

CORE COLLECTION

Includes the

VAMFF
RUNWAY



**Exclusive, Classic Styles,
Uniquely Designed for Size
Equality. A Lucy Laurita
Gown Is Timeless**

lucy laurita

THE COLLECTION



FRONT & INSIDE COVER

Model Sangeetha Singh

Jewellery Boho & Co Designs

Photographer Tony Cordell

Location Nevada Desert

LUCY

MAGAZINE

LUCY LAURITA

Owner | Designer

BRAND STRATEGIST

Henry Weinreich Roth

PHOTOGRAPHY

Maurice Rinaldi

CONTRIBUTING PHOTOGRAPHERS

Tacitic Photography

That's The Shot

Tony Cordell

Red Photography Canberra

Ash Photography Melbourne

JEWELLERY

Andrea Agosta

Boho & Co Designs

Celeste Billinge

MODELS

Sangeetha Singh

Jessica Parish

Nyadier Apech

Mia Purgaric

Ellie Dewhurst

Tayla McKay

HMUA

Alarna Bell

Nuna Nguyen

DIGITAL

RobbieSea.com.au



LUCY LAURITA

A Melbourne Fashion Designer Focussing On Custom Dress Designs, Simple Couture Beauty, Evening Gowns & Bridal Wear. Designing Is Her Passion, Her World.

CONTACT US

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Melbourne

Wholesale Trade & Private Consultation

By Appointment only



When you look at my collection you need to live the idea that together we have created a story.

IMAGE :
That's The Shot Photography

From as young as I can remember, the vision of my mother will stay with me for the rest of my life. Unknowingly, it was the starting point of my career as a fashion designer.

I can recall in our suburban home in Melbourne's North, the sun streaming through, my mother on her sewing machine and I a little Lucy sitting on the back of her chair combing her hair.

Little did I know that a combination of the creativity and yet the youthful desire to find something else would ignite in me the passion that today has created my label Lucy Laurita.

I expected they say Italian has something to do with it. I wouldn't disagree but like any good cup of coffee you need to have the ingredients and more importantly the passion.

When you look at my collection you need to live the idea that together we have created a story. A story of a Melbourne fashion designer who has created and wanted all her life one single thing. Simple, classic, couture beauty.

Some people ask me whether I believe that Melbourne may have what has taken me to push through some insurmountable gridlocks to get to a place in my life where I can honestly say I love the people that wear my dresses, I love my dresses, I love my family and I love the blue skies that descend on Melbourne when we are blessed in summer.

Take a look at the collection and you will see in there the privilege of an education I received in design. It didn't stop there, some people think it is a child hood dream, some people think I would grow out of it, some people tried to convince me that I would grow out of it. It's interesting that sometimes I pause and think, and I want to tell you all I am proud and love where I come from.

It's to my upbringing, my husband, my children, my clients, my fabric, my inspirations, my drawing board, and my music and the love I have for life itself that I say thank you!

There's a lot of different bio's you can read about people. They say we are in the era of authenticity.

Perhaps when I have the privilege of you wearing one of my wrap dresses, my beaded frocks, my scarves or any of my collection that you know I individually care.

It's interesting people look at the Australian fashion with despair and they are disheartened. I know it is not easy and I know that sometimes the rewards can be little on paper. But open up the paper that contains my heart of love, the gowns are nurtured with fabric not just sewn, not just created by a pattern, but created by everything that encompasses one thing and that is love.

DESIGNED FOR

ROMANCE



VOL 01	lucy laurita BRIDAL COLLECTION
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Romance is timeless, it
whispers softly as we become
immersed in love.





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*Celebrate your
uniqueness*

Yvette

A delicately designed alluring bridal gown with low back , soft petal like flutters on the shoulders and a wide hip belt that wraps around to accentuate the body and then falls into a back tail . Inspired by ocean waves it is made from soft sheer georgette and fully lined

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi

Available to order in Silk georgette or Polyester georgette, various colours. hand beading on shoulders optional, sizes 6-16 . Custom made available by consultation.

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Classic style

Taneel

This elegant gown cut on the bias flows softly to flatten the body curves without being tapered.

The high neckline and slim straps define the shoulders, with the flouncy sequin embroidered over layer to add a little shimmer that compliments the overall chic design

Available to order in Silk georgette or Polyester georgette, sizes 6-16 .

Custom made available by consultation.

