





## Biography

**Diana Simaan Kessler**, owner of Diana Simaan Inc. was born in London, England. Diana first expressed her love for fashion at the age of 2 when she hopped up on the runway at a major show during fashion week in London. The influences of her family and upbringing endowed Diana with a great love for design in many forms, especially fashion, architecture and interior design. She moved to the United States with her family in 1987. Diana started her career in interior design and architecture then later pursued fashion design by starting her first collection. She was Harriet's Park Avenue Fashion Week Emerging Designer Winner in 2009 and returned as a judge in 2010. Her line Diana Simaan focuses on couture day and evening wear and bridal. Giving back to the community is important to Diana, she also devotes time to philanthropic efforts.

Since her win of emerging designer, Diana has been approached by media outlets and buyers alike who are eager to feature the talents of this designer star. Clients come to Diana for custom designed pieces ranging from day wear dresses to dresses worn on the most momentous occasions including weddings and formal galas.

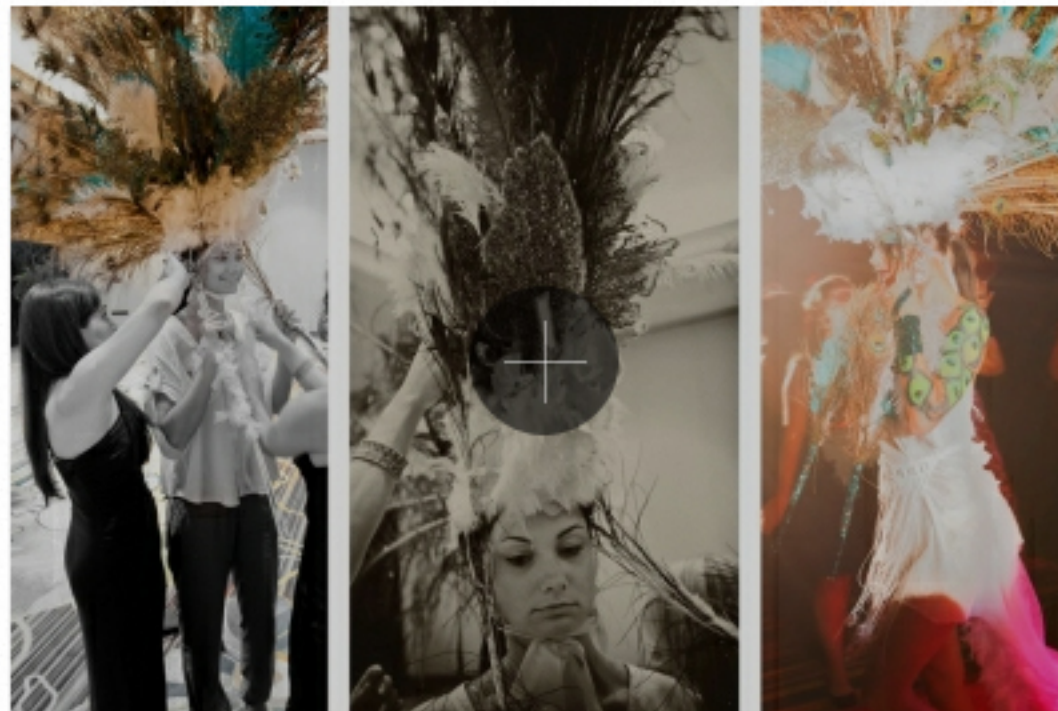






CASABLANCA

*Diana Simaan Casablana*



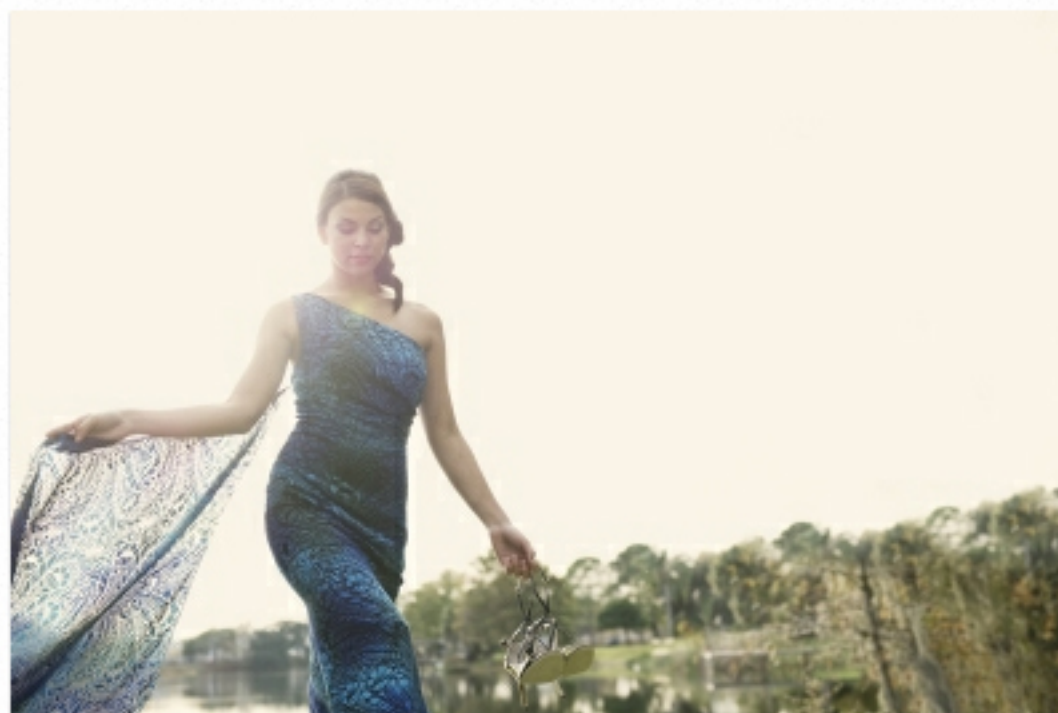
COSTUME COUTURE

*Diana Simaan Costume Couture*



MIDNIGHT JEWEL

*Diana Simaan Midnight Jewel*



JAMEELA

*Diana Simaan Jameela Collection*



## Process

Note from Diana "Whether you are looking for a formal piece, a dress to wear from day to night or a simple classic with a modern twist, I would love the opportunity to collaborate with you on one a one of a kind piece that is specially designed and handcrafted just for you!"

