



MICHAELA JEDINAK

dresses designed for you

The Pleat Collection Look Book

MICHAELA JEDINAK LONDON launches the Pleat Collection

12 classic dresses with pleats and a choice of cuts to suit every body shape



[View Pleat Collection online](#)

The Pleat Collection



- Figure flattering dresses with immaculate tailoring for fit
- A choice of styles to suit every body shape
- Italian fabrics for comfort and fit
- 96% Wool (Woolmark) and 4% Elastane
- Fully lined with Italian lining

- Powerful colours in practical, stylish and timeless designs
- Available in red, black, soft white and electric blue
- Investment dresses to cherish for years
- Perfect from desk to dinner and special occasions
- Made to order for you in Britain
- Customize hemline and sleeve length, like personal tailoring without price tag
- Available for worldwide delivery at <http://www.michaelajedinak.com>



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Babette

The Babette is a modern retro inspired shift dress with double inverted pleat design in the lower third. It features a deeper, wider cropped front v- neckline and pleated A-line skirt design for extra feminine flair.

- High wide back V- neckline
- Above the elbow sleeves
- Double inverted pleat design in the lower third
- Shift dress that flares into an A-line shape
- Perfect for the Apple body shape.

The attention of the Babette dress is kept to the upper body with the cropped front v-neckline and to the lower third with the A-line shaped shift dress paired with the double inverted pleat design.

- Also flattering for Neat Hourglass and Rectangle
- Available in Red, Black, Electric Blue and Soft white.



- Visit website for more details and video





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Bailey

The Bailey dress is a modern classic with sleek design details such as the inverted v-neckline and pleats placed on the back of the sleeves. This dress is expertly tailored for a form-fitting feminine silhouette.

- Inverted V- neckline
- Wide V back neckline
- Straight dress skirt
- Front and back waist darts
- Dart tailoring
- Above the elbow sleeves
- Straight skirt silhouette
- Perfect for pear body shape The inverted V neckline creates attention on the smaller upper part of the body. While the higher waistline with the straight skirt line create a smooth silhouette on the lower half that balances with the upper body to create a balanced body shape.
- Also flattering for neat hour glass, full hour glass and lean column body shape
- Available in Red, Black, Electric Blue and Soft white



- Visit website for more details and video



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Banyan

The Banyan dress is an effortless sophisticated shift dress with contemporary retro feel. It has dove shaped v- neckline and a single pleat centre-front insert situated at hip level. The invert pleat flares out into a soft A- line shape and ensures a flattering relaxed silhouette.

- Dove shaped v- neckline
- Bateau back neckline
- Above the elbow sleeves
- Invert pleat flares out into a soft A- line shape
- Shift dress with a single pleat centre-front insert situated at hip level
- Perfect for Rectangle. The dove shaped neckline and A- line shift dress is adding roundness to this boxy body shape. Also, the front inserted pleat at hip level creates the illusion of a female waistline.
- Also flattering for neat hour glass and lean column body shape

- Available in Red, Black, Electric Blue and Soft white.



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Belinda



The Belinda dress is a flattering modern 1950s-inspired dress with a soft bateau neckline, cap sleeves and full flared skirt line.

- Soft bateau neckline
- Wide V back neckline
- Dart tailoring
- Cap sleeves
- Flared skirt silhouette
- Perfect for neat hour glass body shape It is a an ideal dress for this body shape, because the fitted top with its soft bateau line follows the perfect proportion of their upper body, while the mid waist line highlights their proportional waistline. The flared A line dress skirt adds playful volume around the lower part of the body and creating a feminine effortless silhouette without over cluttering it due to the Neat Hourglass perfect body proportions.
- Also flattering for full hour glass, pear, inverted triangle and lean column.
- Available in Red, Black, Electric Blue and Soft white.



- Visit website for more details and video



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Bernadette



The Bernadette is the perfect fusion between retro ladylike chic and modern elegance. It has a round shaped v- neckline, shaping waist darts and a pencil skirt to create a super-sleek feminine dress silhouette.

- Round shaped v-neckline
- Crew back neckline
- Dart tailoring
- Above the elbow sleeves
- Pencil skirt silhouette
- Mid waistline
- Cascade back vent of box pleats
- Perfect for the Full Hourglass. The Bernadette highlights the female curves with its round shape V- neckline and pencil dress skirt. The cascade back vent of box pleats finishes off the female silhouette of a full hourglass.
- Also flattering for neat hourglass body shape
- Available in Red, Black, Electric Blue and Soft white.



