

THE
HIDDEN
COLLECTION
— EVENT —



VIP LOOK BOOK

Welcome to The Hidden Collection Event by Eva Joyce Bridal — an exclusive opportunity to discover a carefully curated collection of gowns available to purchase immediately at exceptional event pricing.

Inside this look book you will find every gown available during the event, including style imagery, gown sizes, and key details to help you begin creating your shortlist before your appointment.

To help you make the most of your visit, we have also included a simple guide showing how to take your own measurements at home. This will give you an indication of which gowns may be the best fit and allow our stylists to prepare your appointment as personally as possible.

Once you have explored the collection, please email the boutique with the styles you would like to try before your appointment. Our stylists will use your selections to prepare your fitting room in advance and ensure your chosen gowns are ready and waiting for you.

As many gowns are one-of-a-kind pieces with only a single size available, early selection is strongly recommended.

We cannot wait to welcome you to discover The Hidden Collection and help you find the dress waiting just for you.

THEC

HOW TO USE THIS GUIDE

Follow these simple steps to make the most of your
Hidden Collection Experience.



Use our guide to
take your own
measurements



Explore the
collection in
this look book.



Email our team
with your
preferred style
choices &
measurements.



Enjoy your
personalised
VIP
appointment.



TAKE YOUR MEASUREMENTS

1 BUST

Use inches

HOW TO MEASURE

Measure around the fullest part of your bust, ensuring the tape measure remains level across your back and sits comfortably without pulling too tightly.

Measure around the fullest part of your bust



TOP TIPS

- ✓ Wear a non-padded bra if possible
- ✓ Keep your arms relaxed at your sides
- ✓ Ensure the tape measure is parallel to the floor

2 WAIST



FINDING YOUR TRUE WAIST

Your natural waist is often higher than where many people wear their clothing.

To locate it:

- Stand naturally and bend gently to one side
- The point where your body creases is your natural waist
- This is where your measurement should be taken



TAKING THE MEASUREMENT

Wrap the tape measure around your natural waist and allow it to sit comfortably without holding your breath or pulling in your stomach.



TOP TIPS

- ✓ Stand naturally
- ✓ Breathe normally
- ✓ Keep the tape measure level all the way around

3

HIPS

TAKING THE MEASUREMENT

Measure around the *fullest part* of your hips and bottom.

For most brides this will be approximately 20–25cm (8–10 inches) below your waist, but this varies from person to person.

Ensure the tape measure passes around the widest part of your body to achieve the most accurate measurement.

Measure around the fullest part of your hips and bottom

FRONT VIEW



SIDE VIEW



A NOTE ABOUT DRESS SHAPES



If you are looking for an A-line or Ballgown dress, your hip measurement is *not* as important.



TOP TIPS

- ✓ Stand with your feet together
- ✓ Measure around the *largest* part of your hips and seat
- ✓ Keep the tape measure level all the way around

RECORD YOUR MEASUREMENTS

BUST _____ WAIST _____ HIPS _____



Email your measurements along with your gown shortlist to:

HELLO@EVAJOYCEBRIDAL.COM

SIZING

We recommend finding your closest waist measurement on the below chart. More than likely this will be the best size for you. Your measurements are unlikely to fit one size perfectly you may find that you are in between two sizes. We recommend if in doubt sizing up. Dresses can always be taken in. Like wise if you love on of the styles and it is a little too big this can also be taken in.

BUST	WAIST	HIPS	SIZE
41.5	33	46	Y
38.5	30	42.5	J
46.5	38	50	B
49	40.5	52	R
36	27.5	39.5	V
40	31.5	44	O
44	35.5	48	C

Please note the above is not the full range of sizes available at Eva Joyce Bridal it is just those sizes of the dresses included in this event. If you do not see a size that matches your measurements please contact our team to discuss options.

CLEO

Size: Y

Was: £1265

Now: £499



CLEO

Cleo has to be one of the comfiest gowns in the full Eva Joyce range. She is beautifully crafted from the softest stretch crepe and falls in flattering ruches in all the right places.

Cleo is perfectly structured within to give you the support you need. While outwardly maintaining an effortless flow as you glide through your dream day. Then just when you thought she couldn't get any better she reveals a delicately placed split at the knee which provides a cool hint at a seductive side. With over £750 saving this dress is not to be missed.



