

THE CHARM OF THE ROARING TWENTIES

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Naira Sargsyan ©Collection Robe de

mariée

A tendency towards fashion and a talent for designing and creating made-to-measure garments led [Naira Sargsyan](#) to develop a collection of wedding dresses: a nice way of magnifying femininity. If you looking for a flowing and timeless evening gown or a made-to-measure wedding dress, then Naira Sargsyan's workshop at Sainte-Marguerite in the 9th district in Marseilles is well worth a visit. Born in Armenia, as a child she was a musician, and then she turned her creativity towards fashion. After having learned her trade in a tailoring school and different production workshops, she arrived in Marseilles in the 2000s. Eight years later she created her own business initially focusing on the men's ready-to-wear market. But Naira dreamt of producing made-to-measure garments. Now she has fulfilled her dream. In her workshop boutique she proposes unique evening gowns and wedding dresses. Influenced by the '20s and the major figures in Haute Couture Fashion, like **Coco Chanel and Christian Dior**, the designer personalises each of her models, whether long or semi-long. All her dresses are made in noble material like satin or silk muslin, and, as details make all the difference, Naira uses embroidery, braid, strings of pearls, backless cuts, or a touch of fur. « A garment is filled with energy, which the woman who wears it must feel ». Naira likes to generate an air of ethereal grace in her work, which is passed on to the wearer. Her models are a hymn to the lightness of the novels of Francis Scott Fitzgerald, the Charleston, and the joie de vivre. Her business is still growing and she recently launched a collection of wedding dresses presented at the Wedding Fashion Trade Fair at the Docks des Suds concert hall in Marseilles on 12 and 13 November last year. « More and more women are getting married and at any age. My dresses must resemble them ». From Marseilles Naira intends to expand her business across the whole of France as well as in **Russia** and the **USA**, two countries where she is fully aware of the different cultures. The future looks promising!

Article written by Fabienne Berthet