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Bettina

The Bettina dress is figure flattering with a modern and feminine silhouette. It has a fitted upper and middle body with a drop waistline that flares out for a flirty finish.

- V- neckline
- Crew back neckline
- Above the elbow sleeves
- Dart tailoring
- Flared A-line skirt silhouette
- Perfect for the Inverted Triangle because it creates attention at the right places to create visual balance. The V- neckline does not add any visual volume to their broader shoulders, but the box pleats placed at the level of the hips create volume and roundness to their smaller part to balance out the broader upper body. The pleated A-line skirt line creates the perfect body proportion on the lower part of the body to their bigger upper body.
- Also flattering for neat hour glass and lean column body shape
- Available in Red, Black, Electric Blue and Soft white



- Visit website for more details



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Bianca



The Bianca dress is expertly tailored to create a feminine figure flattering silhouette. The dress draws attention with its soft asymmetric neckline and flattering front waist pleats and loose fitted skirt.

- Asymmetric neckline
- Crew back neckline
- Front waist pleats
- Dart tailoring
- Loose fitted skirt silhouette
- Back vent
- Perfect for the Full Hourglass. The asymmetric neckline flatters their fuller bust, the nipped in waist shows off their waistline and the front waist pleats add room for their fuller hips. While loose fitted skirt follows gently their body and shows off their female silhouette.
- Also flattering for the neat hour glass body shape
- Available in Red, Black, Electric Blue and Soft white.



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Bonita



The Bonita dress is an understated stylish cocoon shaped dress with a stitched pleat at the crew neckline. It is designed to sit close to the neckline and to flare out towards the middle part and ensures it is the centre of attention, so keep accessories to a minimum

- Pleat at the crew neckline that flares out towards the middle part
- Crew back neckline
- Dart tailoring
- Cocoon shaped dress
- Perfect for the Lean Column. The pleated flared out neckline adds volume to the upper part of this body shape. While the cocoon dress shape creates roundness in the lean middle part and a fitted silhouette at the lower half to create overall a visual balanced body shape.
- Also flattering for neat hour glass and rectangle body shape
- Available in Red, Black, Electric Blue and Soft white.



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Bridget



The Bridget dress has a higher placed boat neckline and fitted top that follows the upper body before fanning out into a A-lines skirt silhouette. It has the '60s mod' feel with its flattering inverted box pleat for flexibility and movement at lower hip level.

- Higher boat neckline
- Wide V- back neckline
- Dart tailoring
- Above the elbow sleeves
- A- line skirt silhouette with an inverted box pleat at lower hip level
- Mid waistline
- Perfect for the Neat Hourglass.The higher boat neckline, mid waistline and the inverted box pleat at the lower hip level create subtle features and focus to show off the perfect proportion of the neat hourglass.
- Also flattering for Full Hourglass and Lean Column
- Available in Red, Black,Electric Blue and Soft white.



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Brina

The Brina dress channels modern retro glamour with its notched v- neckline and goaded details in the fluted pencil skirt. The fluted hem defines the feminine waist and cuts a figure-flattering head turning silhouette

- Notched v- neckline
- Crew back neckline
- Dart tailoring
- Above the elbow sleeves
- Pencil fluted skirt silhouette with goaded details
- Mid waistline
- Perfect for the Full Hourglass. The notched v- neckline and fluted pencil skirt are flattering the female silhouette of the full hourglass to perfection, without cluttering their curves.
- Also flattering for the neat hour glass body shape
- Available in Red, Black, Electric Blue and Soft white.



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Brooke

The Brooke dress is designed with fitted top and a flared skirt silhouette, allowing the focus to fall on the quality of the fabric and the soft A-line fuller skirt line.

- Soft bateau neckline
- Crew back neckline
- Above the elbow sleeves
- Dart tailoring
- Flared A-line skirt silhouette
- Mid waistline
- Also flattering for full hour glass, pear, inverted triangle and lean column

- Available in Red, Black, Electric Blue and Soft white.



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Bryana



The Bryana dress has round edged square neckline and A- line shaped shift dress that includes pleats in the lower dress skirt line. It was inspired by a dress worn by Queen Elizabeth II and combines modern tailoring with easy elegance .

- Round edged square neckline
- Square edge crew back neckline
- Above the elbow sleeves
- Double pleat design in the lower third
- Shift dress that flares into an A-line shape
- Perfect for the Apple body shape. Bryana follows the style guides for the apple body shape by keeping the focus on the upper and lower third with this round edged neckline, shift dress and the double pleat design in the A-line skirt.
- Also flattering for Neat Hourglass and Rectangle body shape
- Available in Red, Black, Electric Blue and Soft white.