ANNKIA

Size: Y

Was: £1350

Now: £599



ANNIKA

Annika a fitted gown that combines elegance with fiery drama.

Featuring intricate flame-pattern lace that adds a touch of bold sophistication, a daring plunge neckline that exudes confidence, and a dramatic train that flows with breath taking grandeur.

Annika has detachable full length lace sleeves or matching off the shoulder straps for you to create your own look for your big day.



CELEST

Size: Y

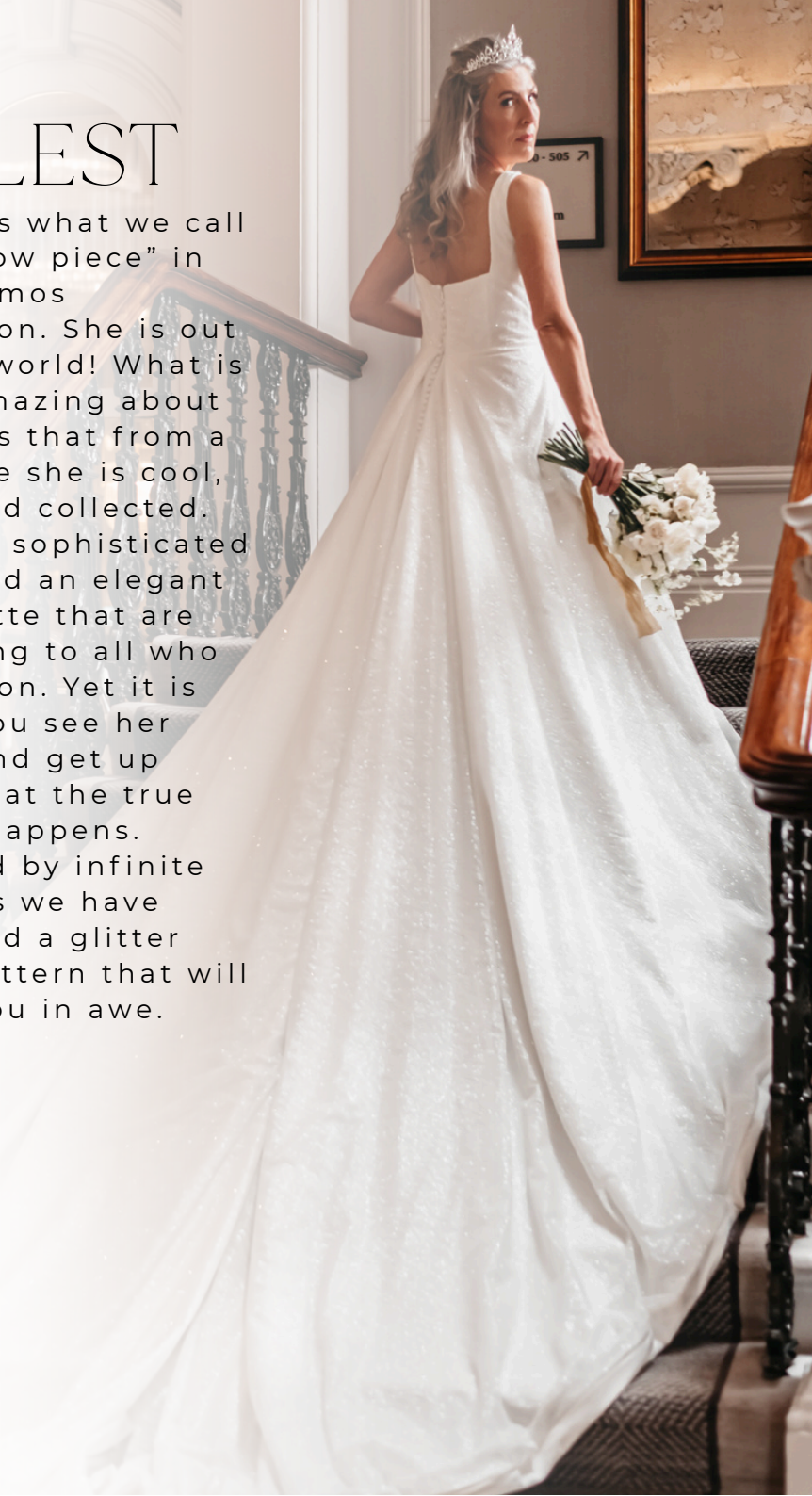
Was: £1695

Now: £825



CELEST

Celest is what we call the “show piece” in the Cosmos collection. She is out of this world! What is truly amazing about Celest is that from a distance she is cool, calm and collected. She has sophisticated lines and an elegant silhouette that are flattering to all who try her on. Yet it is when you see her move and get up close that the true magic happens. Inspired by infinite galaxies we have designed a glitter tulle pattern that will leave you in awe.