Process:

**I.** Fill out [contact form](#) to set up an initial consultation. We will contact you within 24 hours.

**II.** During the initial consultation, we will discuss ideas, budget and timeline of your custom piece. Details will include Silhouette, length, fabric type, details, anything special you would like to incorporate in the piece (i.e. – broach) or design the piece around.

(i.e. – jewelry, shoes).

**III.** Based on ideas discussed during your initial consultation, a sketch of your custom piece is created.

**IV.** Once sketch is approved, payment in full and your measurements are required. [See measurement guide.](#)

**V.** Upon receipt of payment, we begin to cut the pattern. Fabric selection and embellishments will need to be finalized at this time. Depending on the intricacy of the piece, a mock up is created from a muslin fabric. This step in the process gives a glimpse on what the shape and fit of your custom piece is going to look like and allows us to make any minor adjustments to the design.

**VI.** Fabrication of your custom piece begins.

**VII.** Your amazing, one of a kind, handcrafted piece is created!

We also offer custom wedding dresses, veils, garter belts, bridesmaid, flower girl and mother of the bride/groom dresses ([see wedding section](#)) as well as maternity.





## Wedding Process

Note from Diana "Congratulations on your upcoming wedding! I would love the opportunity to collaborate with you on one of the most important dresses of your lifetime. It brings what I do to a very personal level, sharing my passion for designing dresses and together creating the dress you have always dreamed of!"

