

MOIRA HUGHES

THE SOCIETY COLLECTION



"IT'S NOT ABOUT WEARING A DRESS, ITS ABOUT EMBODYING A MOMENT. IN A WORLD FULL OF TRENDS THERE IS SOMETHING ICONIC ABOUT A CLASSIC."

Named 'one to watch' by Vogue and 'one of the top bridal designers' by Harpers Bazaar. Moira Hughes Couture has just celebrated its 10th year in business.

A Moira Hughes bride values craftsmanship, individuality, and cinematic style. Ultimately, she wants a gown to match her personality. One that is as individually made as she is.

The Moira Hughes aesthetic incorporates an editorial twist on a classic silhouette with our signature extended corsets effortlessly sculpting the body beneath.

We are the destination for relaxed and refined luxury bridal for the empowered woman embarking on her next stage of life.

ABOUT US

WE TREAT OUR PARTNERS  
DIFFERENTLY, YOU ARE AN  
EXTENSION OF OUR TEAM AND  
WE ARE INVESTED IN YOUR  
SUCESS

- We invest in paid social media campaigns to launch each new stockist.
- Each gown comes with a collection of professional photography, video and editorial imagery.
- We provide a 20second video for your sales team on each gown outlining the best selling stratagey.
- Each dress comes with a one-sheet reference point including customisations, fabrics and fit notes.
- Our dedicated accounts manager (Sarah!) is available to quickly answer any questions your team might have.
- We are regulary featured in magazines, blogs and editorials - you will be kept up to date with all our media events!



# SOCIETY

“OUR GOAL IS TO CREATE PIECES THAT FEEL LIKE AN EXTENSION OF THE BRIDE HERSELF. LUXURY IS IN THE DETAILS. FROM THE FABRICS TO THE FIT, EVERY ELEMENT OF THE SOCIETY COLLECTION IS METICULOUSLY CRAFTED TO ENSURE YOUR BRIDES EXPERIENCE THE DIFFERENCE WHEN THEY STEP INTO YOUR STORE.”

A collection designed for the bride who has lived a full life, creating memories and building a future that she now gets to spend with her forever love. One of the last of her friends to get married, she wants something different, something that makes her body look amazing, and something worth the wait. Introducing ‘Society’ by Moira Hughes.

Designed in Sydney and capturing all that the empowered bride is looking for. Quiet luxury, elevated fabrics, effortless style and a twist on the expected make this one of Moira’s most coveted collections yet.

*Moira Hughes*



BLAIR



Ultimate IT-girl chic. The Blair is crafted from pure French silk crepe with a silky satin lining, featuring a hand-draped boat neckline for an effortlessly stylish look.

### FEATURES & FABRICS

- Fabric and Lining: Pure French silk crepe with silky satin lining.
- Neckline: Boat neckline.
- Silhouette and Train: Fitted silhouette with an extended train.
- Detachable/Extras: Detachable back strap for ease of movement.
- Finishing: Long sleeves with button detailing, low V-back (option for a higher back).

COST IN USD exc TAX

Wholesale \$1510

RRP \$3620

Mark Up 2.4

BLAIR



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CHARLIE



Luxury meets modernity in The Charlie. A core piece in the collection, this gown features the coveted basque waist and full ballgown skirt, with structured designer seam lines that frame the silhouette beautifully.

#### FEATURES & FABRICS

- Fabric and Lining: Satin-backed taffeta.
- Neckline: Supportive straps.
- Silhouette and Train: Full ballgown skirt with dramatic train.
- Detachable/Extras: Option to add a petticoat.
- Finishing: Dropped basque waist, mixed ruched skirt, cinch belt for added shape and pockets.

COST IN USD exc TAX

Wholesale \$1435

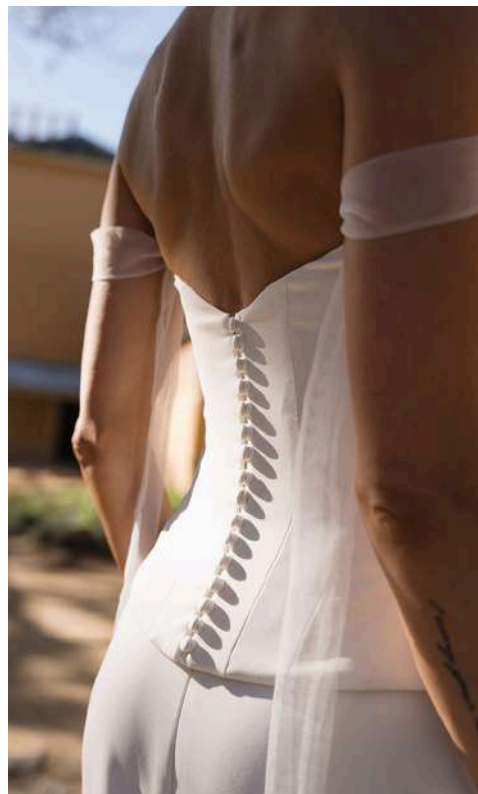
RRP \$3435

Mark Up 2.4

CHARLIE



HARLEY BODICE



A trendsetting twist on bridal couture. The Harley Corset Bodice combines a textured crepe corset with a hip cage peplum for a bold, structured look.