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Cutout shots available in all colours and styles
email david@michaelajedinak.com

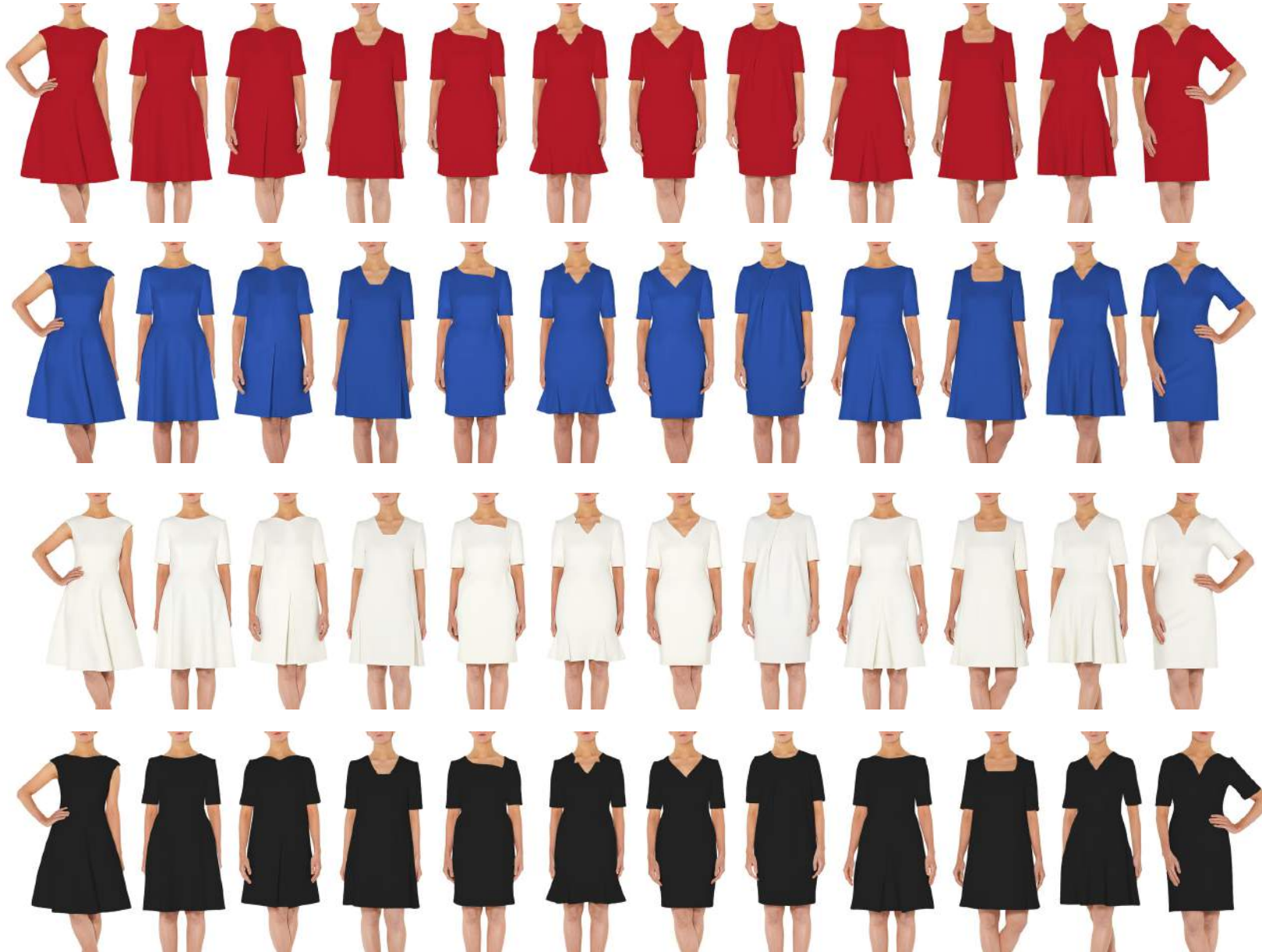




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Model shots available in all colours and styles
email david@michaelajedinak.com





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Michaela is a dress designer, personal stylist and co founder of leading personal style site Joy of Clothes www.joyofclothes.com

Her mission is to empower women to dress for success. She is passionate about creating dresses that make you look your best and feel great. Her dresses are available for worldwide delivery at www.michaelajedinak.com

Michaela designs dresses with you and your body shape in mind. Unlike many designers she offers a choice of styles and cuts to suit every body type.

Dresses available in Red, Black, Electric Blue and Soft White.

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