

# Sew Chic

## Custom Designed Gowns to Fit a Bride's Style

By Lisa Y. Taylor

HOLLYWOOD STARS FLAUNT THE LUXURY OF HAVING THEIR WEDDING GOWNS CUSTOM-DESIGNED TO FIT THEIR bodies and personality. Now, with the help of bridal and formalwear designer Sew Chic, brides in San Antonio can also have a one-of-a-kind dress made to reflect their unique style and body shape.



"These days, personalization is so important to a bride," says Barbara Slusher, owner and lead designer of Sew Chic. "We make gowns based on her style and needs, so that she doesn't have to conform to what's already out there on the market."

Sew Chic's new Alamo Heights shop in the Stewart Center is equipped to create the bride's dream dress, from a conceptual sketch or pattern to a gown that fits beautifully. The shop can also rework existing and heirloom dresses, in addition to performing alterations.

To have their gowns tailor-made, some brides know exactly what they want and bring in a pattern or photos for inspiration. Others need guidance in finding what style looks the best. Either way, at the initial consultation, Slusher or Sarah Salinas, co-owner and assistant designer, help brides select a style that expresses their individuality and plays up their strengths.

"When you have something made exclusively for you, the fit should be flawless," Salinas says. "We do whatever it takes to make your couture gown fit you perfectly."

Slusher has been designing bridal fashions for nearly 35 years. Now, she is joined by her daughter, Salinas, who grew up learning the art of sewing and design from her mother. Together, they stay current on the latest design trends and sewing techniques.

Co-owners of Sew Chic Sarah Salinas & Barbara Slusher work on a customer wedding gown for one of their many clients.

As much fun as it is for the bride to be involved in designing her gown, bridesmaids and the wedding couple's mothers also feel special when they experience the attentive process of having a dress made just for them.

Another specialty for Sew Chic are alterations. From minor adjustments to totally disassembling and redesigning a dress, the shop handles alteration requests with precision and delicate handling of the apparel.

"If they already have their ideal dress, but it doesn't fit them, we can adjust it so it fits their body type," Salinas says.


Slusher has many years of expertise in giving new life to heirloom dresses that were once worn by a bride's grandmother or great-grandmother.

"I find it a privilege to work with gowns that have such sentimental value and importance to a family," she says. "When I restore or redesign them, I treat them gently and handle them with the utmost care."

Slusher also makes all the extras that make a wedding day special, including veils and purses, ring pillows, pew bows and even chair sashes. The shop's website, [www.mysewchic.com](http://www.mysewchic.com), has an online store that sells bridal accessories as well as personalized gifts for the wedding couple and attendants.

In Sew Chic's shop, overlooking downtown Alamo Heights, customers receive friendly and professional service in an environment where cute, classy and chic come together. Classic framed prints of dress forms, a cozy round black table and chairs ensemble, and curtains with adorable pink pom-pom tassels give the shop a trendy French café ambience. In the waiting and consultation rooms, customers can sip coffee or enjoy a refreshing drink.

The whole experience is enough for brides to feel, well, like a movie star.

"It's glamorous to get a dress custom-made the way that celebrities do," Slusher says. 



**Sew Chic**

*Alterations,  
Custom Designs,  
and More!*

*Serving San Antonio brides  
for over 30 years*

*5152 Broadway, Ste. 201*

*Located upstairs in the  
Stewart Center in Alamo Heights*

**www.mysewchic.com**  
**210-SEW-CHIC**  
**(739-2442)**

Photo by Parish Photography

## BRIDE'S PERSPECTIVE

I chose a chocolate brown dress for the bridesmaids and was having trouble choosing an accent color, so I chose to have multi colored flowers and accessories at the wedding and reception, both held at Marriott Plaza San Antonio.

I utilized the bright colors of my flowers throughout the rest of my décor as well as on my cake.



**Rachel Traut & Alberto Cortes**  
June 2, 2007