CHRISTINE

Size: Y

Was: £2125

Now: £799



CHRISTINE

Designed to be transformative, the Christine can be worn as a fitted silhouette for a sleek, modern look or transformed into an A-line shape with its luxurious detachable overskirt for added drama and movement. The gown's plunging neckline is framed by delicate lace straps, beautifully complementing the low, open back for a touch of alluring sophistication. Each element of the Christine dress combines timeless romance with modern versatility, making it perfect for brides who want to channel both elegance and a hint of theatrical flair on their special day.



AURORA

Size: Y

Was: £1355

Now: £550



AURORA

Dazzling movement, Aurora's sequin covered lace catches the light as she moves through the space. Our signature "Secret Smile" neckline plays a large part in what makes Aurora so alluring. The scoop back isn't too low and so gives support where needed. A trickling of lace covered buttons starts at the top of a simple puddle train.



PHOEBE

Size: J

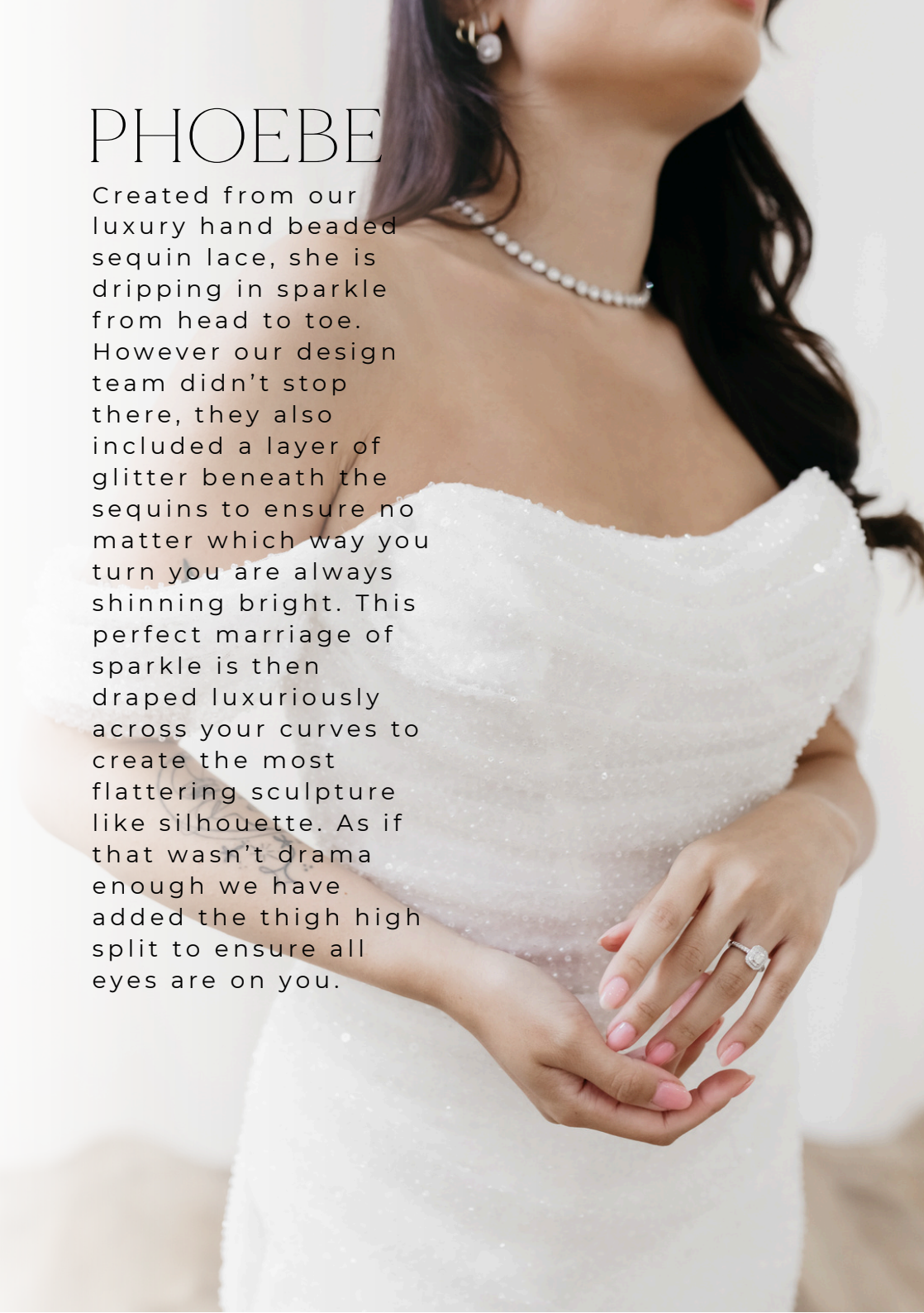
Was: £1395

Now: £599



PHOEBE