#### FEATURES & FABRICS

- Fabric and Lining: Textured crepe.
- Neckline: Curved peak neckline.
- Silhouette: Corset bodice with structured seamlines.
- Detachable/Extras: Optional tulle sleeves or ribbon ties.
- Finishing: Button closure at the back.

COST IN USD exc TAX

Wholesale \$580

RRP \$1395

Mark Up 2.4

HARLEY BODICE



— HARLEY CREPE SKIRT



Minimalist chic meets flexibility. The pearl crepe column maxi skirt features a subtle train and just the right amount of give for easy movement.

#### FEATURES & FABRICS

- Fabric and Lining: Textured crepe, self-lined.
- Silhouette and Train: Fitted column skirt with a subtle train.
- Finishing: Back zip closure.

COST IN USD exc TAX

Wholesale \$550

RRP \$1380

Mark Up 2.5



HARLEY TULLE SKIRT



Delicate details with a powerful presence. Layers of soft tulle float effortlessly, providing an ethereal contrast to the structured Harley corset bodice.

#### FEATURES & FABRICS

- Fabric and Lining: Soft tulle with crepe lining.
- Silhouette and Train: Full tulle skirt with subtle train.
- Finishing: Invisible zip back.

COST IN USD exc TAX

Wholesale \$475

RRP \$1380

Mark Up 2.9



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HARLEY TULLE TOP



Delicate English tulle top for arm coverage and editorial style. Easily removable under the Harley corset bodice.

#### FEATURES & FABRICS

- structured English tulle sleeves with dropped shoulder neckline

#### COST IN USD exc TAX

Wholesale \$130

RRP \$315

Mark Up 2.4



HENDRIX



Leader of the pack. The Hendrix features a tight, flat bodice with a luxuriously draped neckline and hip detail, creating an unreserved cinematic edge.

#### FEATURES & FABRICS

- Fabric and Lining: Duchess satin.
- Neckline: Hand-draped neckline.
- Silhouette and Train: Fitted silhouette with a long-line corset.
- Finishing: Button closure, low curved back.

COST IN USD exc TAX

Wholesale \$1275

RRP \$3400

Mark Up 2.7

HENDRIX



LINCOLN



Versatility meets minimalism in The Lincoln. Designed for the bride who wants to make the style her own, it offers a refined silhouette with modern touches.

### FEATURES & FABRICS

- Fabric and Lining: Pearl crepe fabric with internal long-line corset.
- Neckline: Cat-eye neckline.
- Silhouette and Train: Clean, fitted silhouette with pockets for added functionality.
- Detachable/Extras: Optional straps, sleeves, or an organza bow wrap.
- Finishing: Princess seams and pockets.

COST IN USD exc TAX

Wholesale \$1095

RRP \$2965

Mark Up 2.7

LINCOLN



LUCA



A nod to old-world charm with modern maximalism. The Luca is a sustainably made gown that combines a tightly sculpted waist with a full raw silk skirt.

### FEATURES & FABRICS

- Fabric and Lining: Raw silk with taffeta lining.
- Neckline: Cat-eye neckline.
- Silhouette and Train: Full skirt with dramatic, feather-light train cascading from a corset back.
- Detachable/Extras: Detachable strap option.
- Finishing: Hand-draped bodice, corset back.

COST IN USD exc TAX

Wholesale \$1580

RRP \$3810

Mark Up 2.4

LUCA



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MELROSE



Maximalism meets modernism in The Melrose. This modern ballgown is designed with architectural details for a stunning, structured silhouette.

### FEATURES & FABRICS

- Fabric and Lining: Satin-backed taffeta.
- Neckline: Organic draped neckline.
- Silhouette and Train: Structured ballgown with luxe train.
- Detachable/Extras: Detachable shoulder band and removable strap option.
- Finishing: Longline corsetry for added structure.

