



Behind the Seams: One Bride's Custom Dress Journey

Sponsored by CASABLANCA BRIDAL

Dreaming of a one-of-a-kind wedding gown? It could be easier than you think.



Photo provided by The Guendels.

by Sarah Fine • Updated Jul 27, 2023

On the heels of a swoon-worthy engagement at the Eiffel Tower, model and yoga teacher Kendall Marie was invited to a Casablanca Bridal photo shoot to preview their Spring/Summer 2023 collection. Enamored by the enchanted garden set—and equally enchanting gowns—by day's end, Kendall found herself in an impromptu fitting with creative director Crystal Lu.

Before her June nuptials, the bride sat down with The Knot to chat about the process of creating not one, but two custom gowns for her beachfront wedding in the South of France.



Casablanca's flagship showroom in Newport Beach, CA.

Love at first sight.

After her spur-of-the-moment fitting, Kendall scheduled a follow-up appointment at Casablanca's flagship store in Newport Beach, CA. Like many in her shoes, she already had an idea of the dress she wanted. "Since I was a little girl, [my vision] was a princess, statement ball gown, so I always had that in the back of my mind. But with our [wedding] location, it wasn't really the vibe.... I wanted something romantic but also beachy," she says.

It wasn't long before the model set her sights on one of Casablanca's flagship dresses. The signature design features a sweetheart neckline, an open back, delicate appliqué throughout and a sheer bodice with exposed boning and matching lace overlay. Exclusively available to view and try on at their flagship boutique, the silhouette took Kendall by surprise. "I didn't know I would be so into a form fitting dress. But I felt like it was really light, too, and it's super comfortable and soft.... It's just so stunning, and I felt amazing in it. I didn't want to take it off," she said.



Kendall tries on gowns during her visit to the flagship store.

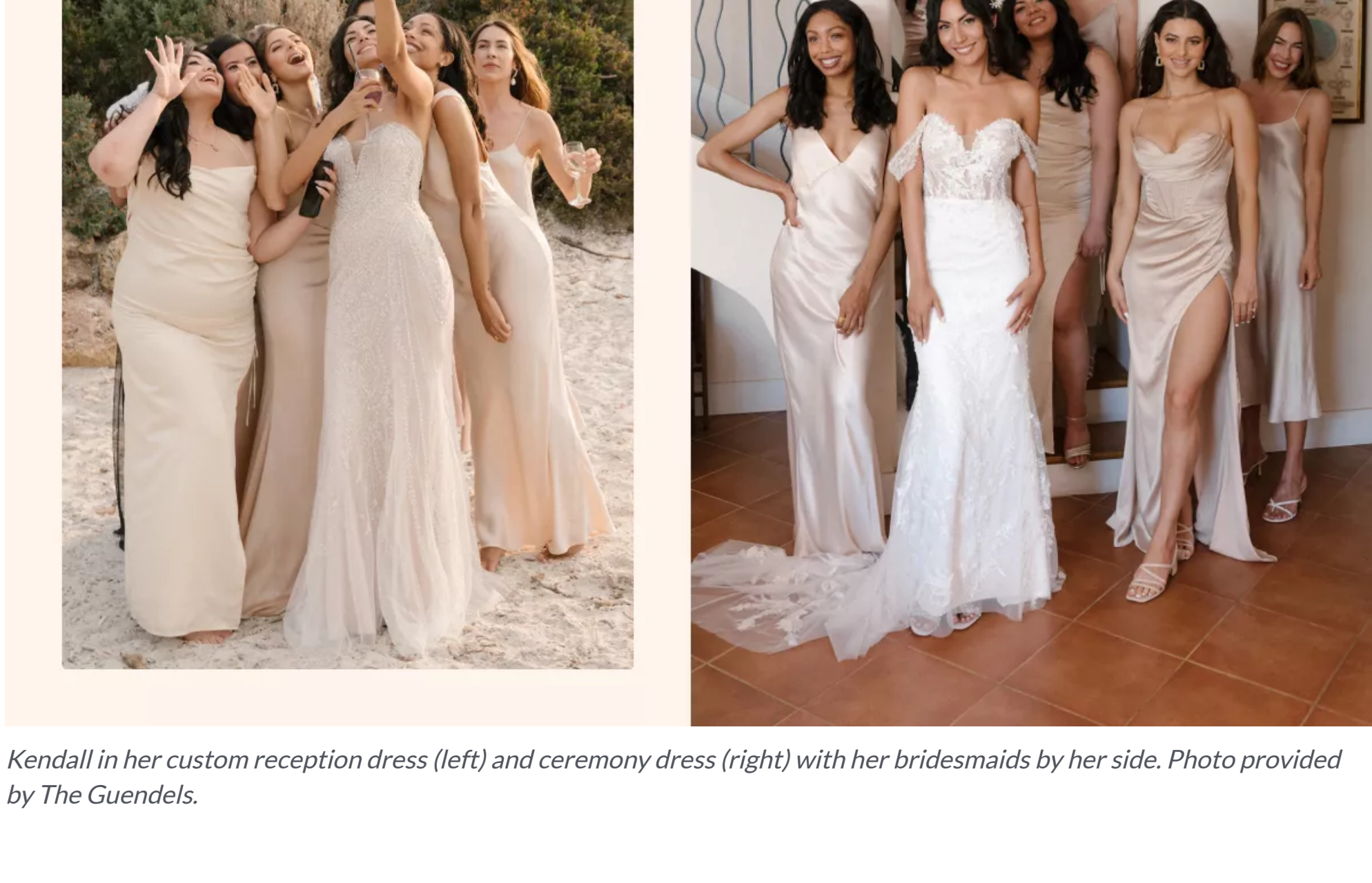
To customize or not to customize?