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi





*A day to share
and enjoy*

Rhiannah

This sheath gown is made of a beautifully matched combination of ornate floral sequin mesh and layers of soft shell georgette flowing down into the skirt as tendrils. The classic design is cut on the bias to glide smoothly over the body with a neckline flutter draping over the top of the arms. An exotic design inspired by Moroccan tropics

MODEL :

Nyadier Apech

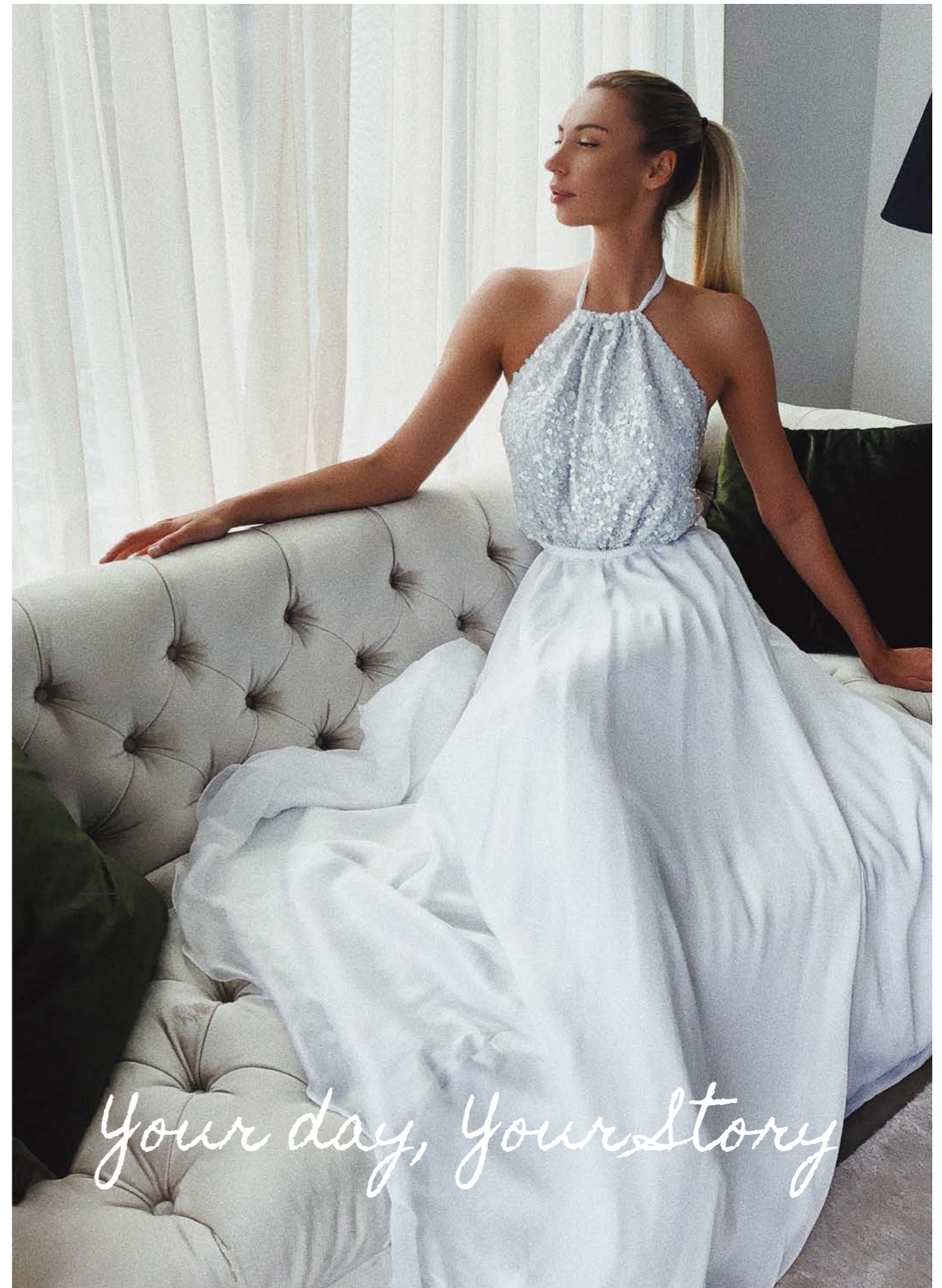
PHOTOGRAPHER :

Maurice Rinaldi

Available to order in various fabrics, sizes 6-16 . Custom made available by consultation.



Harlow Bridal Gown. Worn by Mia Purgaric



Your day, Your story

Natural beauty



Harlow

Such an exquisite bridal gown made to perfection. Beautiful pearl embellished bodice that tapers in at the waist with wide belt to wrap around into a bow at front or drape at the back to fall into a tail.

The full chiffon skirt to swoosh around makes this glamorous design so much fun creating lasting memories

Available to order in various fabrics, sizes 6-16 . Custom made available by consultation.

