and it's so pretty I may just wear it for no reason at all, perhaps doing the hoovering...Thank you all!

*“Inside a little black box was the cutest doll's version of the perfect dress...”*

## NO COMPLAINTS

ANTONIA  
&  
MIKE



Antonia's collar detail

## *Mike's story*

One of my wife's biggest bug-bears is that all the dresses she likes never quite work out and rarely fit properly so buying her a tailored experience seemed ideal. Like buying a bespoke suit, the gift is the most personal thing you can do for your wife. It is only for her, it is going to be a perfect fit and she will always feel right in it and always look better in it than anything off the peg. Her confidence and her self-esteem will grow. We agreed last Christmas that the gifts would be something 'small' – so the miniature dress "receipt" was perfect!

*“She will always feel right in [the dress] and always look better in it than anything off the peg. Her confidence and her self-esteem will grow.”*

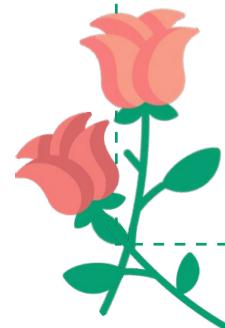
The Semple Gift Experience gave me all the kudos for buying the perfect present, because I had a tangible gift to hand over on Christmas Day, but my wife was able to make all the choices. Genius!

## A GIFT FOR MUM

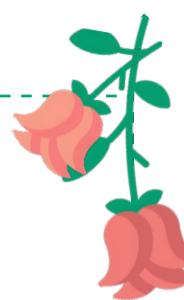
Rebecca and Clare contacted the Semple team to discuss a treat for their mother, Rachel. They wanted Rachel to have a bespoke dress to wear to her special anniversary party in the summer.

Rachel and her daughters had a clear idea of what they wanted and Rachel was delighted when she saw that we offered her favourite shade of apple green fabric. She attended her fittings with one of her daughters by her side each time - we even met granddaughter Maya!

It was a touching experience for us to see Rachel have a dress she loved and felt comfortable in, while taking the Hopkins family through the Semple process.