### Custom Wedding Dress Process:

- I. Fill out [contact form](#) to set up an initial consultation. We will contact you within 24 hours.
- II. During the initial consultation, we will discuss design, budget and timeline of your dress. Details will include silhouette, length, fabric type, details, anything special you would like to incorporate in the dress (i.e. - broach) or design the dress around (i.e. - jewelry, shoes).
- III. A sketch of your custom wedding dress is created for your review and approval.
- IV. Once sketch is approved, payment in full and your measurements are required. [See measurement guide.](#)
- V. Upon receipt of payment, a mock-up is created from a muslin fabric. This step in the process gives a glimpse on what the shape and fit of your dress is going to look like and allows us to make any minor adjustments to the design.
- VI. After mock-up is approved, we begin to cut the pattern. Fabric selection and embellishments will need to be finalized at this time. Fabrication of your custom wedding dress begins.
- VII. Your amazing, one of a kind, handcrafted wedding dress is created!

We also offer custom veils, garter belts, bridesmaid, flower girl and mother of the bride/groom dresses as well as maternity.





## Bridal Questionnaire

Your Name (required):

Your Email (required):

Phone Number:

Wedding Date:

Wedding Type:

☐ Classic ☐ Modern ☐ Glamor ☐ Relaxed Chic ☐ Destination ☐ Other

Other

Dress Silhouette (check all that apply):

☐ Ball Gown ☐ Mermaid ☐ Aline ☐ Trumpet ☐ Princess ☐ Empire ☐ Fit and Flare ☐ Natural Waist ☐ Basque

Waist ☐ Dropped Waist ☐ Sheath ☐ Baby Doll ☐ Short ☐ Other

Neckline (check all that apply):

☐ Strapless ☐ V-Neck ☐ Off the Shoulder ☐ Cap Sleeve ☐ One Shoulder ☐ Modest ☐ Halter ☐ Scoop Neck

☐ Cowel ☐ Other

Fabric (check all that apply):

☐ Silk ☐ Satin ☐ Lace ☐ Duchess Satin (silk) ☐ Duchess Satin (rayon/polyester) ☐ Dupioni ☐ Jersey ☐ Moire

☐ Organza ☐ Taffeta ☐ Tulle ☐ Other

Additional Notes:

W2 9 R

Enter Security Code Below:

Send

Download Bridal Questionnaire:



Diana Smaan

Wedding Checklist at a Glance:

1. Wedding Date
2. Budget
3. Wedding Dress / Veil / Shoes / Jewelry
4. Bridesmaid and Flower Girl Dresses
5. Tuxedos / Accessories / Wed. Rings
6. Wedding Planner
7. Location / Venue / Caterer
8. Officiant / Marriage License
9. Photographer / Videographer
10. Attendants / Wedding Party
11. Guest List / Size of your wedding
12. Band / DJ / Music
13. Flowers / Florist
14. Invitations / Stamps
15. Wedding Favors
16. Linen / Table / Chair Rentals
17. Transportation
18. Menu / Cake / Drinks
19. Dance Lessons
20. Honeymoon



## Bride 1

Custom pieces designed and handcrafted for this wedding include:

Wedding Dress – Veil – Garter Belt – Bridesmaid Dresses – Flower Girl Dresses – Mother of the Bride Dress – Mother of the Groom Dress





## Bride 2

Custom pieces designed and handcrafted for this wedding include:

Wedding Dress – Veil – Garter Belt – Bridesmaid Dresses – Flower Girl Dresses – Mother of the Bride Dress – Mother of the Groom Dress





## Bride 3

Custom pieces designed and handcrafted for this wedding include:

Wedding Dress – Veil – Garter Belt – Bridesmaid Dresses – Flower Girl Dresses – Mother of the Bride Dress – Mother of the Groom Dress





## Contact

Your Name (required)

Your Phone Number

Your Email (required)

Subject

Your Message

How did you hear about Diana Simaan?

C N B M

Enter Security Code Below:

Send

