



LOOKING FRIDAY

THE REIMAGINED CEREMONY

Handcrafted in Texas

"Real elegance is everywhere, especially in the things that don't show."

Christian Dior



THE PHILOSOPHY

To me, true luxury has always meant uncompromised quality—in the materials we select, the craftsmanship we dedicate, and the communication we share with our clients. It is the quiet confidence of knowing no corners were cut.

Ultimately, the highest form of luxury is intentionality. The most meaningful pieces are made to order, commissioned specifically for the individual who will wear them. At Looking Friday, your garment does not exist until you are ready for it. Whether we are creating a look for your ceremony or a milestone beyond, this bespoke approach ensures every stitch, drape, and detail is entirely tailored to you — not just a piece for a single day, but a personal heirloom for years to come.

We believe that the foundation of a true luxury house is the respect it pays to its artisans. When people hand-crafting these pieces are cared for, they are able to channel their absolute focus and mastery into the garment. The energy of the maker is transferred directly into the silhouette.

— Libby Tolm



THE NAIAD GOWN

Construction: 200 hours of uncompromised hand-crochet and delicate tailoring.

Materials: 100% Natural Cotton, Pure Silk Lining, Genuine Baroque Pearls, and Raw Selenite.

The Architecture: Born from the vision of a mermaid emerging through seafoam, this piece is designed for someone drawn to organic, fluid romance. The Naiad Gown features a dramatic open back and a sweeping train, grounded by a full-length pure silk lining for a flawless drape. To complete the oceanic vision, the neckline is meticulously hand-finished with genuine baroque pearls, elegantly anchored by a single, raw selenite stone.

THE REALITY AND A DREAM

There is a distinct, quiet magic in the way natural cotton moves. It is designed to feel like an embrace — a living garment that breathes and moves in perfect rhythm with you.

We chose this beautiful, heavy fiber for its fluid, magnetic drape. It pulls gently toward the earth, sweeping gracefully behind you while molding seamlessly to your natural silhouette. It is unbelievably soft to the touch, yet it carries a grounding, comforting weight that reminds you of the 200 hours of delicate handwork put into every single stitch.

To choose a fully hand-crocheted gown is for the dreamer who wishes to step away from the expected, and into something entirely her own. When you wear it, you are not simply putting on a dress; you are wrapping yourself in a work of art, designed to make you feel as unforgettable as the day itself.











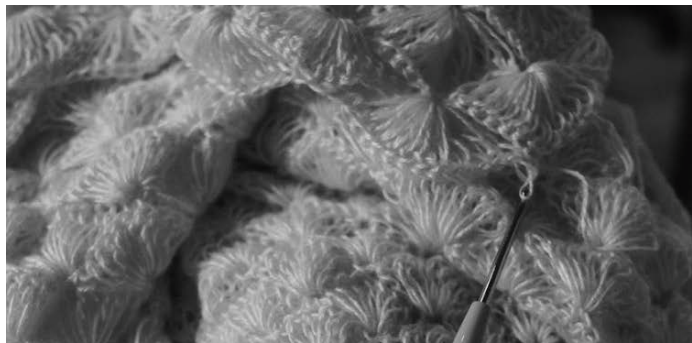
THE KATHARINE DRESS

Construction: 100 hours of uncompromising, tension-perfected hand-crochet.

Materials: Pure Japanese Silk Thread and Full Silk Lining.

The Architecture: To crochet with silk is to sculpt with liquid. Inspired by the effortless, fluid glamour of the 1930s, this piece demands absolute perfection. Because Japanese silk is so delicate and unforgiving, the tension of the stitch must be exact—entire sections can be painstakingly unraveled and re-made until the drape is flawless. To ensure the experience of wearing it is as breathtaking as its silhouette, the gown is fully lined in pure silk, offering an incredibly sensual, weightless touch against the skin inside and out.







COURTHOUSE GLAMOUR

The modern ceremony has evolved, and with it, the definition of bridal romance. Not every bride dreams of a floor-length gown, and not every celebration requires a sweeping train. Sometimes, the most profound moments happen on the steps of City Hall, in the back of a vintage getaway car, or at an intimate dinner party downtown.

We wanted to design for those moments. By marrying the beautiful weight of hand-crocheted cotton with the fluid elegance of pure silk, these two looks were born from a desire for absolute freedom. Whether it is the cheeky, mid-century structure of a pencil dress or the confidence of a tailored trouser, this is a different kind of luxury—one designed for the joy of moving, escaping, and feeling entirely like yourself.





THE MARLENE SUIT

Construction: 80 hours of hand-crochet and precise tailoring.

Materials: 100% organic Cotton and Pure Silk Fabric.

