



BROOKS LTD

"Fashion changes, but style endures."
— Coco Chanel

A Love Affair with Fashion

Denver-based BROOKS LTD. creates clothing with a global eye for design, understanding the needs of contemporary women and the world they live in.

A professional fashion designer and couturier, Brooks Luby has been making women feel beautiful since 1976. She addresses each creation individually, providing memorable designs that enhance and define the wearer, while restoring a grand tradition of custom clothing for a growing list of appreciative clientele. A professional member of the Fashion Group International, Brooks brings global style to the women of Denver and elsewhere.



Brooks' creations are fresh, pure, and cutting edge, yet recognized for their sophisticated simplicity.

One-of-a-Kind Solutions

Whether it's career attire, resort wear, cocktail or wedding finery, Brooks understands women of every age.

Brooks has an appreciation for the female form and how to make it look fabulous. A breast cancer survivor since 1990, she understands the needs of women with figure irregularities. A single fitting at her atelier reveals the most flattering cut, style, texture and color, saving many women the costly time of shopping, and the embarrassment of showing up at an event in a carbon copy dress.

“As a clothing designer,” said Brooks, “I’m aware of cutting-edge trends in the fashion industry, both bridal and ready-to-wear, and I like to incorporate details in my designs that say ‘this is exclusive.’”



*“A woman can be over dressed
but never over elegant.”*
— Coco Chanel

A Continuous Commitment

A Denver native, Brooks was trained at New York's prestigious Fashion Institute of Technology and honed her skills by interpreting fashion as it evolved.

In 1976, Brooks opened an exclusive boutique at a department store in trend-setting Cherry Creek, a forerunner to the lush shops at many high-end stores today. As business grew, she moved to a series of chic retail spaces in the busy pedestrian neighborhood, each one larger than the last. Finally, in 2000, she moved to the historic Acme Lofts at 14th and Wazee in LoDo, a private environment to better accommodate her clientele.

At her spacious salon and workroom, available by appointment only, clients and their friends can relax in a charming atmosphere while Brooks consults, drapes and fits. In addition, she often holds exciting clothing and accessory trunk shows at the studio with other designers. "My atelier is a warm, cozy comfortable place where women can meet one-on-one with me," said Brooks. "I have samples of fabrics and designs that they can choose from."



"I aspire to craft pieces that fit the lifestyle of my clients — active, comfortable, feminine and alluring. From the concept to the final fitting, every ensemble is an original, designed entirely around them."

— Brooks

Weddings and Special Occasions

Wedding and gala gowns are Brooks' specialty, including the various outfits needed for rehearsal dinners, bridesmaids and mothers-of-the-bride, or any red carpet occasion.

"I like to think of myself as a couturier with longevity who can address any woman's needs, as well as those of debutantes and celebrities."

"My clients want their weddings to reflect exactly who they are. They're the decision makers behind the event, therefore the theme mirrors their personality and lifestyle, casual or formal. I encourage them to bring their favorite ideas, via wardrobe examples and photos, and then after the first consultation, I determine what will look good on their body type. From there, I create sketches, we review the choices together, and I begin the creative process."



Fabrics

Brooks shops the world to bring timeless and up-to-the-minute fashion to her clients. She attends New York Fashion Week and travels to Paris for international inspiration.

Brooks loves great fabric and fabulous color, signatures of her collections. She knows fabrics perform in specific ways: a touch of stretch provides support; fluidity suggests movement, while patterns divert the focus from problem areas.

Adds Brooks, “I like to use silk fabrics that move with the body. For example, long sleeves in a stretch-chiffon can cover the arms, but still have the illusion of transparency, offering a negligee-like sexiness. A strapless top with sheer netting over the shoulders, arms and bare back provides the same kind of thing.” A “Brooks’ Original” usually stands out with texture integrating the design.

“I love using layers and sheers,” said Brooks, “often decorated with my original hand-appliquéd stitching.”



“I wanted to give a woman comfortable clothes that would flow with her body. A woman is closest to being naked when she is well-dressed.” — Coco Chanel



Connections and Kudos

Brooks participates in numerous community events. One of the most notable is the Sue Miller Day of Caring, a glamorous, city-wide fashion show for breast cancer survivors. She has been the show's designer of choice for four consecutive, spectacular years. Connected to the community, Brooks lends excitement and fashion expertise to a myriad of women's gatherings.

Select Highlights from Community Events:



2013 Brooks held a professional consultation and fashion show for the prestigious Denver Woman's Press Club, exploring the myriad needs of women in media. She consulted with journalists, reporters, and authors - all in search of the challenge of being professionally well dressed, yet distinctly themselves.



DENVER ART MUSEUM



2014 The exhibition honoring legendary French designer Yves St. Laurent came to the Denver Art Museum during its world tour. Brooks was invited to bring haute couture to the public by submitting a sketch of a dress design inspired by the exhibition, an effort to bridge the gap between Paris and Denver.