*Rachel wears her Semple dress in apple green Italian single crepe*



*"Thank you for your good service and best wishes to all the team"*

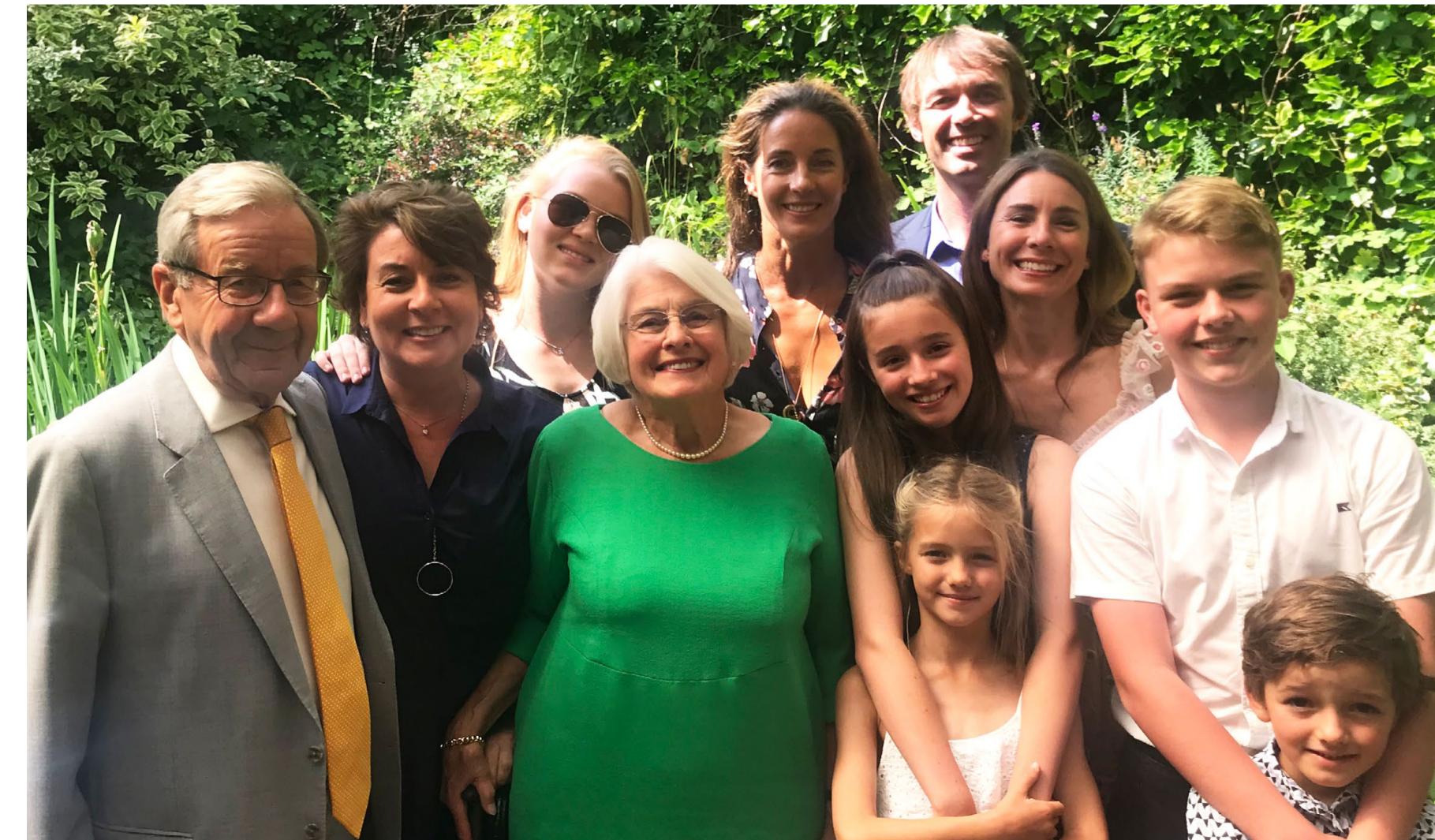
*- Rachel Hopkins*

*"She looks a million dollars and told us how special she felt during her wedding anniversary celebrations this month"*

"We just wanted to thank you so much for looking after our Mother Rachel so well. She has really enjoyed the whole experience and is very excited about her new dress. She looks a million dollars and told us how special she felt during her wedding anniversary celebrations this month.

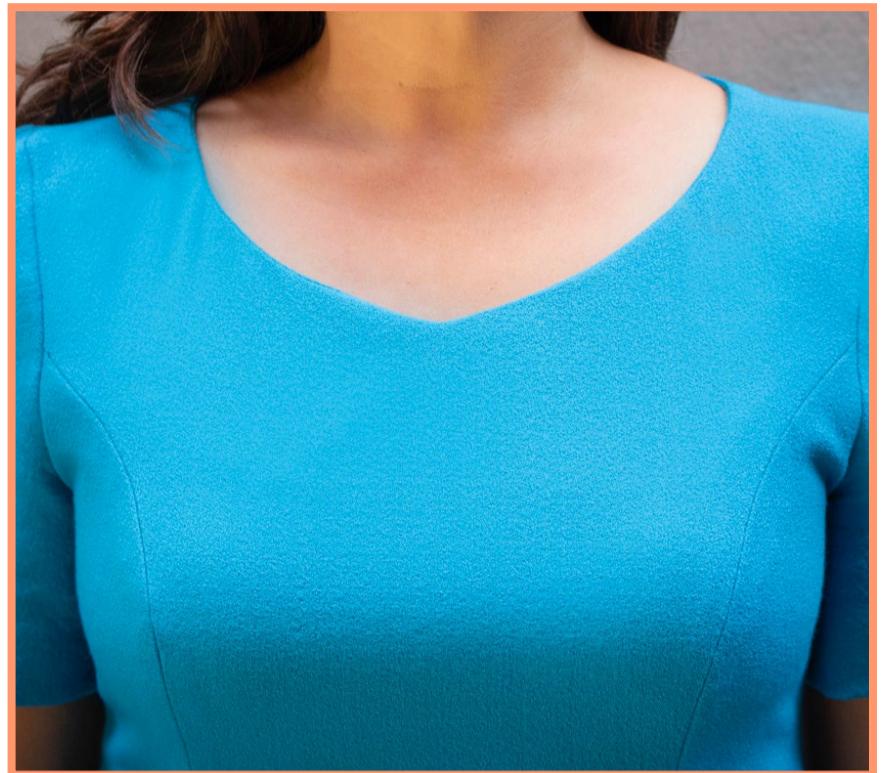
Please can you pass our thanks on to your lovely seamstress and to Maggie, too. It is testament to your great service that she will be ordering a jacket to go with the dress! We will look forward to having her stay in London with us for her future fittings!"

