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**From New Orleans to Seventh Avenue and Back, New Book Captures the Rise of Designer Suzanne Perron**

*Designing in Ivory and White Showcases Techniques and Artistry of Couture Bridal and Debutante Gowns*

*“An inspiration for aspiring fashion designers and a must-read for anyone who loves the art—and the craft—of fashion.”—Dr. Joyce F. Brown, President of the Fashion Institute of Technology, State University of New York*

**Baton Rouge, LA**—After years working alongside Vera Wang, Carolina Herrera, Anna Sui, and Ralph Rucci in New York, Louisiana native Suzanne Perron returned home to New Orleans in 2005 to open her own custom design business, specializing in once-in-a-lifetime gowns for brides, debutantes, and Mardi Gras royalty.

*Designing in Ivory and White* captures the rise of this talented designer, from her first Singer sewing machine to her success on Seventh Avenue to her post-Katrina move to a city in need of “something beautiful,” as well as her design technique and meticulous craft. Perron shares her process from the inside out, including: methods for creating crinolines and foundations; using draping and pattern making to transform a sketch into a three-dimensional form; manipulating fabric into pleats, pintucks, and folds; and hand sewing intricate beading, lace, embroidery, and flawless hems.

Full-length and detail shots illustrate Perron’s gorgeous silhouettes and masterful handwork. Each gown also has a story that illuminates the client experience from the first sketch to the final fitting.

*Designing in Ivory and White* serves as a testament to the ambition and skill required to design unique dresses, and will provide inspiration for independent designers, sewing hobbyists, and all who admire couture fashion.

**Suzanne Perron** is a graduate of Louisiana State University and the Fashion Institute of Technology. She worked in the New York fashion industry for fifteen years before returning to her hometown of New Orleans to design under her own label.

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