

Beat: Lifestyle

## **THE TIME-HONORED & RENOWNED ART OF PARISIAN HAUTE COUTURE Now In THE U.S.**

**COUTURE DESIGNER SARAH PALOW**

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**USPA NEWS** - Couture designer Sarah Palow is pleased just announced the 2020 launch of her debut collection in early May. Her new sustainable clothing line was inspired by the 5 years she spent living in Paris, France where she earned the honor of being certified in Haute Couture Beadwork and Embroidery. For her new collection titled "L'Amour Fou", Sarah has imported vintage clothing from the boutique apparel shops of France and stylishly redesigned these pieces with the addition of classic couture beadwork and embellishments. This exquisite collection is set to debut in her online store ([www.spcouture.com](http://www.spcouture.com)) on May 18th 2020, after which Sarah will promote her collection in smaller boutiques across the U.S. and Europe.

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"L'Amour fou" is an uncontrollable and obsessive passion for something. It can be best translated as "crazy love", referring to Sarah's true passion in life. L'Amour fou pays tribute to the little-known world of haute couture that Sarah was blissfully immersed in after moving to Paris.

Sarah is a Canadian citizen now living in the U.S. She completed her rigorous apprenticeship in Professional Haute Couture Embroidery and Beadwork at the prestigious Maison Lesage (an atelier owned by Chanel). Now one of a rare few in North America who learned directly from the fashion masters of Paris, Sarah is certified in the guarded art of Haute Couture.

When Sarah isn't designing clothing, she can be found teaching the time-honored craft of beadwork and embroidery. "Lunéville" (or Tambour embroidery as it is called in the U.S.) is a meticulous hand embroidery technique that uses a small crochet-like hook to attach beads and sequins one at a time on a piece of fabric.

Since couture embroidery is normally reserved for designers such as Chanel, and usually only viewed by fashion enthusiasts at great distances, Sarah would love to see this artform expanded into the U.S. in order to share her love for this age-old European craft.

Source : Sarah Palow

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