*- Rebecca and Clare Hopkins, Balance Me Co-Founders*



*Left: Rachel pictured with her family at her anniversary party  
Top: Rachel celebrates with her husband*

# SCORING BROWNIE POINTS



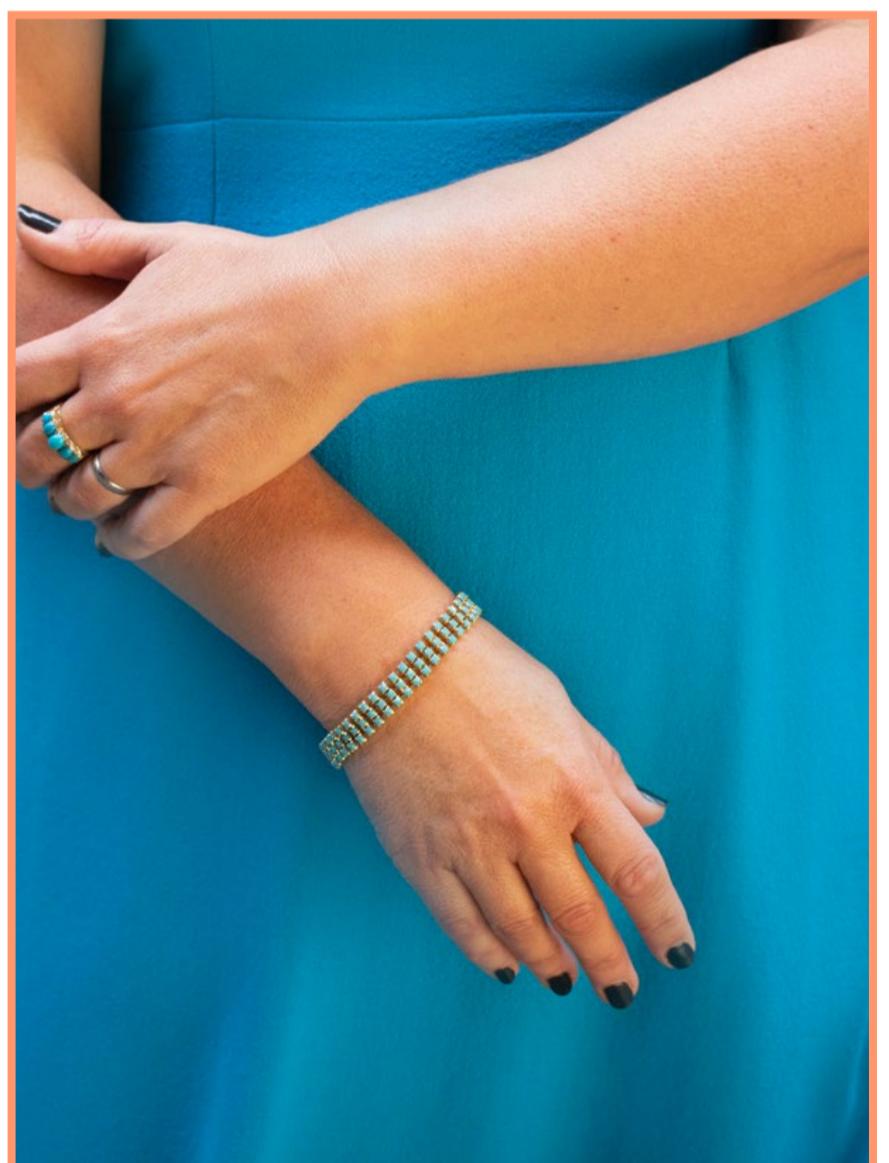
## Alison's story

It was the Christmas before my 50th Birthday when my lovely husband Doug wanted to spoil me with an extra special gift - the Semple Gift Experience. After living in a building site for two and a half years, our home was just getting to the stage where our belongings were being unpacked and wardrobes were being built! I'd commented on how few items of clothing I had; we'd been so busy over the last couple of years, demolishing, clearing, rebuilding & decorating that I'd been living in my oldest, most unflattering clothes!