COST IN USD exc TAX

Wholesale \$1365

RRP \$3400

Mark Up 2.5

MELROSE



PRESLEY



Iconic style with a new-age twist. The Presley uses pearlescent duchess fabric and long-line corsetry for a sculpted silhouette with an effortless, minimalist look.

### FEATURES & FABRICS

- Fabric and Lining: Pearlescent duchess fabric.
- Neckline: Softly draped, organic neckline.
- Silhouette and Train: Fitted with an extended train.
- Detachable/Extras: Removable straps that can be worn asymmetrically.
- Finishing: Rouched front and back, corset back for a perfect fit.

COST IN USD exc TAX

Wholesale \$1165

RRP \$3140

Mark Up 2.7

PRESLEY



— ROCCO



An old-world icon in new-world fashion. The Rocco features corded French lace sculpted over luxurious silk gazaar, creating a translucent, corseted silhouette with a bold cat-eye neckline.

## FEATURES & FABRICS

- Fabric and Lining: Silk gazaar with corded French lace.
- Neckline: Cat-eye neckline, sheer lace illusion back.
- Silhouette and Train: Fitted silhouette with an extended lace train.
- Detachable/Extras: Removable lace sleeves.
- Finishing: Invisible zip opening, longline corsetry, and cinch belt for a snatched waist.

## COST IN USD EXC TAX

Wholesale \$1585

RRP \$3795

Mark Up 2.4

ROCCO



THE BLAIR



THE CHARLIE



THE HARLEY BODICE



THE HARLEY CREPE SKIRT



THE HARLEY TULLE SKIRT



THE HARLEY TULLE TOP



THE HENDRIX



THE LINCOLN



THE LUCA



THE MELROSE



THE PRESLEY



THE ROCCO



THE BLAIR



THE CHARLIE



THE HARLEY BODICE



THE HARLEY CREPE SKIRT



THE HARLEY TULLE SKIRT



THE HARLEY TULLE TOP



THE HENDRIX



THE LINCOLN



THE LUCA



THE MELROSE



THE PRESLEY



THE ROCCO

WHOLESALE RETAIL  
(\$USD) (\$USD)  
EXC TAX EXC TAX

GOWN NAME

DESCRIPTION

		<ul style="list-style-type: none"> <li>All amounts have been converted from AUD to be used as a guide only.</li> </ul>	
Gown Name	Description	Wholesale (USD)	Retail (USD)
Blair	Softly flowing gown in French silk crepe with a boat neckline, long sleeves, and a low V-back	\$1,510	\$3,620
Charlie	Ballgown with a basque waist and full skirt, featuring structured seam lines for a defined silhouette	\$1,435	\$3,435
Harley Bodice	A structured crepe corset bodice with a hip cage peplum and optional tulle sleeves or ribbon ties	\$580	\$1,395
Harley Crepe Skirt	Fitted crepe column skirt with a subtle train and zip opening	\$550	\$1,380
Harley Tulle Skirt	Layers of soft tulle in a full skirt lined in light crepe and paired with the structured Harley Corset Bodice	\$475	\$1,380
Harley Tulle Ribbons	Double English tulle ribbons removable option for Harley Bodice	\$25	\$45
Harley Tulle Top	Popular English tulle bolero to be worn under Harley bodice for tulle neckline and sleeve finish	\$130	\$315
Hendrix	Fitted satin gown with a hand-draped bodice and hip detail, featuring a long-line, flat corset and low curved back	\$1,275	\$3,400
Lincoln	A clean, fitted crepe gown with a cat-eye neckline, pockets, and versatile options for custom straps, sleeves, or a bow wrap	\$1,095	\$2,965
Lincoln Silk Bow	Silk gazaar bow to give upper arm coverage, long train option and a styling piece	\$220	\$525
Lincoln Sleeves	Silk Gazaar sleeves with crepe strap and low wrist opening. Interchangeable with many styles	\$150	\$300
Luca	A full-skirted raw silk gown with a dramatic train and corset back, tight, flat rouching on bodice and pockets.	\$1,580	\$3,810
Melrose	A modern ballgown with architectural structure, featuring an organic draped neckline and longline corsetry for added shape	\$1,365	\$3,400
Melrose Shoulder Band	Duchess hand draped shoulderband removable with buttons	\$115	\$240
Presley	Sculpted gown in pearlescent duchess fabric with removable asymmetrical straps and a softly draped neckline	\$1,165	\$3,140
Rocco	Translucent corseted gown featuring corded French lace over silk gazaar with a cat-eye neckline and optional removable lace sleeves	\$1,585	\$3,795
Rocco Lace Sleeves	Corded sheer lace sleeves with optional wrist detail	\$165	\$325
All 1/4" Straps	Popular removable 1/4" straps with button attachment	\$30	\$60

## RECOMMENDED RETAIL PRICING

Recommended retail price is stated for each gown, lower than that will only be acceptable for Trunk Shows or as discussed with Moira Hughes Couture. An allowance will be made for discontinued styles or past floor stock.