2016 Brooks was invited to create a dress inspired by Denver's famed Botanic Gardens, integrating its distinctive architecture and flora and fauna. Undaunted, Brooks gave them just what they were looking for!



Brooks continues to address various women's groups on the importance of finding one's individual style – events held both in the studio and out.

“I love great fabric and fabulous color.”

— Brooks

Who and Why

Brooks’ faithful clients span the professional metropolitan community. Young mothers, ingénues, even grandmothers, all see Brooks as an ally to the ongoing challenges of fashion and style.

“As women’s bodies change, so do their clothing needs. Ready-to-wear rarely addresses problem areas like upper arms and waistlines. The mature woman knows her body type,” continues Brooks. “She’s aware of her best features and wants to focus on them. A sheer jacket for example, gives an illusion of covering up, but in an alluring way. And then there’s comfort; the gown or ensemble must skim the body in the right places so one can move around and lift the arms while dancing, hugging, and toasting. Clothing should offer ease and effortless movement.”

The needs of all of Brooks’ customers revolve around color, fit and comfort.

“It’s simple,” says Brooks. “I understand who my clients are. At this point in my career, I’m more creative and confident. I take a pair of scissors directly to the cloth now and cut, drape and reshape. Each design is for one person, as each person is unique. I create a detailed solution for each client as the design evolves.”



“Only custom couture assures individuality, fit, and value. Working with Brooks is like having a best friend who happens to be a fashion designer.”

— a Brooks client

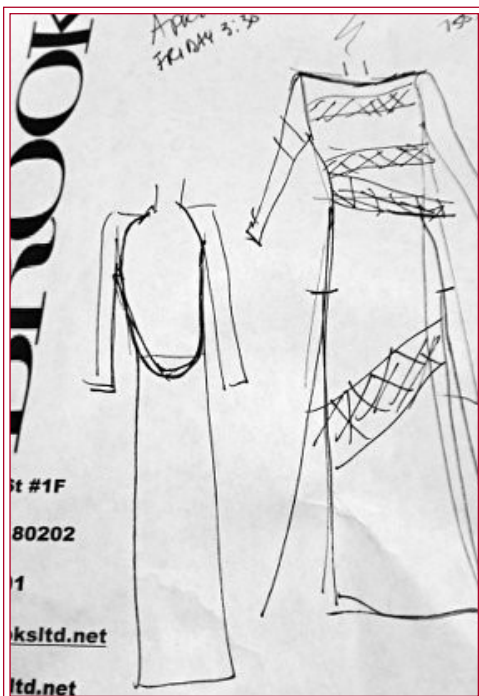


DRESSMAKING: From Concept to Reality, the Process of Creating a Dress

The process of designing a custom gown requires a basic understanding of personality and body type. Brooks strives to incorporate both clothing needs and lifestyle in order to create the perfect fit to her client's satisfaction, her goal with every design.

Initial Consultation

In the initial consultation, Brooks discusses the requirements of the occasion: the venue, timeline and type of gown, plus fabrication, figure concerns, color specifications and current fashion trends. By trying on completed garments, one can appreciate better the quality and overall fit of a finished piece. The process leads to the development of trust between Brooks and her clients.



Sketch Review

Brooks inspiration often comes directly from the fabric. By combining her inspiration with ideas from the initial consultation, design sketches derive. Together, a sketch review takes the creation to the next level. Often, ideas from different sketches are combined to create one final design that's appropriate for each body type,

fits the occasion, and uses the right fabric. The perfect fabric is then selected, and measurements taken for the first fitting.

First Fitting

After the final design has been selected, Brooks creates the "muslin," a prototype that resembles the final garment. Muslin fabric is normally used, but if the final garment is a knit, then a knit is used instead. Some designs involve draping the fabric in graceful folds; part of the prototype created for review. At the first fitting, adjustments are made and agreed upon before the actual fabric is cut.

Second Fitting

At the second fitting, the client will be wearing the actual fabric, enabling a good feel for the final design. Needed adjustments will be marked. Brooks will make these adjustments prior to your final fitting.



Final Fitting

At the final fitting, the garment will be pressed and ready. The client will try it on and if any minor adjustments are needed, these will be executed on site, since Brooks has her workroom in her atelier. A few photos of the final garment will be made prior to final delivery.

A woman with long dark hair, wearing a silver lace dress and holding a bouquet of pink and red roses, stands in front of a dark grid background. The image is a full-page advertisement for Brooks Ltd.

BROOKS LTD

*Home to the Evolution of
Fabulous Fashion, Fit and Design*

1616 14th Street, #1F
Denver, Colorado 80202
303.573.3801
brooks@brooksltd.net
www.brooksltd.net



Sue Miller Survivor Award 2014

© 2017 BROOKS LTD • Brooks Luby • Denver, CO