Created from our luxury hand beaded sequin lace, she is dripping in sparkle from head to toe. However our design team didn't stop there, they also included a layer of glitter beneath the sequins to ensure no matter which way you turn you are always shining bright. This perfect marriage of sparkle is then draped luxuriously across your curves to create the most flattering sculpture like silhouette. As if that wasn't drama enough we have added the thigh high split to ensure all eyes are on you.

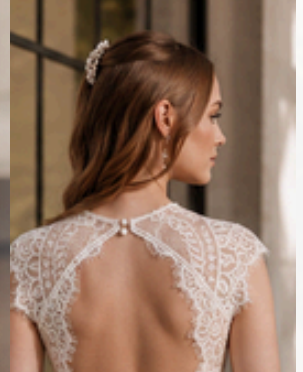
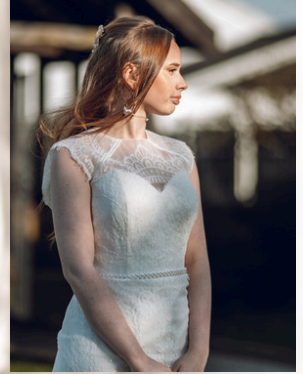


NAOMI

Size: J

Was: £1350

Now: £399



NAOMI

Crafted from delicate all-over lace, this fitted silhouette beautifully contours the figure before flowing into a graceful train. The sweetheart bodice is softened by an illusion lace neckline and cap sleeves, creating a romantic, feminine look, while the striking open back adds an unexpected touch of modern elegance. Combining intricate lace detailing with a flattering silhouette, Naomi is perfect for brides seeking a gown that feels both refined and unforgettable.



NYSA

Size: J

Was: £1450

Now: £799



NYSA

Nysa is truly a once in a lifetime dress. Like nothing you will have ever seen before this stunning soft fitted gown has everything. From the delicate barely there lace sleeves to the modern criss cross lace layer. She is a show stopper and something turly unique.



