

The Collection

A message from the designer...

As I introduce you to "Undiscovered Jewels", I am grateful to those of you who believed in my debut and encouraged me to keep doing what I'm doing. Apparently the concept works: design a few good dresses that are not "same old/same old", with a couture look, sell them for a moderate price and be available for personal appearances at trunk shows.

You'll find this year's collection photographed much like other contemporary collections but these are far from typical styles. There are gowns with treatments at the neckline and on the train that I've never seen anywhere. Brides are always looking for something unique and stores are always wanting a line that isn't available all over the country.

I plan to keep the distribution small and the quality of construction every bit as good as what you find in dresses that cost twice as much. I don't want to be a "Big Name" in the industry, but rather a "Good Name" to my accounts.

If this is our maiden voyage you may not know that I don the cap of "designer" after almost three decades as a retailer and wedding coordinator. How dresses should photograph, move, and alter, is easy for me to conceive. Brides tell me "I've never seen anything like this!" and that's affirming that I'm on the right track. My mentors tell me, "Keep doing what you're doing, because it's working."

Last season's collection was named for precious women in my life. The 2009 collection is named for precious stones. Like good jewelry, dresses have values that never lessen, and often they are heirlooms to the next generation. I hope as you open the chest of these "Undiscovered Jewels" you'll find additions to your inventory that you can't live without and excite you to sell.

In 2009, let's polish up our salons, our staff, and ourselves, and let these jewels bring some sparkle into your lives and some new sales into your company.

There are a lot of lines out there, and everyone has just so much money for inventory. I am very grateful that you have chosen to invest in my collection, and I look forward to investing in our new relationship together. Please let me know how I can be of help to you.

Most sincerely,

Michael J. Nolte