



#### INTERVIEW WITH A BRIDAL EXPERT

### **PATRIZIA CAVALLERI**

Owner & Designer at **Atelier Patrizia Cavalleri**

Lainate, Milan, ITALY, Time in Business : 25

Number of Stores: 1

#### **How did you get into the bridal industry?**

My passion has always been clothing and design. So I decided to transfer my passion into my work. I started studying and training and created my pret-a-porter knitwear line. As time went on, little by little, I focused more and more on my true goal, bridal gowns.

#### **How has your business evolved since then?**

Evolution is continuous, for me, studying daily, continuously looking for new materials, and always listening to my brides. I work in a very small environment, but today I can say that thanks to constantly aiming to improve and evolve, I managed to create a brand driven by exclusivity on high end luxury products.

#### **How has the industry evolved over the last 3-5 years?**

The industry has changed so quickly in the last 3-5 years and you have to adapt quickly in order to keep up to date with innovation within fashion, and clients requests. Leading big brands introduce collections twice a year and brides have heightening expectations. Their time perception of what is deemed 'old' in bridal fashion has shortened.

#### **What are the most important things that are influencing brides of today?**

Trends, for sure, and therefore as a result, fashion itself. Today these factors are influenced so much more by social media, this is the new benchmark in driving inspiration, aspiration and desire of many people. Then, of course still there's the price factor.

#### **How have you changed and evolved your business to combat the changes in buying behaviours and the market in general?**

I never stopped researching in order to find high quality brands so to be able to offer a really high quality product chosen from the best. In my own creations, 100% tailored, I only choose Made in Italy and with a limited supply chain products.

#### **What has been the biggest obstacle that you have had to overcome in the last 3 years?**

Price perception compared to the product that we offer. Brides find that prices are higher than expected and it's not easy to alter their price perception and make them realise that the price is represented in a high quality, luxury product and hence the right price. This has been driven by social media. Plus it is hard to explain this in a way that does not cause tension. Added to this, there's the war of prices between competitors.

#### **What is your most important piece of advice to brides of today?**

Simply "be yourself". Observe, look around to find inspiration, but – in the end – look at yourself in the mirror and think only about what truly represents you. That is the only way of feeling really beautiful with your wedding gown.

#### **What is your most important piece of advice to your international bridal peers?**

To choose with our own personal taste. It is very important to offer something that is consistent with our style, in order to avoid standardisation, being the same as everyone else is monotonous and not inspirational or helpful for our clients either