MODEL :
Jessica Parish

PHOTOGRAPHER :
Maurice Rinaldi





*Love and
unity*

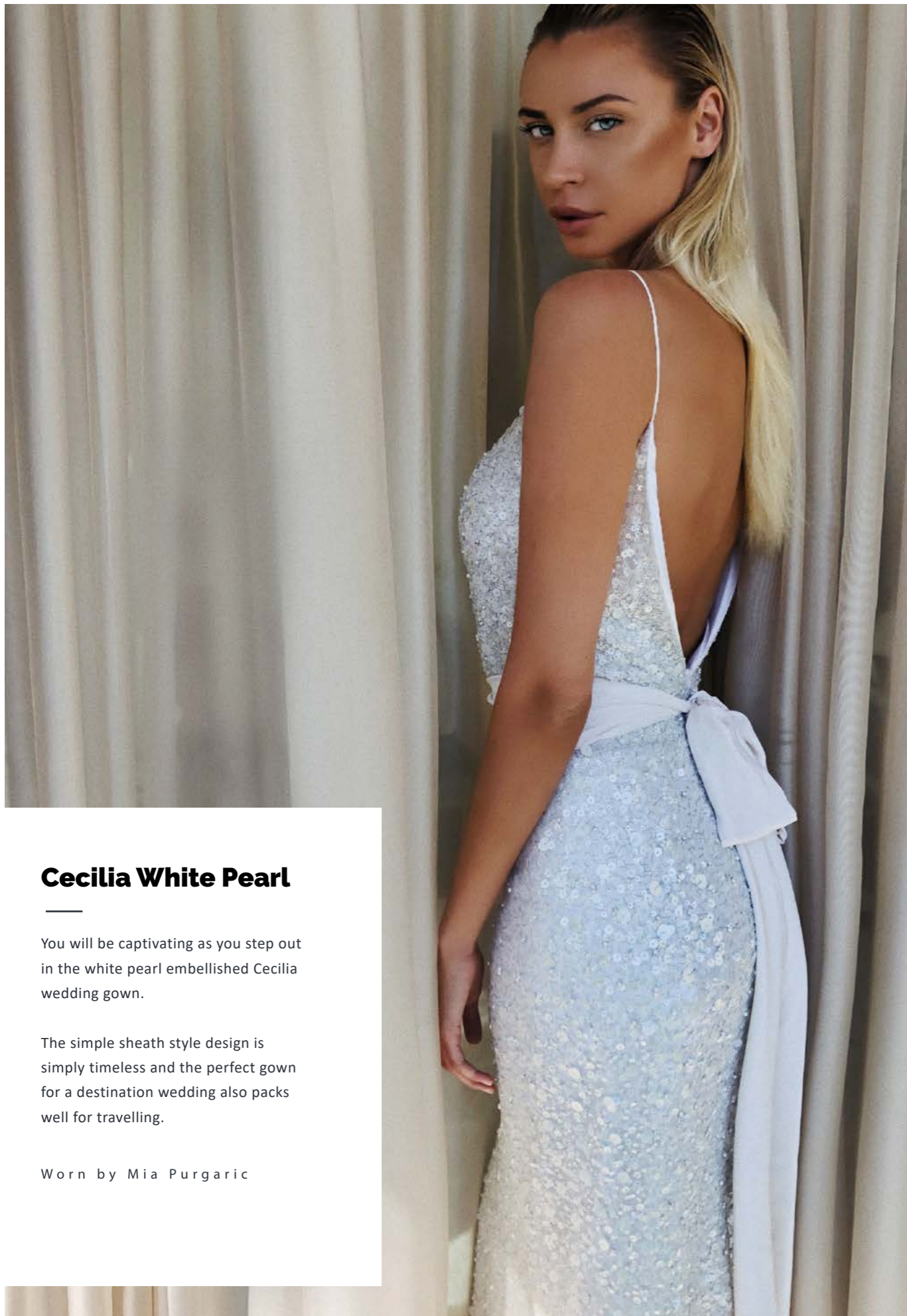
Cecilia

The elegant design is a Lucy Laurita signature, the effortless design is made for walking along a romantic secluded beach. Classic lines, slim straps, and V neckline with skirt flowing to the floor with a soft waist belt , simply divine.

MODEL :
Jessica Parish

PHOTOGRAPHER :
Maurice Rinaldi

Available to order in low back or high back and various fabrics, sizes 6-16. Custom made available by consultation.



Cecilia White Pearl

You will be captivating as you step out in the white pearl embellished Cecilia wedding gown.

The simple sheath style design is simply timeless and the perfect gown for a destination wedding also packs well for travelling.

Worn by Mia Purgaric



Island dream

Cameo

Uniquely designed to have a multi neckline style. Wear this gorgeous gown as a classic halter with plunging neckline or give it a twist and a knot to create that chic look to be seen on the French Riviera. Made in soft georgette cut on the bias for that stunning drape. Thin belt to cinch in waistline and enhance your feminine shape.

Available to order in silk or polyester fabrics and various colours, sizes 6-16 . Custom made available by consultation.

MODEL :
Nyadier Apech

PHOTOGRAPHER :
Maurice Rinaldi





Family & friends

Anais

Simply breathtaking, this sheath design with low back will have heads turning as you glide through the room. The gown sits delicately over your figure with drape across the top of the arms and swoops the floor gracefully. Slim straps and V neckline to enhance your décolletage, finish the look with long earrings .

MODEL :

Nyadier Apech

PHOTOGRAPHER :

Maurice Rinaldi

Available to order in low back or high back, silk or polyester fabrics and various colours, sizes 6-16 . Optional leg slash. Custom made available by consultation.

Natural beauty

Alida

This gracious halter neck gown made of sheer georgette fully lined with a beautiful voluminous skirt will have you feeling amazing. The plunging neckline is adjustable and can be worn just how you like it. The wide waist belt creates a beautiful feminine line. Comfortable design that moves with you for the most magnificent celebration.