As she was making her decision, the opportunity to make some changes to the design arose. At Casablanca, customers are welcome to mix and match style aspects of an array of existing designs to create their perfect dress. Every gown across all four collections (Casablanca, Beloved, Amare and Le Blanc) is completely customizable, whether your vision is to add sleeves or straps, change the neckline or combine three dress styles into one.

Although Kendall hadn't been planning on wearing a custom gown, once given the chance, she was able to truly bring her dream dress to life. "They [the Casablanca team] had so many samples to work with and were really able to show you how it would look. It's hard to say, 'Okay, I like this dress, we're going to make the changes you want, but you won't see it until it's ready.' But they really had everything. They had different fabrics, different tulle for the veils. You could just play and customize yourself—they really made it so easy," she recalls.

Ultimately, the bride opted to add more floral appliqué and swapped out the dress's original straps for something more delicate (and detachable!), in addition to raising the back of the gown. And despite the fact that Kendall was working with shorter-than-usual turnaround times, the Casablanca team was more than up to the challenge, ensuring the revamped flagship design was everything she'd hoped for.

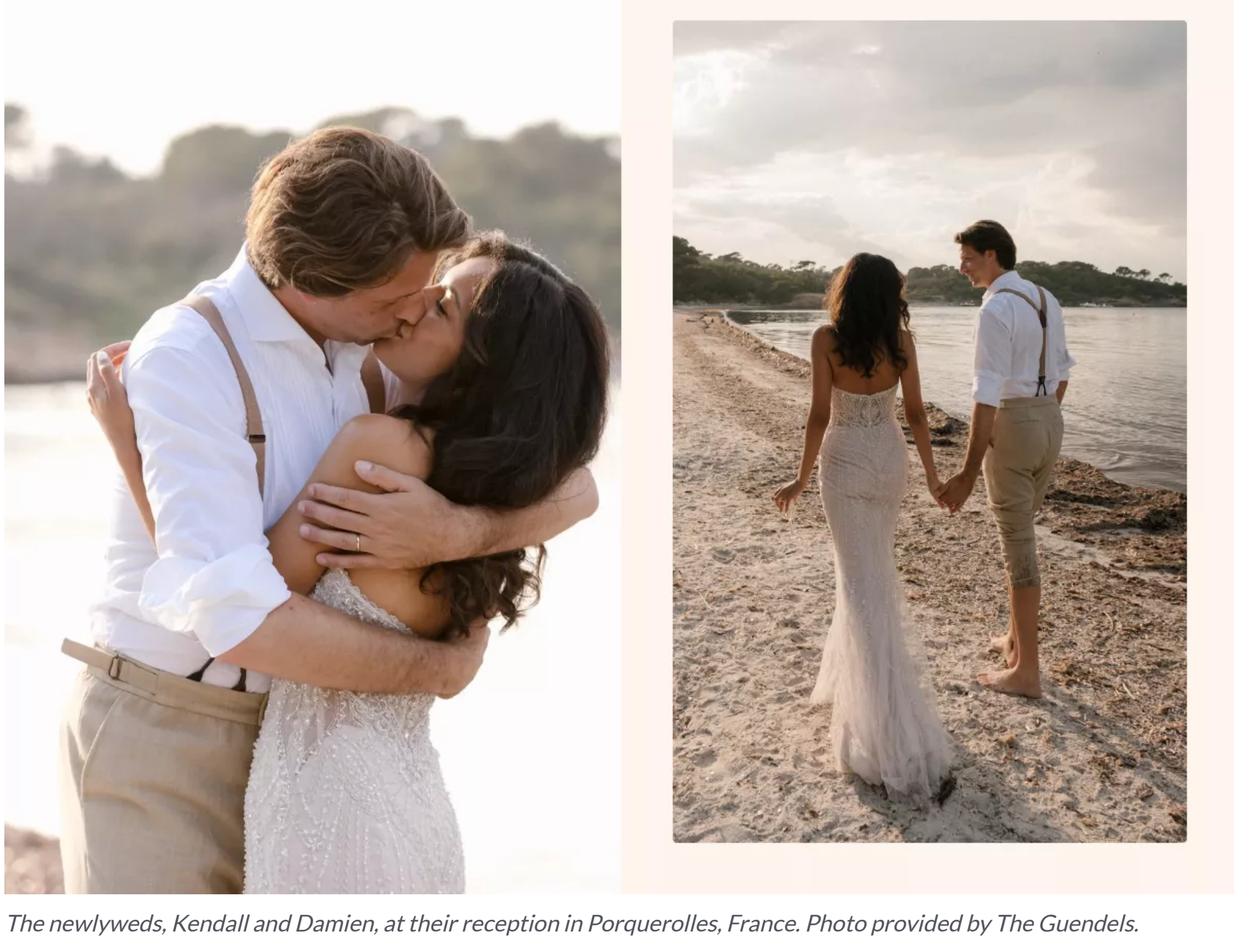
Prior to her second fitting, Kendall said, "They've all been really, really supportive and helpful. It takes a village, really. And I had no idea." (While the brand typically recommends an eight-month window for customized wedding dresses, they do offer several rush options, including a selection of pre-cut styles immediately available and quick delivery dresses, which are available within 8 to 10 weeks.)



Kendall in her custom reception dress (left) and ceremony dress (right) with her bridesmaids by her side. Photo provided by The Guendels.

So nice, she did it twice.

In fact, the process was so seamless for Kendall that she customized a second dress to wear during her reception. Based on the Dorothy design, it features similar elements to her ceremony dress, like off-the-shoulder straps, beaded details, a contoured bodice and form-fitting skirt, but she'll be swapping out the long train in favor of a more party-friendly hemline. Part of the brand's 25th anniversary collection, the fit-and-flare gown features intricate beadwork and embroidered details. "The color is a champagne-y white—it's just so perfect, I couldn't not have it either. So we were able to make it a second dress and take away the train so it doesn't give that main dress energy," Kendall says. "It'll be more of an elegant dancing-in-the-moonlight, sparkly, beaded, chic moment that I think will be amazing, too."