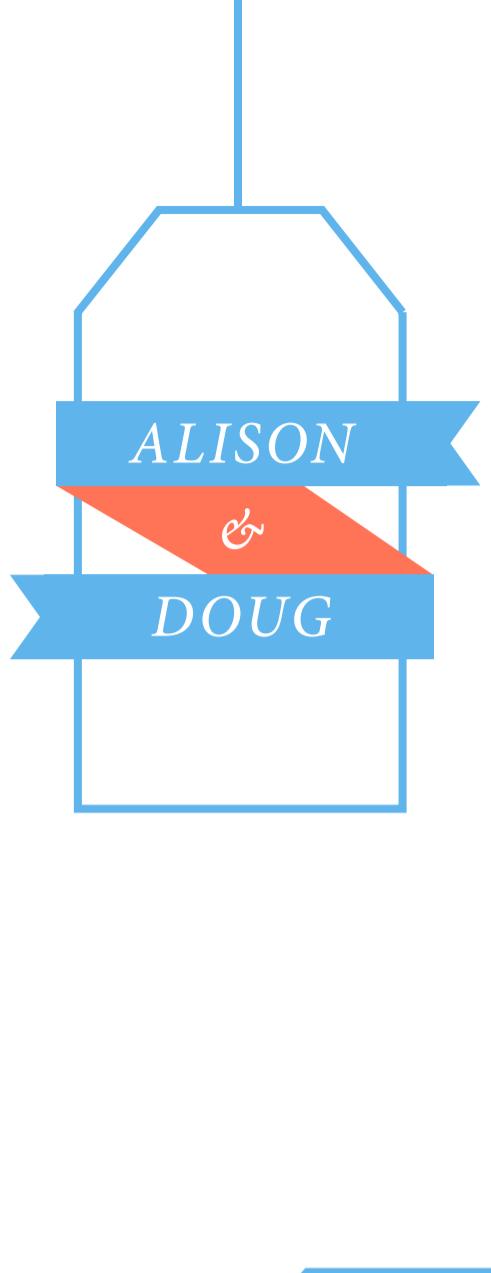
For my gift experience, I chose a coordinating Semple dress and jacket. My absolute favourite colour is turquoise; so with Maggie and Dulcie's help we decided on a simple empire line dress to team with a two tone jacket with a flash of orange to make a statement.

I wore the dress to my sister's wedding in the summer and it was the perfect outfit. I also treated myself to a turquoise ring from the local auction house (a bit of a habit of mine...) and purchased a simple pair of orange sandals and cotton scarf to accessorise with my dress. My lovely Mother-in-Law then gave me a beautiful turquoise bracelet that looks perfect with the dress, which had belonged to her much loved and very stylish Aunt Olive.

If I had to describe my Semple experience in three words it would be: relaxed, fun & fortunate.



Alison's Semple dress features a soft 'V' neckline and waistline. She wears her coordinating turquoise jewellery to complete the look.



Alison at her sister's wedding wearing her Semple dress in aqua blue Italian single crepe

*"My absolute favourite colour is turquoise; so with Maggie and Dulcie's help we decided on a simple empire line dress"*

## Doug's story

I bought the gift as it was something a bit different and I felt the whole experience would be something Alison would enjoy rather than just receiving a new dress. When I handed the gift over to her, I think the look went from confusion "what has he bought me" to concern, "has he chosen something for me?" and finally to relief/happiness/surprise when she realised what the gift entails.