Available to order in silk and polyester fabrics in various colours, sizes 6-16.
Custom made available by consultation

MODEL :

Nyadier Apech

PHOTOGRAPHER :

Maurice Rinaldi





*Inviting
atmosphere*

Bella Wrap

In love with Bella, this is our newest look. The wrap dress to wear all day long, made from beautiful soft silk crepe de chine that drapes around the body and moves fluidly as you walk. It truly is a magnificent dress that embodies timeless elegance.

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi

Available to order in various fabrics and colours. One Size for all . Custom made available by consultation. Pictured with slip sold separately or as a set.

Country style

Slip

The easy to wear slip is one of those essential must haves. Versatile to wear day or night as an outer garment or undergarment.

Cut from luxurious soft silk with adjustable straps it will be your most valued item to pack for your travels Live, Love, Eat, Sleep

Available to order in silk satin or silk crepe de chine in various colours,, sizes 6-16. Custom made available by consultation.

MODEL :
Jessica Parish

PHOTOGRAPHER :
Maurice Rinaldi





Desert queen

HMUA :

Nuna Nguyen

JEWELLERY :

Celeste Billinge

PHOTOGRAPHER :

Maurice Rinaldi

MODEL :

Ellie Dewhurst

Helena Jumpsuit

The silkiness and unique wrap around feature of the Helena Jumpsuit is just so luxurious.

It can be worn two ways for versatility and also has pockets, the blousy design gives that added comfort

Available to order in various fabrics and colours, sizes 6-16. Custom made available by consultation.

Desert queen

Chiara

Feel your inner confidence with the structure of the Chiara Gown . Easy to wear flattering design is also adjustable on the shoulders suit a long or short torso.

The waist is elasticised for comfort and the bias skirt enhances that classic style appeal.

Available to order in silk and polyester fabrics in various colours, sizes 6-16. Custom made available by consultation.

HMUA :

Nuna Nguyen

JEWELLERY :

Celeste Billinge

PHOTOGRAHER :

Maurice Rinaldi

MODEL :