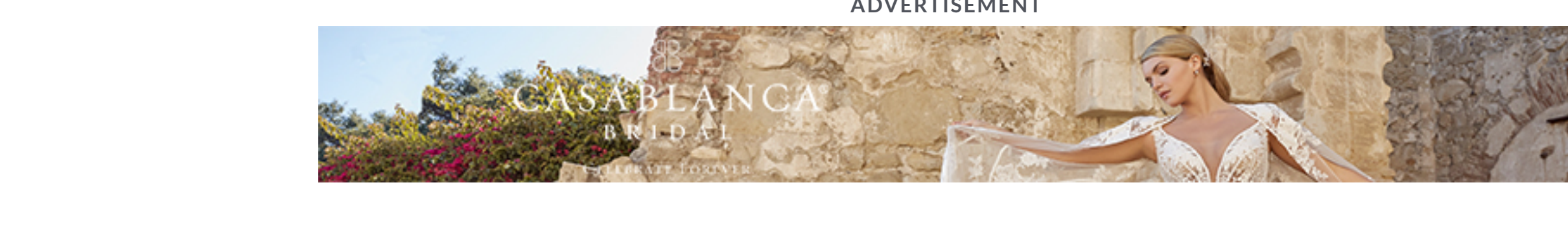
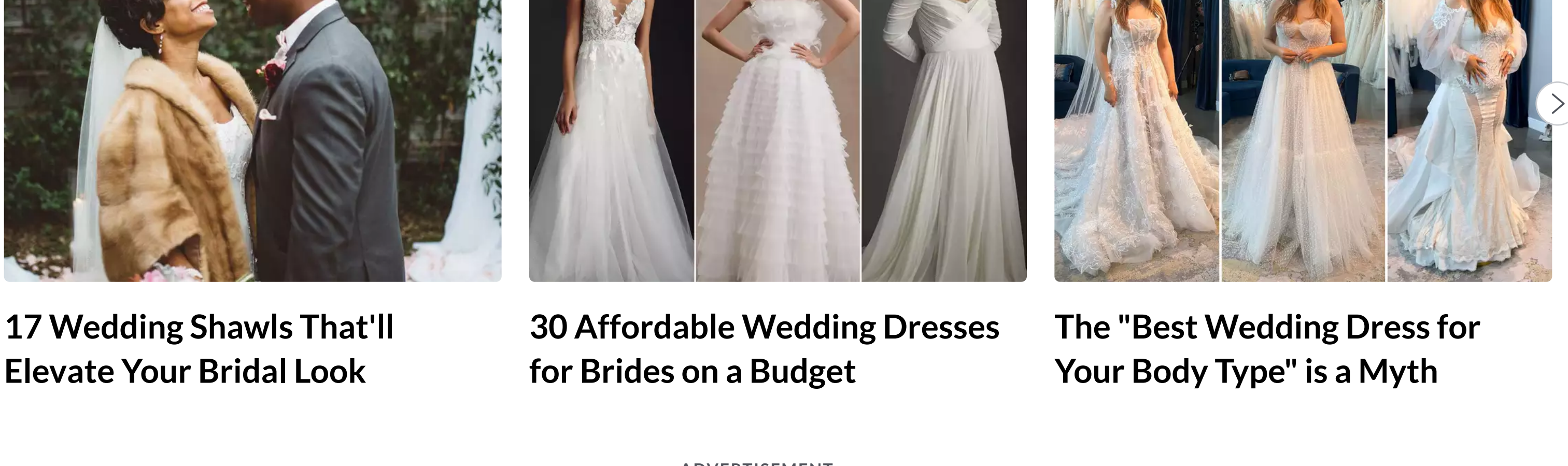
The newlyweds, Kendall and Damien, at their reception in Porquerolles, France. Photo provided by The Guendels.

And dance under the moonlight, they did.

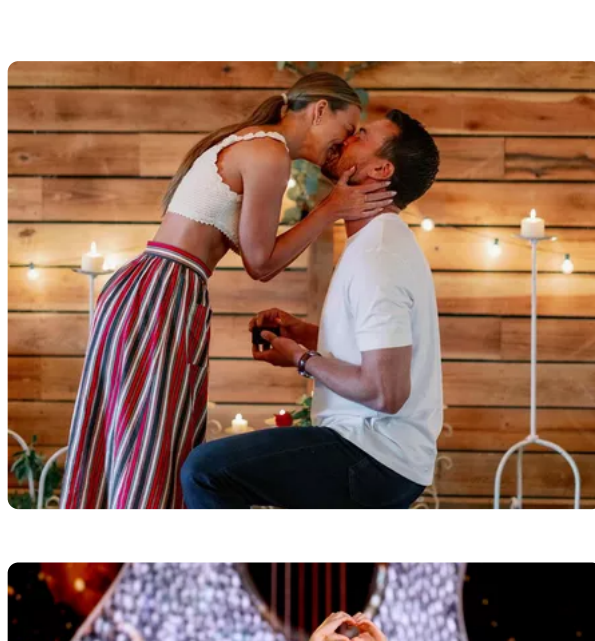
As expected, Kendall stunned in her reimagined dress designs at her June 10th wedding on the tiny island of Porquerolles, France. Delivered to the beachfront ceremony by boat with musical accompaniment, the bride dazzled in her bespoke look. And after saying "I do"—and a quick outfit change—the celebrations continued into the night.

