



Feather Finery *headpieces, hairpins and veils*

Cheryl King, aka The Veil Lady, speaks on the subject of feathered accessories.

FEATHER FINERY:

Feathers have a natural, graceful beauty. I think that every bride also desires a natural and graceful beauty, so a “marriage” of a bride and feathers contains beautiful harmony. The softness of feathers is a wonderful juxtaposition with the cutting edge design element derived when using feathers; glamour is the result.

Nature is always a driving force in my designs. The very texture of feathers has an undeniable pull to be caressed.

I love the magnification of the texture when feathers are painted with silver or gold and interspersed between natural feathers. I suppose I get a thrill from tweaking nature and creating something fabulous and individual which delights the bride.

FEATHER FUTURE:

One word: Camilla.

Love her or hate her, she has truly brought feathers into focus now. I feel that feathers will remain a strong contender in the couture arena for a while, as well as with destination brides.

The modern bride wants to express her personality and her individuality while still feeling like a bride. These wonderfully fun, funky pieces help her do just that. Hairpins in particular give a glorious freedom to create your own design statement by placing them almost anywhere on the head in any number of combinations.



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Quite simply stated, the headpiece and veil can transform the look of the gown and allow the bridal salon to create many different and wonderful looks from the same gown without having to purchase as many different styles of gowns.

Today's bride typically wants individuality within traditionalism. I believe that the demand for quality headpieces and veils has definitely increased along with the new luxury market. I see more brides allotting a

higher dollar amount for their headpiece and veil than they have in the last few years. They do not want to be another "cookie cutter" bride. I have always said that when you picture someone, you visually pull an image of his or her face into your mind. When we place something atop the head, we draw attention to the face. The head adornment is a wonderful place to make a statement of individuality.

FACTORY-LESS FUN

We have no intention of becoming a large conglomerate. Each piece is created by hand in house when the order arrives. We love to do some outrageous designs to keep it fun and interesting, but working with the real consumer also allows us to know what the bride desires, and more than that, what she buys. **B**