Tayla McKay





DESIGNED FOR

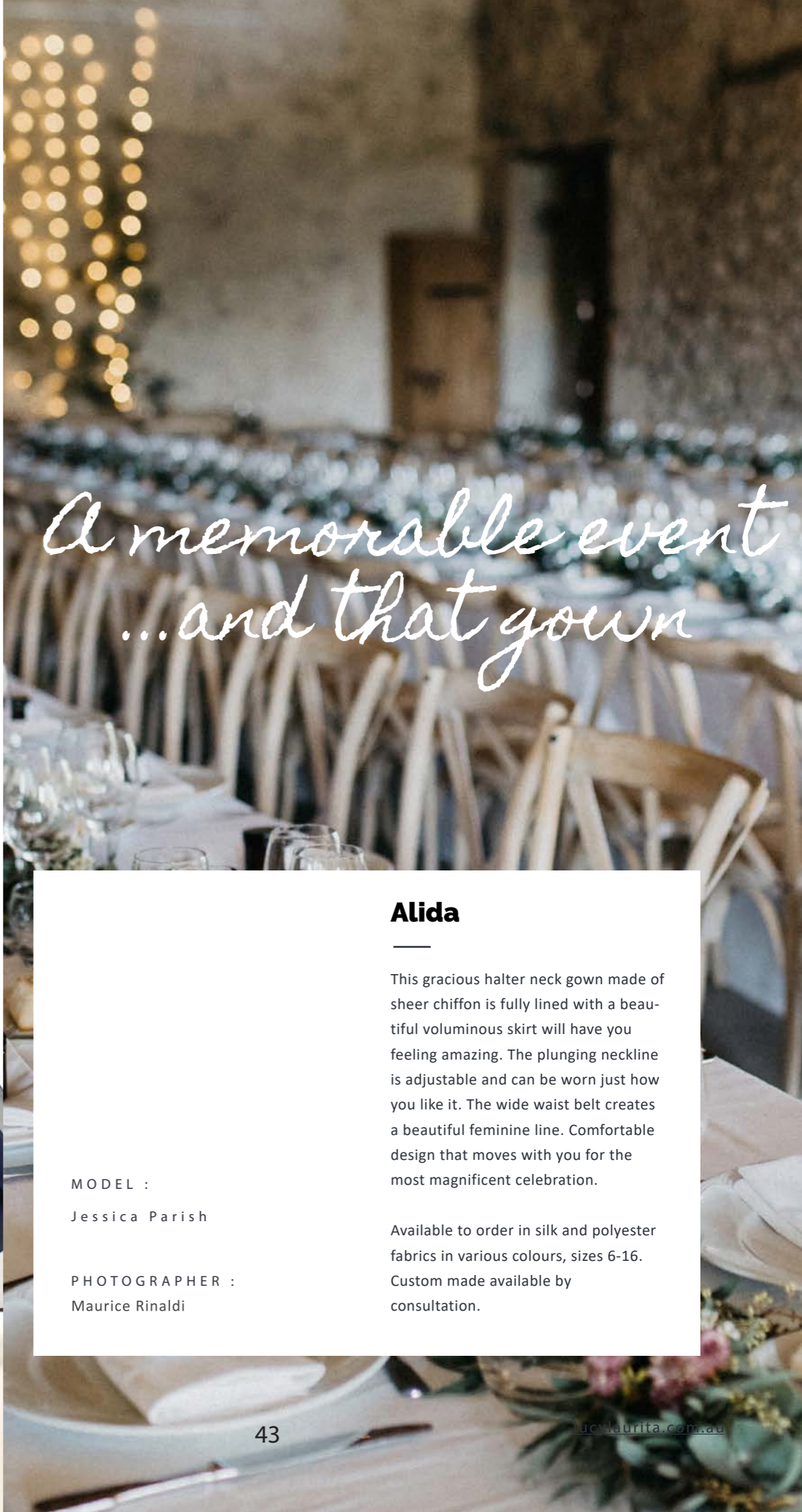
ELEPHANCE

Maurice Rinaldi photo.com

VOL 02	lucy laurita BLACK ROSE COLLECTION
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Unique, intriguing and you are truly only one of a kind. Allow yourself the comfort of a classic designer gown.



*A memorable event
...and that gown*

Alida

This gracious halter neck gown made of sheer chiffon is fully lined with a beautiful voluminous skirt will have you feeling amazing. The plunging neckline is adjustable and can be worn just how you like it. The wide waist belt creates a beautiful feminine line. Comfortable design that moves with you for the most magnificent celebration.

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi

Available to order in silk and polyester fabrics in various colours, sizes 6-16.

Custom made available by consultation.

*Style is a
superpower*

Bella Wrap

The wrap dress will be your best day to night travel outfit. Light weight, elegant and perfect for any destination. Available in various fabrics including soft silks, prints, georgettes and embellished sequin fabrics.

The Bella wrap is a blousy easy to wear dress . Easily wraps around the body and moves fluidly as you walk. It truly is a magnificent dress that embodies timeless elegance.

Available to order in various fabrics and colours. One Size for all . Custom made available by consultation. Slip sold separately or as a set.

MODEL :

Nyadier Apech

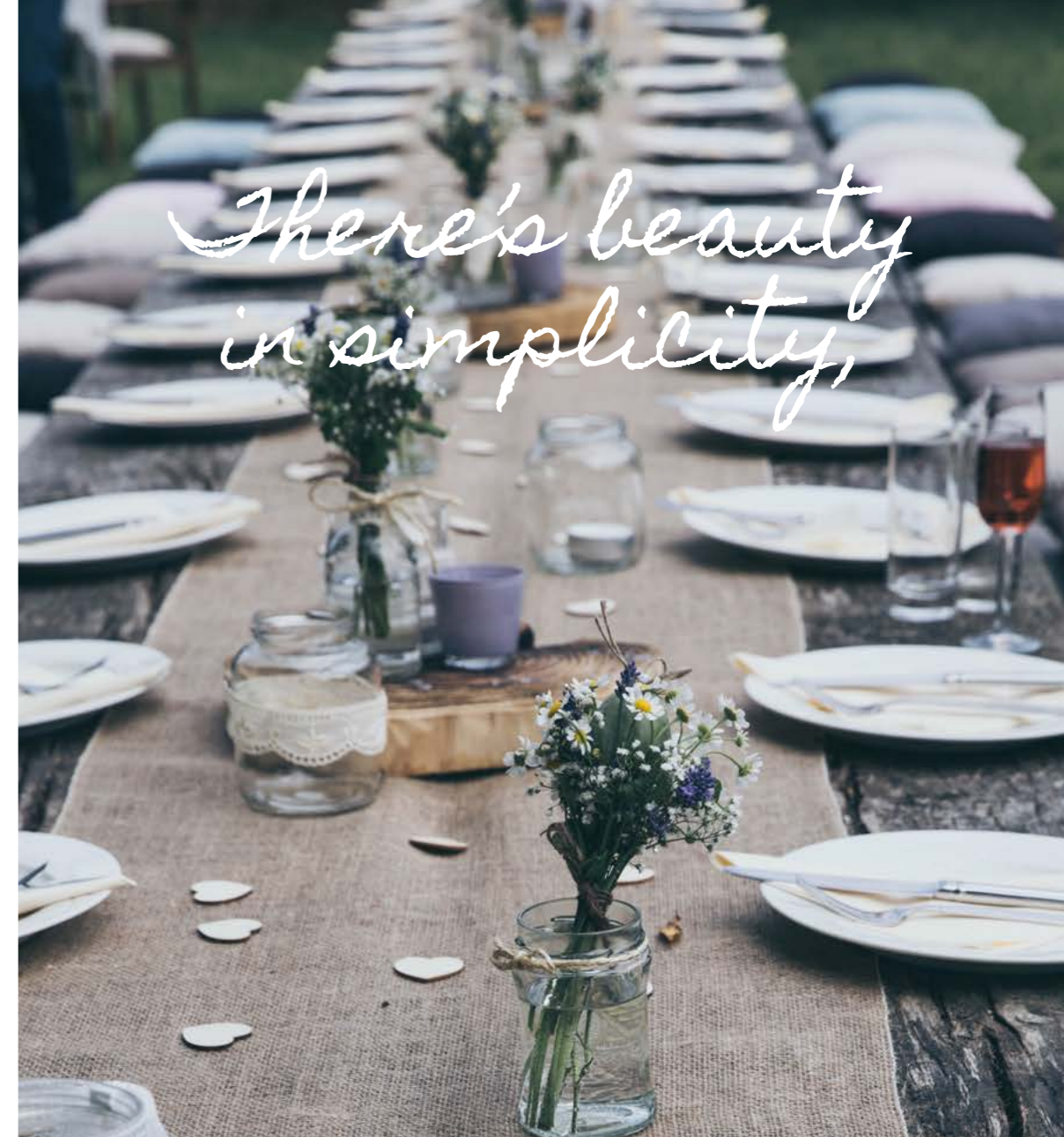
PHOTOGRAPHER :