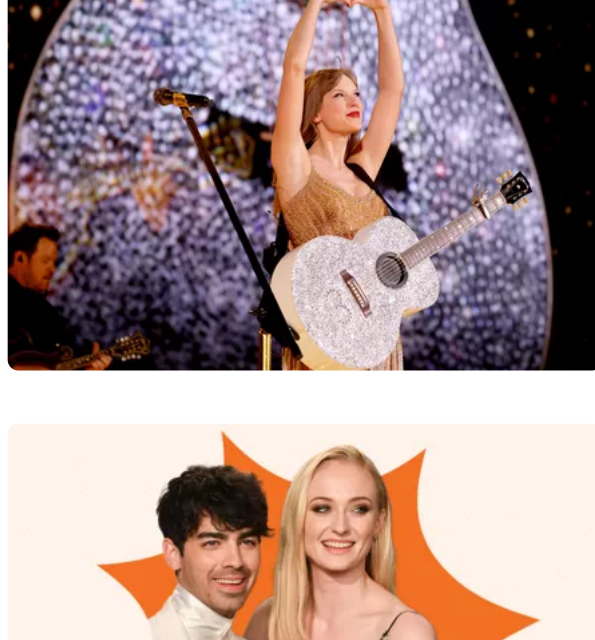
To see more Casablanca designs, check out @casablancabridal or head to CasablancaBridal.com to start dreaming up your custom wedding gown.


Up Next

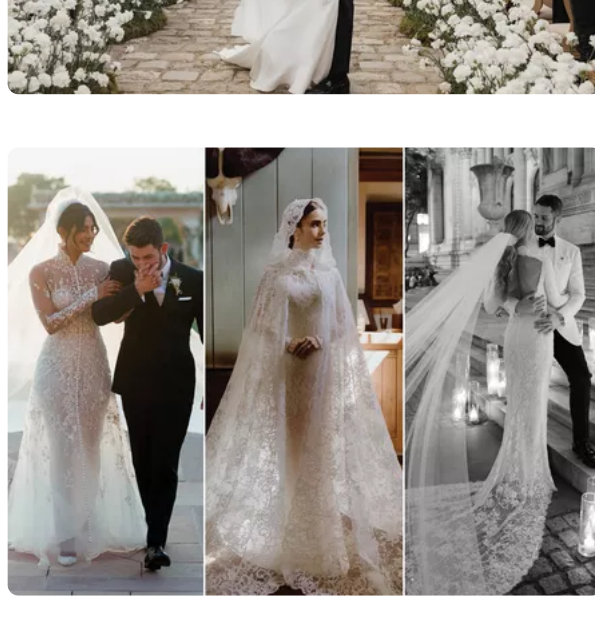



Trending

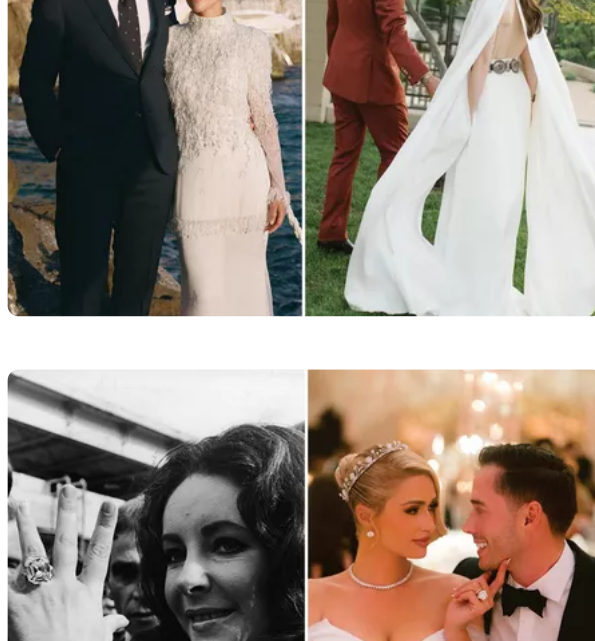
- 


Hannah Brown is Engaged: See Her Dazzling Ring
She traded roses for diamonds.
Updated Aug 28, 2023
- 

