

Di Carlo Couture

Interviewed by Mika Holborow

Tell me a little about yourself. Where are you from? What's your educational background?

I was born and raised in Montreal with an Italian background. From quite an early age I was fascinated with fashion. Being that my parents were sewing contractors I was continuously exposed to garments coming to life which made it natural for me to learn how to hand stitch by the time I was 8 years old. I attended the International Academy of Design and later I worked as a designer, buyer, merchandiser, illustrator and fit model while traveling to Europe and US in search of emerging trends & inspirations.

You used to design for sportswear companies and Le Chateau. How did your passion for designing evolve into Di Carlo Couture?

After spending 15 years working in the fashion industry for commercial companies I felt that I wanted to design clothing that was less mainstream, not mass production based, original & one of a kind which led me to custom made dresses. Dressing women for special events is what I was doing as a side line for the past 10 years & kept it very low key until my passion for haute couture & personalized service to my clients grew stronger so I decided to occupy all of my time with it. I was always drawn to the famous red carpet as a young girl & dream of one day having 1 of my dresses selected to be worn by someone famous!

How would you describe your brand in a sentence?

Di Carlo Couture gowns are designed for women that desire a fashionable, elegant & timeless look.

How does the process of designing a couture piece with a client work? Where do you begin?

How do you determine your clients style?

I start off with a one on one consultation where I invite the client to my studio, we spend some time exchanging ideas, I usually ask them to bring photos of dresses they have in mind or better yet dresses they have worn before to get an idea of their personal style. I show them photos & sketches of my own ideas & fabric recommendations according to their age/body type/style & from there a custom design commences. I present her with a final sketch, and then from a paper pattern I cut & sew the style in a mock up fabric for our 1st fitting. The 1st fitting gives the client a visual of the silhouette & allows me to perfect the style lines following her shape & curves for an impeccable fit. Adjustments are made in the 2nd fitting & I then proceed with the finishing of the gown such as sewing in the lining, hand stitching & applying lace/beadwork. Final touches are made at a 3rd fitting & voila the gown is complete!

How would you define your personal style?

Fashion forward, European flare, attracted to out of the ordinary, innovative twists, chic & refined.



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Photos by Jennifer Pontarelli



www.dicarlocouture.com