



VINTAGE BLOSSOM

By Preetha Mathew

Designer of bridal dreams on the biggest day

like Indonesia and Malaysia is used in these gowns, which unlike China-made ones are light weight in nature. Customers are provided an e-catalogue from which they can choose the material according to their taste and budget. Such a facility is provided since the imported lace is pretty expensive.

Body contouring

This is another major plus of the gowns made by Vintage Blossom. Body contouring is done so that, a figure can be made to appear willowy with stunning results.

Easy-to-wear

Preetha Mathew explained the reasons for the wedding gowns made by Vintage Blossom remaining considerably light weight. "The advantage enjoyed by brides who opt for our gowns is that they can move freely," she said.

Price factor

The rates charged by Vintage Blossom for customised, readymade and handmade gowns too are reasonable. Generally, the going price for gown start from Rs 35,000. But, Vintage Blossom gowns start from a rather modest Rs 20,000. That means a cool Rs15,000 less. There is price difference even in the case of customised gowns which start from Rs 25,000 at Vintage Blossom and Rs 35,000 in the open market. The rate charged by Vintage Blossom for readymade gowns is a steal at a starting price of Rs 18,000.

The designers work in tandem with the tailors to bring out these master-

pieces. and that is how the beautiful gowns are made.

Online customisation

"In Covid's wake, we have turned more and more to online customisation. Clients don't need to physically visit the shops. After they get in touch with us online, we give them prelims and if they feel confident of proceeding, design illustration and measurements will be taken through videocall."

Executing order

When it comes to lacework gowns, the timeframe needed for making these beautiful gowns ranges between 6 weeks to 8 weeks. Handwork gowns need at least 8 weeks while readymade gowns are altered in a week's time.

Premium Collection

Called Parable of Pearls, this collection includes gowns embellished with freshwater pearls. More than this, semi precious stones are also a highlight of this collection. Calligraphy is also done on the gowns and the veils using threadwork. Vintage Blossom also has a budget line.

Perfume line

Next up, Preetha Mathew will come out with a perfume line of her own. Initially, it will have only four natural fragrances. One of them is a pomegranate fragrance called MELOGRANO. The perfume line is scheduled for launch in a few months.

Future plans

Preetha Mathew has plans to open a second showroom in Chennai in few years. A Chennai girl, having spent the early part of her life there, she is a polyglot quite fluent in Tamil also.

The tagline 'Best Bridal Boutique in Thiruvananthapuram' seems rather an understatement when the colossal reach, range and professional style of functioning of Vintage Blossom by Preetha Mathew are factored in. In fact, the brand is much, much more. The high-visibility showroom located bang at the Chakai traffic intersection was founded by Preetha Mathew, who is also its chief fashion designer. A formally trained couturier—she did her master's in fashion designing from Chennai—Preetha, who was born and brought up in the Tamil Nadu capital, relocated to Thiruvananthapuram after her marriage to anaesthetist Dr Sajin Varghese. "I initially worked as a freelance designer for the handloom department, But, the sheer drudgery of the work made me quit the job. That's when I thought about starting out on my own," says Preetha. Vintage Blossom was initially situated at Mannanthala. After functioning there for five years, the shop was relocated to its current location Preetha said that she has several clients from all over India and even abroad.



Preetha Mathew,
Founder and lead designer

Piece de resistance

Mainly it is bridal gowns that Vintage Blossom specialises in. The beauty of the gowns offered by Preetha Mathew's enterprise is that they can work wonders even in Plus Size brides. Shapewear corsets are the speciality of Vintage Blossom.

Premium lace imported from places



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