Maurice Rinaldi





*There's beauty
in simplicity,*



Cameo

Wear this gorgeous gown as a classic halter with plunging neckline or give it a twist and a knot to create a turtle neck style. Made in soft georgette cut on the bias for that stunning drape.

Thin belt to cinch in waistline and enhance your feminine shape. Uniquely designed to have a multi neckline style.

Available to order in silk or polyester fabrics and various colours Sizes 6-16. Custom made available by consultation.

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi

Step into the
glamorous you,
with ease

Caprice

Caprice is one of our classic signature styles. So comfortable and flattering to wear.

Small gathers under the bust line with the asymmetric neckline creates the Grecian look.

Available to order in silk or polyester fabrics and various colours, Sizes 6-16. Custom made available by consultation.

MODEL :
Nyadier Apech

PHOTOGRAPHER :
Maurice Rinaldi





Make an entrance



Harlow

So elegantly elongates the torso with the high neck bodice then tappers in at the waist with a wide belt to wrap around into a bow at front or drape at the back to fall into a tail.

MODEL :
Nyadier Apech

PHOTOGRAPHER :
Maurice Rinaldi

The full chiffon skirt to swoosh around makes this glamorous design so much fun to wear.

Available to order various fabrics and colours, sizes 6-16. Custom made available by

Confident, fierce &
uniquely you

Serena

Beautifully draped boat neckline is amazingly flattering, as it sits slightly off the left shoulder with an adjustable tie for styling.

Blousy bodice with bias skirt and slight fishtail, with wide wrap around belt at waist. Serena is so comfortable to wear

Available to order in various fabrics and colours, sizes 6-16. Custom made available by consultation.

MODEL :
Jessica Parish

PHOTOGRAPHER :
Maurice Rinaldi





*She sees possibility
everywhere*

Sienna

The super sleek backless gown is designed with a slight cowl neckline and has ruching at the centre back to create a slight bustle look.

MODEL :
Jessica Parish

Soft and luxurious satin material used for that ultra glamorous look.

PHOTOGRAPHER :
Maurice Rinaldi

Available to order in various fabrics and colours, sizes 6-16. Custom made available by consultation.

*You are beautiful,
show the world*

Taneel

This elegant gown cut on the bias flows softly to flatter the body curves without being tapered.

The high neckline and slim straps define the shoulders, the flouncy over layer compliments the overall chic design and make it very flattering to wear

Available to order in Silk georgette or Polyester georgette, sizes 6-16.
Custom made available by consultation.

MODEL :
Nyadier Apech

PHOTOGRAPHER :
Maurice Rinaldi





*Simplicity is the
key to elegance*

Willow Shawl

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi

Soft textured lace easily wraps around torso to create various cross over top styles.

Simply use as a neck or head scarf. An essential travel item, packs well and also makes a lovely gift.

*Make it
memorable*

Viva

Make a statement wearing the Viva , this gown has it all. Classic elegance and so alluring. The fabric is a high quality two way stretch sequin, with a stretch lining making it so comfortable to wear.

The thigh high split can be easily altered to a lower opening if desired.

**lace tights not included.

MODEL :
Celeste Billinge

PHOTOGRAPHER :
Maurice Rinaldi

LOCATION :
Las Vegas





DESIGNED FOR

LIFESTYLE



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*Life is an incredible colourful
journey and every flower is a
soul blossoming in nature*



Making Memories

Anais

Simply breathtaking, this sheath design with low back will have heads turning as you glide through the room.

The gown sits delicately over your figure with drape across the top of the arms and swoops the floor graciously. Slim straps and V neckline to enhance your décolletage, finish the look with long earrings. Available to order in low back or high back, silk or polyester fabrics and various colours, sizes 6-16. Optional leg slash. Custom made available by consultation

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi



Bella Wrap

The wrap dress to wear all day long, offered in a variety of fabrics as it is one of our essential items in our collection.