The Architecture: Not every bride wants a traditional dress, yet still seeks the undeniable drama of a grand entrance. We engineered this silhouette to give her both—the beautiful romance of a sweeping gown, combined with the raw power of a tailored suit.

The foundation is a fully structured, pure silk corset paired with tailored trousers. To give the pants a more sculptural feel, we designed deep, fold-in details at the front, framed by hand-crocheted side panels that act as a tactile nod to a classic tuxedo stripe. Magic is found in the hand-crocheted coverup top, which seamlessly extends into a sweeping train. It delivers the breathtaking floor-length impact of bridalwear for the ceremony, but underneath lies the unmistakable freedom of classic suiting. It is built specifically for the wearer who wants to command the aisle, and then completely own the dance floor.





THE SOPHIE MIDI DRESS

Construction: 40+ hours of hand-crochet and precise tailoring.

Materials: 100% organic Cotton and Pure Silk Fabric.

The Architecture: Inspired by the structured elegance of mid-century parlor glamour, The Sophie Midi is our homage to the classic pencil dress. We engineered the foundation using a meticulously hand-crocheted cotton form, backed by a pure silk lining for a flawless, sculpting fit. To soften the structure and introduce a delicate, romantic modesty, we added sheer silk sleeves, finishing the narrative with a matching, hand-crocheted pillbox hat.

The true brilliance of this design lies in its longevity. Beyond the ceremony, the silhouette translates effortlessly into a timeless summer staple. Worn as a sleeveless, high-neck silhouette, it ensures that the hours of craftsmanship put into the dress continue to be lived in and celebrated long after the wedding day.





THE GRACE SET

Construction: 100+ hours of hand-crochet and precise tailoring.

Materials: 100% organic Cotton and Linen.

The Architecture: Named for mid-century royalty, The Grace Set is our interpretation of classic elegance. We designed this three-piece suit to celebrate the beautiful contrast between sharp tailoring and intricate hand-craftsmanship.

The foundation pairs a densely crocheted column skirt with a strapless linen peplum top. Because linen holds its shape so perfectly, the peplum stands boldly away from the body to create a beautifully defined waistline. The final layer—a tailored, short crochet coverup—completes the look. When worn all together, the pieces beautifully merge into the breathtaking, cohesive silhouette of a full gown.





THE ART OF FOREVER

We created this modular design to ensure the artistry extends far beyond a single entrance. To be a lasting part of your wardrobe. Whether styling the linen peplum with tailored trousers for an anniversary dinner, or wearing the crochet skirt on a summer getaway, these separate pieces are meant to be lived in, offering the romance of bridalwear with the freedom of everyday luxury.





KINETIC GLAMOUR

For the final chapter of the collection, we looked to the kinetic energy of the dance floor—a space defined by movement, music, and absolute freedom. By introducing hundreds of strands of fringe to a meticulously hand-knitted cotton foundation, we transformed the architecture of the garments. These pieces are not simply designed to be worn; they are made to react to every step, spin, and breath you take. It is the joy of the after-party, put directly into the garment.





THE DONNA GOWN

Construction: 60 hours of hand-knitting and fringe application.

Materials: 100% Organic Cotton

The Architecture: The foundation is made with an open-work stitch that softly hugs your body, dropping into a deep scooped back with hand-knotted fringe that edges the entire neckline and drapes softly. The asymmetrical, floor-sweeping hem finished with a matching fringe ensures every step has movement. We envisioned this piece fully coming alive in the open air. It is deeply romantic — designed to catch an ocean breeze at a beach ceremony, or to move with you as an unforgettable party look before or after the main event.





THE CYNDI DRESS

Construction: 30+ hours of hand-knitting and fringe application.

Materials: 100% Organic Cotton

The Architecture: Soft, hand-knitted mini silhouette, finished with a heavy, hand-knotted fringe along the bottom hem. That swinging layer of yarn reacts to your every step, inviting movement at every turn. It's the ultimate party look for any bride. Whether you are packing it for a bachelorette weekend, wearing it for a going-away send-off, or simply tossing it on to celebrate with everyone you love, this piece is built purely for fun. It is completely effortless and styles flawlessly with whatever makes you want to dance—whether that is heels, sandals, cowboy boots, or just bare feet.



Every piece in this collection begins as a single thread.
Hundreds of hours later, it leaves our hands as a finished silhouette.

But true luxury is meant to be lived in. We do not make dresses simply to be archived on a rack. We craft these pieces to move, to breathe, and to hold memories long after the final dance. When the celebration is over, our doors remain open for post-wedding adjustments, helping to seamlessly integrate these styles into your permanent wardrobe—whether as an everyday staple or a special event piece.

Our work is meant to be worn, loved, and passed down. We build the architecture, but when a garment leaves the atelier. The rest of the journey belongs to the one who wears it.



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