A woman with long, light brown hair is the central figure, wearing a light-colored, long-sleeved dress with a delicate floral pattern. The dress features a deep V-neckline and voluminous, gathered sleeves. She is posed outdoors, leaning against a dark, textured wall. Her eyes are closed, and she has a serene expression. She is wearing pearl earrings and a thin necklace. The background shows a blurred outdoor setting with greenery and a paved area.

MOIRA HUGHES

THE CLASSICS LINESHEET

THE CLASSICS

'I DESIGN FOR THOSE MOMENTS THAT BECOME MEMORIES'

-MOIRA HUGHES

The Classics are a curated collection of gowns from past seasons. Dresses that encompass the soul of the Moira Hughes aesthetic.

These legacy gowns offer stockists an opportunity to select from tried and tested designs. These pieces are favoured by the classic bride year after year and a great staple to consider for any boutique.

Combined with new season gowns, these designs are timeless must-haves. They offer today's bride an opportunity to choose a personality in a gown to match her own. To slip it on and 'feel like her.'

Moira Hughes



"IT'S NOT ABOUT WEARING A DRESS, IT'S 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 celebrated over 11 years 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!





JORDAN —



An instant icon and a new classic, The Jordan exudes modern elegance with its sleek silhouette, ultra flat bodice and flawless structure.

FEATURES & FABRICS

- Fabric and Lining: Heavy satin with light give, ensuring both structure and ease of movement.
- Neckline: Lightly draped cowl neckline with thin shoulder straps for an effortlessly chic look.
- Silhouette and Train: Diamond-seamed skirt with a long train, creating a striking silhouette.
- Detachable/Extras: Built-in couture longline corsetry with a specially designed internal bodysuit for a flawless fit and support.
- Finishing: Ultra-flat Basque-waist bodice and a sculpted low back with button closure, blending classic and modern elements.

COST IN GBP exc TAX

Wholesale £1130

RRP £2820

Mark Up 2.5

A black and white photograph of a woman in a long, flowing white gown, seen from behind, standing in a garden with stone arches. The gown is voluminous and has a long train. The woman's hair is styled in a bun. The background features a stone wall with several arches, and the scene is set outdoors on a grassy area.

REMI —————



An ode to raw beauty and sustainability, The Remi merges untreated simplicity with modern couture craftsmanship. Crafted from luxurious raw silk, this gown is both refined and eco-conscious, offering a timeless yet contemporary aesthetic.

FEATURES & FABRICS

- Fabric and Lining: Raw silk with a taffeta lining for added structure and comfort.
- Neckline: Refined scoop neckline with whisper-thin straps and an ultra-flat, elongated corset bodice.
- Silhouette and Train: Dramatic pleated hip detail enhances the silhouette, flowing into a show-stopping, crin-lined statement train.
- Detachable/Extras: Considered seamlines at the hip create architectural lines for a sculpted fit.
- Finishing: Low V-back with a clean zip closure completes the look, balancing minimalism and drama effortlessly.

COST IN GBP exc TAX

Wholesale £1220

RRP £2920

Mark Up 2.4



ANNABELLE



A vision of modern romance, The Annabelle blends timeless Chantilly lace with a striking editorial silhouette, perfect for the romantic bride.

FEATURES & FABRICS

- Fabric and Lining: Lightly corded Chantilly lace with layers of tulle, net, and taffeta lining in soft hues for an ethereal effect.
- Neckline: Bustier-style neckline with hand-placed scalloped edging.
- Silhouette and Train: A-line skirt with a ghostly couture finish.
- Detachable/Extras: Internal cinch belt for a sculpted, elongated dropped waist.
- Finishing: Barely-there corset lines, lace-covered buttons, and subtle detailing showcase traditional craftsmanship.

COST IN GBP exc TAX

Wholesale £1415

RRP £3390

Mark Up 2.4

ANNABELLE



— GIGI



The Gigi brings sleekness with an edge, crafted from pearlescent European Mikado for a modern yet minimalist bride.

FEATURES & FABRICS

- Fabric and Lining: Pearlescent European Mikado.
- Neckline: Scooped neckline with peaked detailing for added coverage.
- Silhouette and Train: Straight column skirt with a vented split for ease of movement.
- Detachable/Extras: Detachable overskirt and tulle neck scarf.
- Finishing: Architectural seams and Basque waist on the bodice, low V-back finished with buttons.

COST IN GBP exc TAX

Wholesale £1040

RRP £2495

Mark Up 2.4



RILEY



Crafted from luxurious pure French silk satin, The Riley showcases an effortless drape and concealed longline structure that beautifully accentuates the curves.