## DELIVERY TIME & POSTAGE

Standard 3-6 month delivery (please be advised some laces might take maximum time) All rush orders must be confirmed with Moira Hughes Couture to check availability.

3 - 4 months - 10% of cost price surcharge

2 - 3 months - 20% of cost price surcharge

Under 2 months - 30% of cost price surcharge

Delivery can be organised by the stockists preferred courier or by Moira Hughes Couture upon request estimated at \$80 per dress or less for multiple gowns.

## COLOUR OPTIONS

Specific gown colours will be noted on the line sheet. If a client requests an alternative colour we will work with you wherever possible.

Any other special requirements please contact Moira Hughes Couture and we will do our best to accommodate.

## MEASUREMENTS

Please see attached size chart showing our body measurements per size. Strapless gowns have a tight fit through the waist and the dress can be 2.5cm / 1inch smaller from the body measurements.

The size chart is a guide to determine which standard gown size to order..

## SIZE CHART

AUS 6/ US2	AUS 8/ US4	AUS 10/ US6	AUS 12/ US8	AUS 14/ US10	AUS 16/ US12	AUS 18/ US14
79 cm 31 in	84 cm 33 in	89 cm 35 in	94 cm 37 in	99 cm 39 in	104 cm 41 in	109 cm 43 in
60 cm 23.5 in	65 cm 25.5 in	70 cm 27.5 in	75 cm 29.5 in	80 cm 31.5 in	85 cm 33.5 in	90 cm 35.4 in
88 cm 34.6 in	93 cm 36.6 in	98 cm 38.6 in	103 cm 40.6 in	108 cm 42.5 in	113 cm 44.5 in	118 cm 46.4 in

Bust Measurement is taken around the fullest part of the bust

Waist Measurement is taken at the narrowest part of the waist - not always where the belly button is located.

Hip Measurement is taken over the fullest part of the lower hip

## PLUS SIZE

Size UK18 and above will incur a surcharge of 10% on the wholesale price to cover additional pattern changes, grading and fabric.

## LENGTH

Gowns are cut to be 125cm / 55.8inch long from waist to floor. If your client is extra tall and requires more length there is an additional charge of \$50 per 5cm/2" added.

## SPLIT SIZE

Additional \$70 per dress

## TRAIN

Additional 30.5cm/2" \$55, additional 61cm/24" \$105

## ORDERING POLICY AND PROCEDURES

Orders are emailed and must include the brides name or number, gown name, size, date of wedding, preferred delivery date, colour, and any variations to sample. All orders will be confirmed within 48 hours. Please quote invoice number when enquiring about the order.

Any variation in the sample must be approved and specified on the order. Custom designs are available and pricing is per project. Please email [accounts@MoiraHughes.com.au](mailto:accounts@MoiraHughes.com.au) to inquire.

Moira Hughes Couture does not take responsibility for inaccuracies of measurements supplied by the stockist. Any issues must be raised within one week of delivery via email or phone call. We will accept no cancellations after a confirmation deposit has been submitted.

## CHANGES TO ORDER

Upon ordering, your pieces will be placed in a production schedule the next available business day. Any unexpected changes to orders must be submitted by email within 48hours.

## FABRIC

Silk is a natural fabric so there is an allowance made for slight variations from the original dye lot. Detailing is also done by hand, thus creating a slight variation from the sample (mostly in size variations). Every effort will be made to replicate as closely to the original but where this is not possible Moira Hughes will not be held responsible.

## SIZING

Our size chart should be used as a guide for ordering the correct gown size. Please also refer to the sample size and length in regards to what size to order. We recommend always sizing up or split size for individuals that fall between sizes to allow for ease in alterations. Please contact us for any assistance and we are more than happy to support. We are not responsible for a dress ordered in an incorrect size, if a new dress is needed then a new order will need to be placed.

## DELIVERY TIME

Our standard delivery time is 3-6 months from confirmation date. We can normally accommodate rush orders with prior approval to ensure fabric and production times.

## SHIPPING

Stockists have the option to either use their preferred courier or for Moira Hughes Couture to arrange on their behalf. Shipping date must be agreed on and gowns will be suitably packaged. Collection from Moira Hughes Couture, 27 Moncur Street, Woollahra 2025.

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# CONTACT

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