It drapes around the body and moves fluidly as you walk. Flattering to all shapes and so versatile to wear to any occasion. We also offer unique seasonal prints, stock of these fabrics is limited. It truly is a magnificent dress that embodies timeless elegance.

Available to order in various fabrics and colours. One Size for all . Custom made available by consultation. Pictured with slip sold separately or as a set.

MODEL :
Jessica Parish
Nyadier Apech

PHOTOGRAPHER :
Maurice Rinaldi

Bold blooms



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*Feel good fashion
with modern
separates*

**Bella wrap jacket
with lace Cami top & Pencil skirt**

Our modern separates are designed to mix and match by easily styling with your existing wardrobe. Interchangeable pieces to wear day to night without any fuss.

The Bella jacket in georgette wraps around for a more corporate look and also can be worn as a resort wear item by the beach. Our essential Cami in lace is perfect for under the power suit or more casually with jeans

What a dream the Pencil skirt is in stretch sequin, this skirt is designed to give a body contour effect around the hip area. So comfortable and flattering on the body, the perfect little cocktail skirt

MODEL :

Nyadier Apech

PHOTOGRAPHER :

Maurice Rinaldi



Romantic Escape

PEACE

LOVE

W

Caprice

Caprice is one of our classic signature styles. So comfortable and flattering to wear.

Small gathers under the bust line with the asymmetric neckline creates the Grecian look.

MODEL :

Nyadier Apech

PHOTOGRAPHER :

Maurice Rinaldi

Available to order in silk or polyester fabrics and various colours, sizes 6-16. Custom made available by consultation.

*Sunshine &
Happiness*

Cecilia

This elegant design is a classic Lucy Laurita signature style. Can be worn to a garden party or to a formal function. Classic lines, slim straps, and V neckline with bias skirt flowing to the floor with a soft waist belt, simply effortless.

Available to order in low back or high back and various fabrics and colours, sizes 6-16. Custom made available by consultation

MODEL :

Nyadier Apech

PHOTOGRAPHER :

Maurice Rinaldi





Cross Over Top & Alida Skirt

Cross it, wrap it, twist it, wear it however you like. Dress it up with our Boho style Alida skirt or wear it casually with shorts or jeans.

Alida skirt is full of volume and ready to go anywhere. Designed to be easy to mix and match with your existing wardrobe items.

Cross Over Top available in stretch poly satin in various colours.

Alida Skirt available in poly georgette in various colours, sizes 6-16. Custom made available by consultation.

MODEL :
Jessica Parish

PHOTOGRAPHER :
Maurice Rinaldi

Freedom

Chelsea

The one shoulder gown made to fit every body.

Chelsea is one of our most popular styles as it just fits in all the right places it truly is one of the most flattering gowns.

Classic , elegant design to wear to any celebration and a great travel peice.

Available in silk and polyester fabrics in various colours. Also option to mix textured fabric to create a unique look. Sizes 6-16. Custom made available by consultation.

MODEL :

Jessica Parish

PHOTOGRAPHER :

Maurice Rinaldi





Dance till Dawn



Jacinta

We do love a maxi gown that just moulds to the body and elegantly floats through the room.

The Jacinta is full of zest, makes a statement without the fuss. Perfect design for all shapes with easy to adjust ties for comfort.

MODEL :

Nyadier Apech

PHOTOGRAPHER :

Maurice Rinaldi

Available in silk and polyester fabrics in various colours. Also option to mix textured fabric to create a unique look. Sizes 6-16. Custom made available by consultation.



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*Styles to
transition through
day to night*



Vixen

The classic low back halter dress with plunging neckline. Leave the halter ties wide for a 60's inspired look or twist the halter ties for a modern high fashion look.

Made in soft georgette cut on the bias for that stunning drape. Thin belt to cinch in waistline and enhance your feminine shape.

MODEL :
Nyadier Apech

PHOTOGRAPHER :
Maurice Rinaldi

Create that chic look with minimal accessories.

Available in silk and polyester fabrics in various colours, sizes 6-16. Custom made available by consultation.

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Our Designs

Our designs are non size restricting, they are carefully created to suit each individual.

Our specialised customisation service is offered to our boutique buyers as well as private consultation clients.

Pictured: Mia Purgaric wearing Alida gown in black taffeta.



ON THE RUNWAY

As A Local Designer Passionate About Keeping Our Local Production Alive, It Was An Honour To Be Invited To Co-Host The VAMFF – Offsite Runway – Parici Group’s Melbourne Fashion Connect.



The Independent Runway show featured Lucy Laurita along side other elite Melbourne designer brands. Event sponsor Alexandra Zvi appeared in support of the United Nations Women Australia, a global champion for women and girls.

Melbourne has never seen a fashion show quite like this one. This event proved that fashion and humanity can fuse together to create something extraordinary!