FEATURES & FABRICS

- Fabric and Lining: Luxe Parisienne silk satin for a sumptuous feel and flow.
- Neckline: Cross-shoulder neckline with a scooped peak frames the décolletage.
- Silhouette and Train: A hand-draped bodice with a longline corset and a draped low back flows into an ultra-dramatic train finished with crin at the hem.
- Detachable/Extras: Features a removable cross-shoulder band and removable relaxed fit sleeves.
- Finishing: Leg split can be lowered or removed. Finished with button closure at the back.

COST IN GBP exc TAX

Wholesale £1530

RRP £3640

Mark Up 2.4

RILEY



MAIREAD



High romance meets modernity with The Mairead, a stunning gown crafted from exclusively printed silk chiffon, featuring our signature elongated corset hidden beneath a beautifully hand-draped bodice.

FEATURES & FABRICS

- Fabric and Lining: Exclusive custom printed silk chiffon outer with a silk gazar lining for a weightless, ethereal feel.
- Neckline: Modern cat-eye neckline that adds a contemporary edge and offers coverage and support.
- Silhouette and Train: Soft A-line skirt with movement and flowing dramatic train.
- Detachable/Extras: Translucent long sleeves offer can be detached for a different look.
- Finishing: An ultra-low back with draped detailing is finished with an invisible zip.

COST IN GBP exc TAX

Wholesale £1495

RRP £3580

Mark Up 2.4



LENNOX —



Showcasing effortless elegance, The Lennox features a softly draped bodice and a romantic sweetheart neckline. The graceful draping flows seamlessly to the waist, concealing an elongated corset that extends to the hip for a beautifully structured fit.

FEATURES & FABRICS

- Fabric and Lining: Textured satin skirt for a luxurious and fluid drape.
- Neckline: Sweetheart neckline that enhances the feminine silhouette.
- Silhouette and Train: Fluid column silhouette with a chic side leg split, leading to a generous train for a dramatic effect.
- Detachable/Extras: Detachable draped off-shoulder sleeves offer versatility, allowing the bride to transition effortlessly from ceremony to reception.
- Finishing: A godet panel at the back adds movement and sophistication, making The Lennox a timeless choice for the modern bride.

COST IN GBP exc TAX

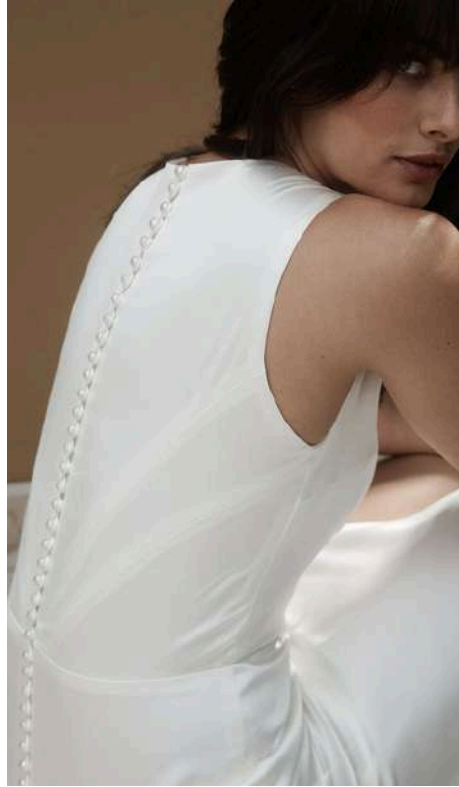
Wholesale £950

RRP £2470

Mark Up 2.6



LONDON —————



Effortlessly sophisticated, The London is self-lined in textured satin for a refined and elegant finish. The gown features a high boat neckline and a meticulously hand-draped bodice that gathers at the waist, showcasing couture seam lines for a tailored fit.

FEATURES & FABRICS

- Fabric and Lining: Soft, silky satin with the option for Duchess Satin for a more structured look.
- Neckline: High boat neck bodice, seamlessly draped for a timeless silhouette.
- Silhouette and Train: Fitted with a high side split and an elongated train for dramatic movement.
- Detachable/Extras: Pearl buttons elegantly detailing the back, with the option for a low V-back customization.
- Finishing: Hand-finished couture seam lines and gathered waist, adding structure and sophistication to the overall design.

COST IN GBP exc TAX

Wholesale £875

RRP £2095

Mark Up 2.4



ANNIKA



Crafted from pure silk crepe and framed with bold pearl detailing, this gown is made for the strong at heart. The sleek, minimalist design enhances the feminine silhouette with powerful shoulders and a perfectly nipped-in waist.

