

VICTORIA WHITELAND

COUTURE



I am a designer specialising in Corsetry, Evening and Bridal Wear.

My designs are modern and comfortable, desirable and capable of creating stunning silhouettes for the wearer.

Over many years I have worked closely with clients to provide a result that will work well for them. I learn the effects of ageing and what women want for the way they see themselves today.

My work is supported and championed by the Welsh Assembly Government – I consider this to be a great honour.

I don't see myself as a natural role model but I love encouraging women to make the best of themselves, never to give up doing so. I want women to enjoy their bodies and make the most of their own unique beauty.

Women experience great delight from owning a corset, as they can transform themselves in an instant!

Inspired by Ruby

AN EVERYDAY CORSET

In my work I am inspired by the idea that at any one time in history garments were produced utilising the most up to date technology available. This is apparent from earliest times though we mostly think of it especially in terms of the 19thC.

The need for a modern and effective garment came to my attention for two reasons:

- 1). In all my experience I have never seen anything that would alter the figure as a traditionally constructed corset will do.
- 2). A traditional corset is not particularly suitable or appropriate for wearing under a modern woman's everyday wardrobe, or office clothes!

It is this problem that I set out to answer.

Many types of garment exist that will smooth and mildly shape the silhouette. I did not want to produce an effect that had already been achieved – I needed to produce a modern corset. A corset will produce a marked difference the shape of the wearer.

A traditional corset re-defines the body and the resulting reduction in waist measurement of up to 5" will always be its greatest appeal.

Inspired by Ruby

A GARMENT THAT WILL CHANGE WOMEN'S LIVES

- and the way women everywhere see themselves.

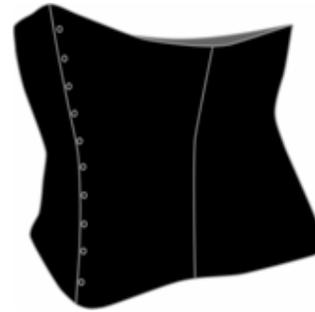


Made from lightweight materials and innovative technology it will decrease the waist and flatten the stomach in the same way that a traditional corset would as is available at a much reduced price.

This item brings together advances in technology for the benefit of all women wishing to boost their self esteem and enjoy an improved and sexy shape without resorting to surgery, or fad dieting; an improvement and incentive to achieve change by more realistic means.

Inspired by Ruby

HELPING WOMEN TO MAINTAIN A HEALTHY AND ATTRACTIVE PHYSIQUE



The materials used in the making of **INSPIRED BY RUBY** Everyday Corsets are made to the specifications of the Designer – **VICTORIA WHITELAND**. Materials that will maximise control to enable the new corset design to work effectively on the body. Heat is drawn away from the body and inherent antibacterial processes protect the health and provide comfort for the wearer.

Our Grandmothers knew that wearing corsetry will mould and reshape the figure naturally, supporting the flesh without allowing it to sag. A properly fitted, well constructed corset will give gentle support to the muscles of the stomach and lumbar region, an additional benefit to the wearer.

INSPIRED BY RUBY will achieve all of these benefits yet is constructed of only light, breathable fabrics and lightweight supporting structure. It is constructed to achieve maximum body contouring effect and is attractive, designed to be viewed and can be worn as an outer garment when desired.

Inspired by Ruby

A CORSET THAT WOMEN CAN WEAR WHENEVER THEY WISH

It is a garment that will produce a pleasing effect on any occasion or under any style of dress.

“IT IS MY HOPE THAT INSPIRED BY RUBY WILL BE WELCOMED BY WOMEN AS CONFIDENCE INSPIRING, FIGURE ENHANCING, SOMETHING THAT THEY WILL BE GLAD TO OWN.”

My personal wish is to prove them to be reliable and an asset to women everywhere.
Victoria Whiteland.

VICTORIA WHITELAND INNOVATION

VICTORIA WHITELAND is supported by the WALES INNOVATORS NETWORK. This has enabled her to represent Wales with her design **INSPIRED BY RUBY** at the SALON INTERNATIONAL DES INVENTIONS (des techniques et produits nouveaux) GENEVA and the BRITISH FEMALE INVENTORS AND INNOVATORS NETWORK LONDON SHOW 2006, where “Inspired by Ruby” was nominated for an award.

Thanks to the continued support and encouragement of the Welsh Assembly team WIN, the **INSPIRED BY RUBY** Corset will be presented at the BRITISH INVENTION SHOW – LONDON 2006.

Further designs, innovative in approach are awaiting production also.



VICTORIA WHITELAND COUTURE CORSETRY

Women experience great delight from owning and wearing a corset, as they have the ability to transform themselves in an instant. Any woman regardless of her self opinion can become the shapely and alluring creature she creates when wearing the corset.

VICTORIA WHITELAND provides a specialised service making made-to-measure Corsetry, Ball Gowns, Wedding and Evening Gowns, also Bridal Trousseaux.

All gowns are designed to enhance and reshape the figure – ensuring both a beautiful dress and a wonderful shape for the wearer.

VICTORIA WHITELAND works closely with her clients to achieve the best results. Private consultations are available. Each design is hand crafted to the highest standards.



VICTORIA WHITELAND READY TO WEAR CORSETS

Corsets are available in sizes 8 – 20

VICTORIA WHITELAND patterns are designed to ensure every comfort – no antique patterns are used.

Patterns are cut and styled with beauty and functionality as key to shaping and perfecting the body.

Garments will work with the body to achieve stunning results and great shape in real comfort.

Creating the look women of today want for themselves.



www.vwhiteland.com