In attendance was VAMFF CEO Graeme Lewsey and General Manager Yolanda Finch, UN Womens representative Erin Yates, TV's Married at First Sight Sarah and Charlene, Branding strategist Henry Roth. Collections came to life on Melbourne's fresh-faced beauties transformed into fierce high-fashion runway models through the ingenious work of makeup artists/hairstylists managed by Lajeen Artistry.



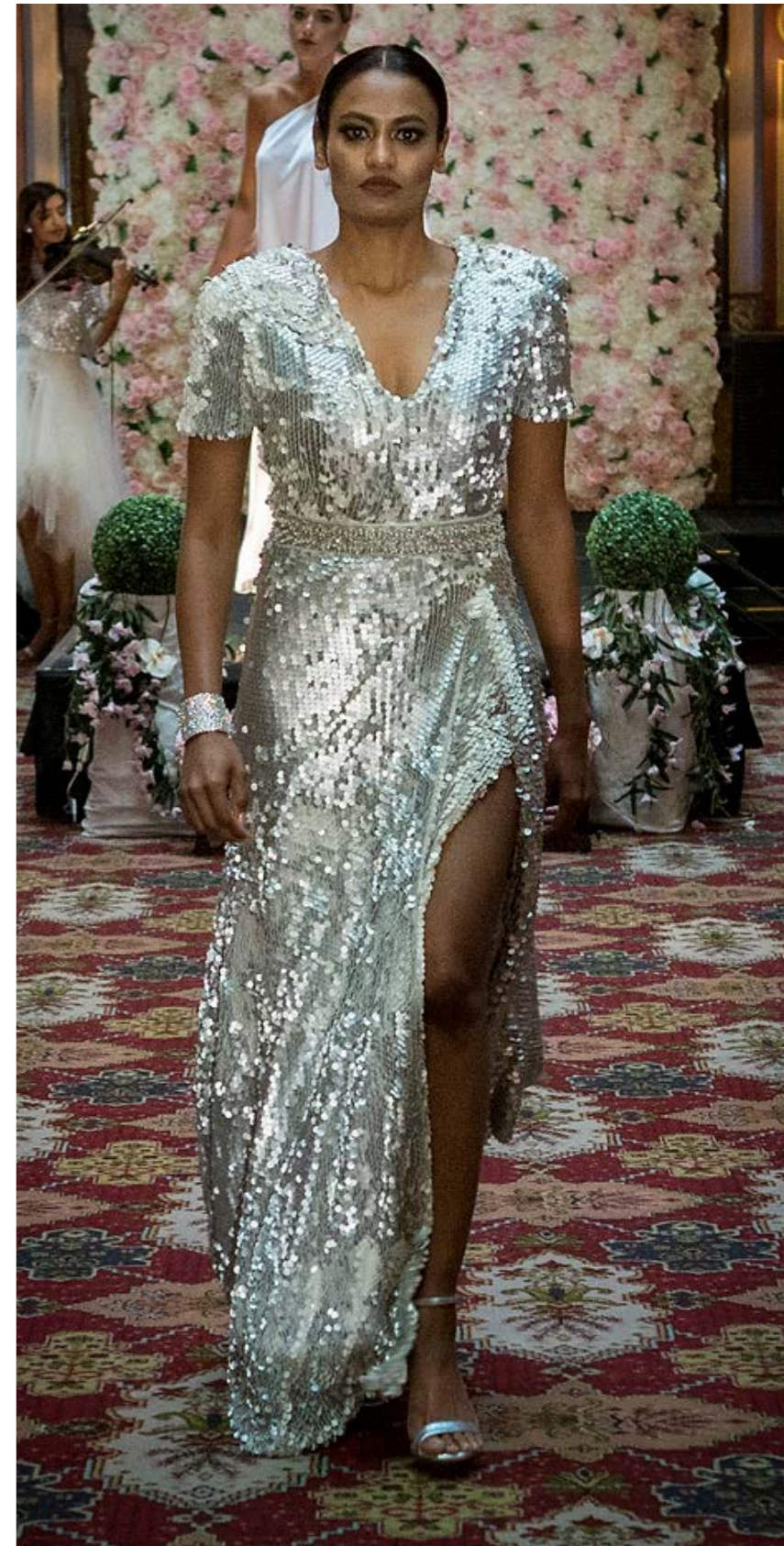
Guests were treated to a diverse and cultural exhibit of fashion and beauty. Enjoying The Windsors signature high tea, a live musical performance by violinist, Bridgitte Tatijana and guitarist, Daniel Arancibia took place. Known as 'The Dan and Bri' duo, the performance was enjoyed by all. Attendees received an amazing gift bag, including an Enbacci skincare pack, and so much more!



We proudly participated in promoting women's empowerment and gender equality through the celebration of fashion, music, culture and artistic expression for everyone to enjoy.



Special thanks to Pareena Naggea of Parici Group, jewellery by Andrea Agosta, JD Nelson of Artefex Media & Artefex Management ,Ash Photography Melbourne & Tacitic Photography.





**Anais Cocktail
length with belt**

Model Nicole Collis
DCE Model Host Search Finalist
Image Red Photography Canberra

lucy laurita

THE COLLECTION