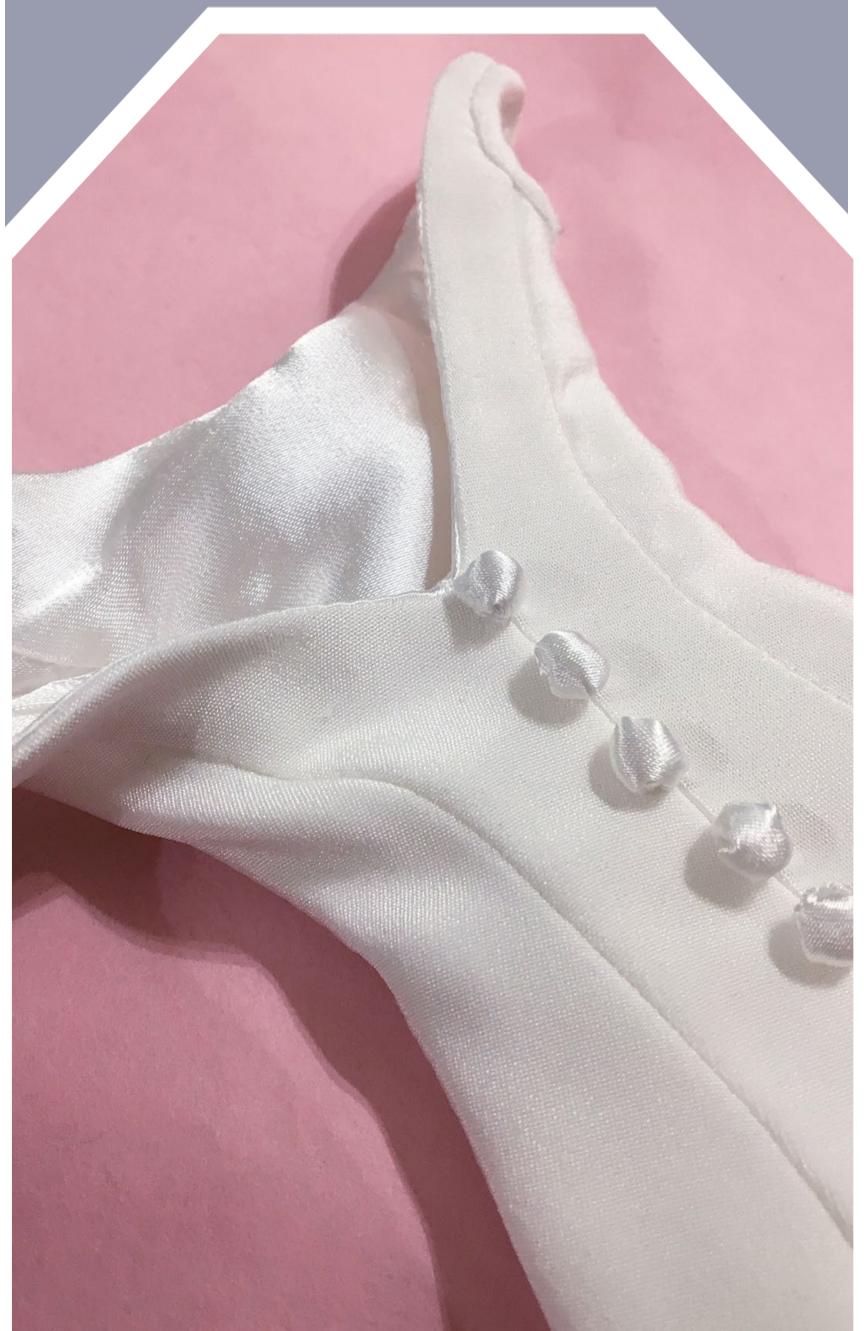
I would say you'll get lots more brownie points than you could ever normally expect when gifting the Semple Gift Experience, plus you'll be referred to in glowing terms at dinner parties as a really thoughtful partner!

It's a gift that keeps on giving as the experience takes a number of meetings to agree the details and when the dress arrives and is worn to events, it reminds Alison of how wonderful I am!

*"You'll be referred to in glowing terms at dinner parties as a really thoughtful husband/partner!"*

# A FOREVER KEEPSAKE

Client Chloe Van Kathoven contacted the Semple atelier to see if we could create a miniature version of her sister's wedding dress. After reviewing a selection of photographs from the day, we had all we needed to start this miniature project. We think you will agree, it's the perfect forever keepsake for a loved one.