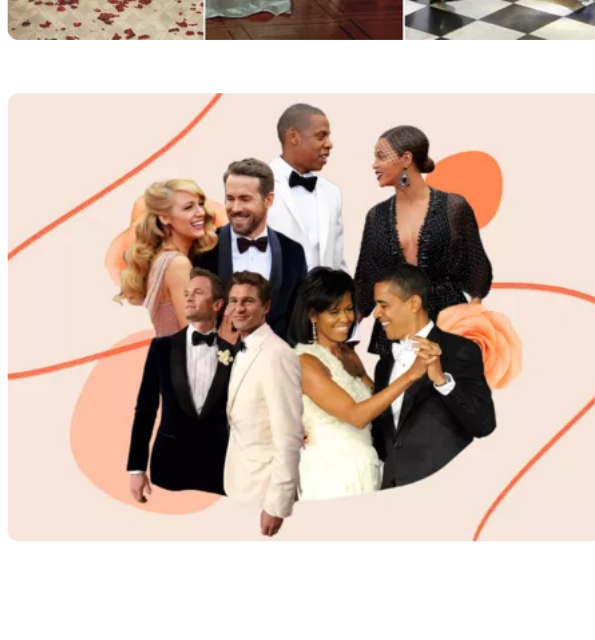
121 Taylor Swift Lyrics For All Your Instagram Captions
"I'd marry you with paper rings."
Updated Mar 23, 2023
- 


Joe Jonas & Sophie Turner's Relationship Timeline
Look back on the couple's destination weddings here.
Updated Sep 05, 2023
- 

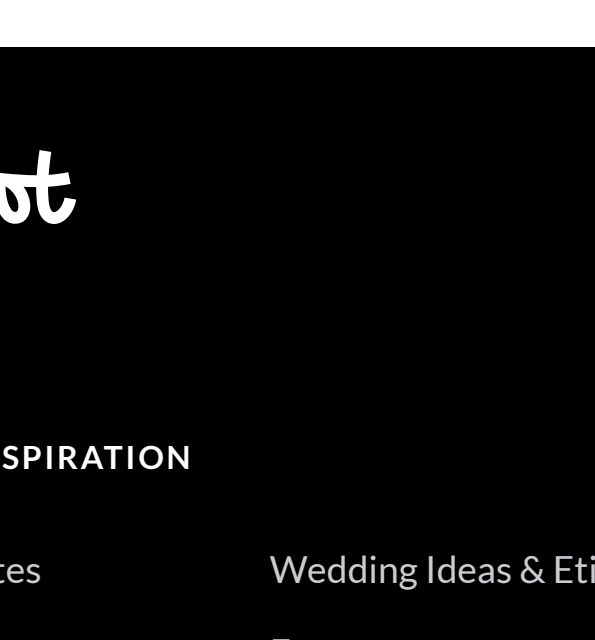
Inside Hannah Godwin & Dylan Barbour's Paris Wedding
The bride previously told The Knot she was planning "the party of the decade."
Updated Aug 24, 2023
- 

7 Stunning Ralph Lauren Celebrity Wedding Dresses
Yes, we're still dreaming about Priyanka Chopra's veil.
Updated Nov 21, 2022
- 

13 Secrets Celeb Wedding Planners Want You to Know
#3 is "literally" genius.
Updated Jun 29, 2023
- 

13 Rare Photos of Celebrity Rehearsal Dinner Dresses
These pre-party looks were just as good as the main gowns.
Updated Aug 03, 2023
- 

The Most Expensive Celeb Engagement Rings Ever
These world-renowned sparklers put the "ice" in price.
Updated May 03, 2023
- 

The Most Iconic Wedding Dresses Of All Time
Get style inspiration from famous brides who wowed on their wedding days.
Updated Aug 17, 2022
- 

The Most Iconic Famous Couples of All Time
These duos are the definition of relationship goals.
Updated Apr 28, 2023

[View all](#)

