

# gown goddess

BY JANET RAASCH  
PHOTOGRAPHY BY JESSICA KAMINSKI

Delanie Seamon has one piece of advice for women looking for the perfect wedding dress: Don't be afraid to do your own thing.

"Go for the style that you feel most comfortable in and the colors that you like," says Seamon, owner of Delanie Couture in Milwaukee. The Mount Mary College grad has been designing bridal gowns and bridesmaids dresses for seven years, helping brides-to-be make their silken visions reality.

"A lot of the times for bridesmaids I will get the girl who wants everyone to have a different dress," Seamon says. "A bride might want a different element from every dress she has seen. Then she comes to me and we put something together."

She encourages a bride to bring in a dress she feels great in to give Seamon an idea of what she likes. During the initial consultation, Seamon asks for details about the wedding and gets to know the bride's style. "I like to get their personality into the gown," she explains. "I want them to be really in love with what they are wearing and feel really comfortable and beautiful that day."

Delanie Couture gowns range in price from \$1,200 to \$1,500, though Seamon has done gowns for beach weddings for as little as \$300. Seamon recommends a lead time of about six months; it usually takes about 12 weeks for fittings and alterations once the design has been finalized.

Seamon has created a custom alternative for bridesmaids dresses — a build-your-own-dress concept. The line consists of six different tops and six different skirts that can be mixed and matched to flatter all shapes and sizes of bridesmaids. They range in price from \$250 for a tea length dress to \$290 for full length and are available at Miss Ruby in Milwaukee.

Her favorite designers are Carolina Herrera, Vera Wang and Monique Lhuillier. "I love when you look at a designer and you know who that is. That's what I hope one day to be." **M**

On the Web: [www.delaniecouture.com](http://www.delaniecouture.com)  
[www.missrubyboutique.com](http://www.missrubyboutique.com)



Dress designer Delanie Seamon says her favorite style is a clean, classic look. "I like the old 1940s Hollywood glamour," she says. "The fabrics follow the natural curve of a body — not a lot of frills or beading."