Close up of the button detail on the finished miniature wedding dress

## Q+A

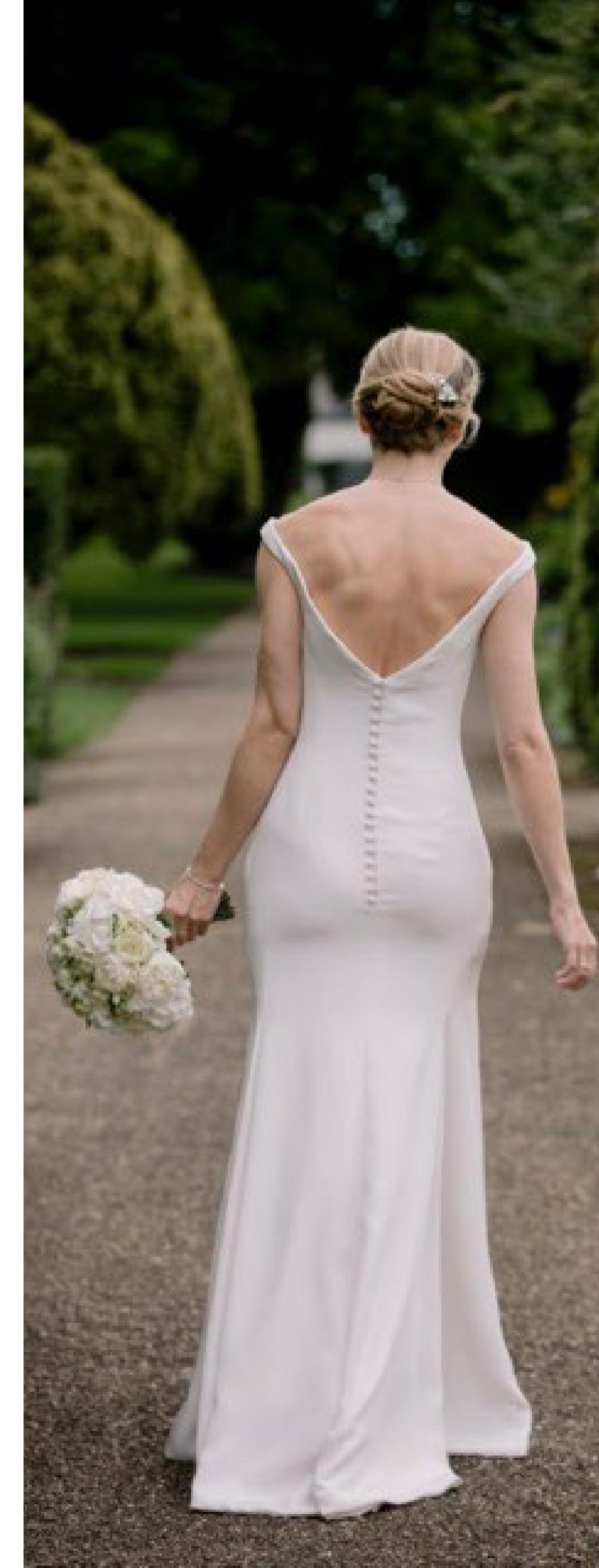
What gave you the idea for the gift?

Seeing the little miniature dresses on the mantlepiece in the Semple atelier.

How did you present the gift to your sister?

I fixed the dress onto a stand and I'm still trying to source a glass dome to go over it all so you can see the dress from every angle. If I can't find one I will put it in a box frame with a photo of her wedding bouquet behind it.

*Chloe also gave us her sister's surplus wedding dress fabric which was in beautiful silk.*



What was the occasion for purchasing the gift for your sister?

It was a wedding gift presented on a her first half-year anniversary!

Was the gift well received?

Very well received for its originality and lasting memento of her special day.

What has your sister done with the gift since receiving it?