FEATURES & FABRICS

- Fabric and Lining: Pure silk crepe for a luxurious, flowing finish.
- Neckline: High neckline balanced by a dramatic diamond cut back.
- Silhouette and Train: Fitted silhouette with long sleeves, exuding both strength and elegance.
- Detachable/Extras: Bold pearl detailing adds a striking touch to the clean design.
- Finishing: Long sleeves and a diamond-cut back emphasize the gown's refined simplicity, perfect for the modern, confident bride.

COST IN GBP exc TAX

Wholesale £1145

RRP £2745

Mark Up 2.4



— CLEMENTINE



The Clementine embodies the ultimate luxury, reminiscent of butterfly wings with layers of fine tulle gracefully enveloping a translucent organza bodice, revealing the exquisite construction underneath.

FEATURES & FABRICS

- Fabric and Lining: Double organza paired with layers of Italian tulle in varying tones for a rich, dimensional effect.
- Neckline: Rouched off-shoulder bodice that adds an ethereal touch to the design.
- Silhouette and Train: A dreamy skirt flows into an exaggerated train, making a striking statement of refined simplicity.
- Detachable/Extras: Layers of tulle create a soft, romantic feel while maintaining a sense of elegance and sophistication.
- Finishing: The delicate interplay of textures and tones ensures that The Clementine is not only a gown but a work of art, perfect for the modern bride who desires both beauty and grace.

COST IN GBP exc TAX

Wholesale £1270

RRP £3020

Mark Up 2.4

CLEMENTINE



— ISABELLA



Crafted from pure textured satin, this gown envelops the body in a luxurious liquid gold feel. The design elegantly balances tradition and modernity with a lightly draped cowl neckline and a daring low diamond back.

FEATURES & FABRICS

- Fabric and Lining: Pure textured satin inside and out for a sumptuous, fluid drape.
- Neckline: Cowl neckline that adds a classic touch to the contemporary silhouette.
- Silhouette and Train: Signature seamlines trail gracefully into a dramatic train, enhancing the gown's overall elegance.
- Detachable/Extras: Daring low V-back highlights a modern twist, complemented by thin straps that wrap snugly around the arms.
- Finishing: A feature lace neckline adds a sophisticated detail, ensuring this gown is both striking and refined for the discerning bride.

COST IN GBP exc TAX

Wholesale £930

RRP £2320

Mark Up 2.5



THE JORDAN



THE REMI



THE ANNABELLE



THE GIGI



THE RILEY



THE MAIREAD



THE LENNOX



THE LONDON



THE ANNIKA



THE CLEMENTINE



THE ISABELLA

FRONT



THE JORDAN



THE REMI



THE ANNABELLE



THE GIGI



THE RILEY



THE MAIREAD



THE LENNOX



THE LONDON



THE ANNIKA



THE CLEMENTINE



THE ISABELLA

BACK

GOWN NAME

DESCRIPTION

WHOLESALE (£GBP) EXC TAX	RETAIL (£GBP) EXC TAX
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Gown Name	Description	Wholesale (GBP)	Retail (GBP)
Jordan	Satin curved bodice gown with draped neckline, low back and diamond skirt detail.	£1,130	£2,820
Remi	Raw silk diamond detail bodice with full skirt.	£1,220	£2,920
Annabelle	Lace gown with long bustier corset.	£1,415	£3,390
Gigi	Micado gown with basque waist and diamond detailed front.	£1,040	£2,495
Riley Silk	Silk satin gown with elongated corset and split in skirt. Removable sleeves and neckline.	£1,530	£3,640
Riley Toscano	Toscano satin variation option.	£1,095	£2,625
Mairead	Custom printed silk chiffon gown with silk lining. Billowing sleeves, elongated corset and split.	£1,495	£3,580
London	High neck silky satin gown with draping to the side. High back with pearl buttons and split at the side leg.	£875	£2,095
Lennox	Textured satin gown with rouched bodice, longline corset and detachable off-shoulder straps	£950	£2,470
Annika	Silk crepe long sleeved gown with long sleeves and diamond cut back.	£1,145	£2,745
Clementine	Double silk gazaar gown with rouched off shoulder bodice. Layers of different tones Italian tulle.	£1,270	£3,020
Isabella	Heavyweight French satin bias cut gown with cowl top. Lace fringe detail at neckline and low cutaway diamond back detail. Sculpted fit and long train.	£930	£2,320

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 £35 per 5cm/2" added.

SPLIT SIZE

Additional £50 per dress

TRAIN

Additional 30.5cm/2" £40, additional 61cm/24" £75

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 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.

MOIRA HUGHES

MOIRA HUGHES

CONTACT

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