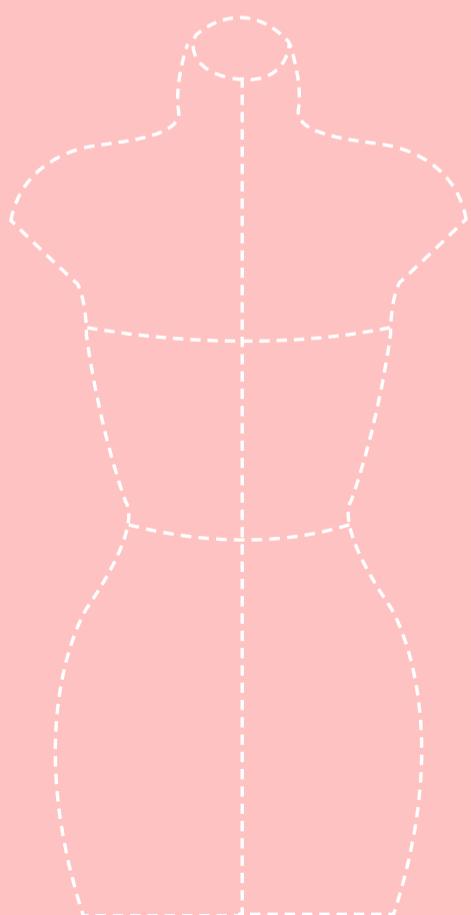
I'm hoping she'll find some shelf space to display it once i've finished getting it presented properly!

Describe the Semple experience in 3 words.

Bespoke. Fun. Exciting.



From your initial consultation at our atelier in the heart of London's Covent Garden or with our consultants, become immersed in the creation of your very own Semple dress. A sartorial experience like no other, work alongside our skilled artisans from inception to creation of your one of a kind garment.



# THE SEMPLE PROCESS

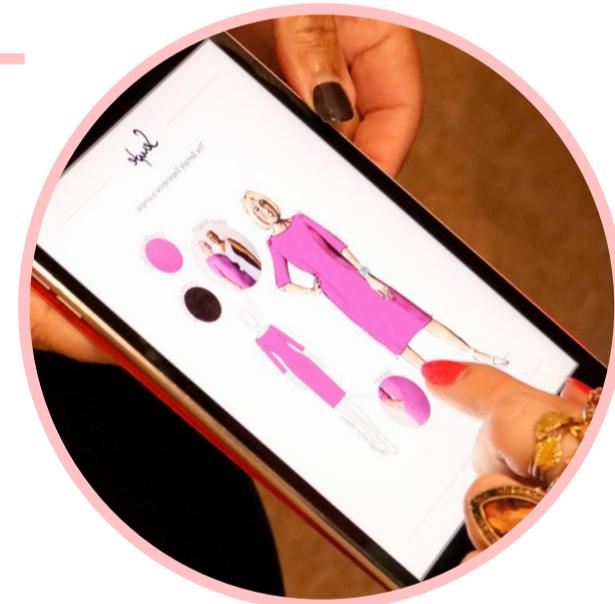
## Step one

Receive your gift experience and arrange to meet Maggie and the team in person or virtually for your consultation.



## Step two

Be measured and choose from a range of dress styles.



## Step three

Select your fabric and lining colours.



## Step four

Approve your order form and we start making your pattern.



## Step five

Visit the atelier or your consultant for 2-3 fittings to ensure your dress has the perfect fit.



## Step six

Take away your bespoke Semple dress.



We don't do sizes

We use quality fabrics

Personal fittings

Any style or length



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## The **SEMPLE GIFT EXPERIENCE**

Semple

Finding the perfect gift doesn't have to be hard. Treat a loved one to a luxury present that is guaranteed to please: A bespoke Semple dress designed and made to measure in our Covent Garden atelier in London.

A gift that is both thoughtful and unique without the worry of the wrong colour, style or size.

Let us do all of the hard work for you. We'll send you a beautifully gift wrapped miniature dress complete with a personal message to give to a loved one.

Then we will be in touch to book the initial consultation and start her Semple journey. It doesn't matter where you are in the world - our local Consultant will ensure that she receives a VIP experience.



**Emerald Experience**  
£500

Bespoke dress and consultation



**Sapphire Experience**  
£850

Bespoke dress, consultation and exclusive invitation to a Semple event



**Ruby Experience**  
£1400

Bespoke dress, consultation, exclusive invitation to a Semple event and a mentoring hour with Maggie

**PURCHASE YOUR SEMPLE GIFT EXPERIENCE TODAY**

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## STAY IN TOUCH

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