ROSALIE

Size: B

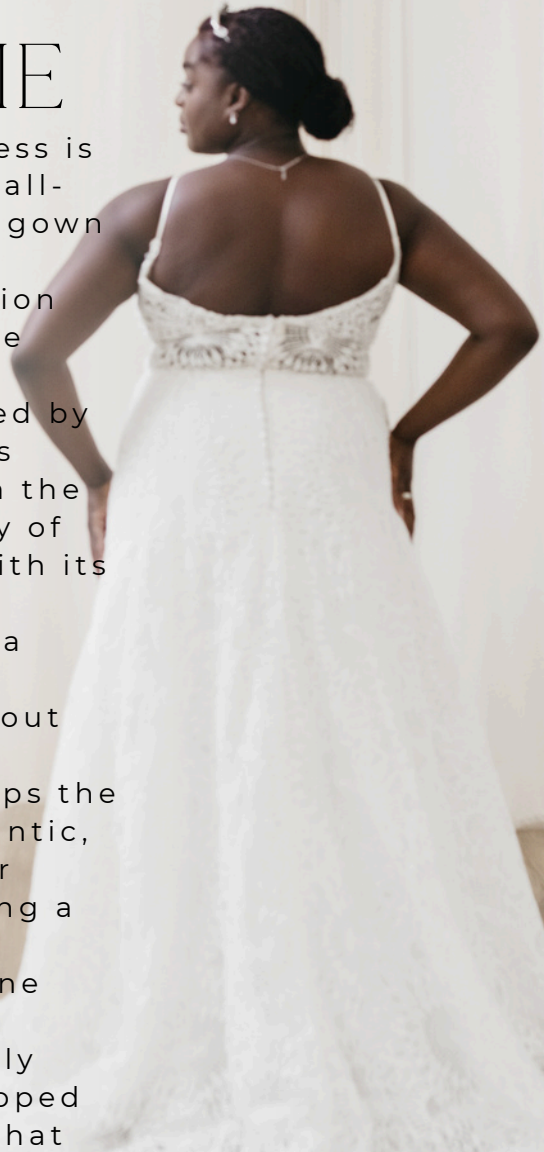
Was: £1325

Now: £699



ROSALIE

The ROSALIE dress is a breath taking all-over lace A-line gown that beautifully combines tradition with artistry. The exclusive lace pattern, designed by Eva Joyce, draws inspiration from the intricate artistry of Papel picado, with its delicate cut-out motifs creating a stunning visual texture throughout the dress. The lacework envelops the figure in a romantic, timeless manner while maintaining a modern edge. A plunging neckline adds a touch of allure, beautifully framed by scalloped edge detailing that enhances the gown's feminine charm.



TAYLOR

Size: B

Was: £1495

Now: £699



TAYLOR

The gown's stunning lace bodice, delicately adorned with sequins, adds a touch of sparkle, while the V-neckline and lace cap sleeves offer a romantic yet sophisticated look. The dress's open back adds a striking element of allure, perfect for a contemporary bridal style. Flowing into a luxurious full satin skirt, the design ensures a graceful and polished silhouette.



HALLIE

Size: R

Was: £1295

Now: £645



HALLIE

Hallie is named after histories most famous comet. Comets are famous for their two main tails streaking out behind them. This was the inspiration for the angular and intersecting lace pattern on this stunning design. The lace shimmers out from multiple points throughout the gown twinkling like stars with each graceful movement. Hallie is lightweight and so soft to move in her delicate blush colouring warms like the evening sun. As with all our design she is versatile with her full length detachable sleeves. Flattering to all why not light up the night in our Hallie.



LUCIA

Size: V

Was: £999

Now: £399



LUCIA

A delicate lace bodice features a flattering V-neckline and soft cap sleeves, while the low open back adds an unexpected hint of sophistication.

Flowing from the natural waist, the lightweight chiffon skirt drapes gracefully over the figure, creating beautiful movement with every step and finishing in a soft, sweeping train.

Perfect for outdoor ceremonies, rustic celebrations, and relaxed modern weddings, Lucia offers comfort, romance, and effortless bridal beauty in equal measure.



VASHTI

Size: O

Was: £1495

Now: £645



VASHTI

Her swirling ornate lace pattern is the show case in this otherwise simplistic and elegant design. We chose the column shape and puddle train as we wanted to encapsulate the easy going and fun nature. This then married with the luxurious sequin adorned lace is perfect for those brides going for understated elegance or even an evening dress for a bride who wants to dance the night away in style. Vashti's scoop back and beaded straps are the sorts of intricate details that make Eva Joyce dresses stand out.

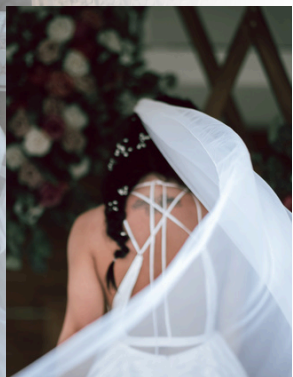


VENUS

Size: O

Was: £1525

Now: £425



VENUS

Crafted in a luminous striped organza, this striking ballgown captures the light beautifully, creating movement, dimension, and a subtle shimmer with every step. The full skirt flows effortlessly into a sweeping train, delivering the romance of a classic bridal silhouette while maintaining a contemporary edge. The true showstopper is the gown's open-back design. Delicate spaghetti straps create an intricate criss-cross detail across the back, framing the shoulders and drawing the eye to the elegant low-back silhouette.



CLARA

Size: O

Was: £1115

Now: £499



CLARA

Clara is elegance, sophistication and minimalistic grace in every step. Her simple crepe top with demure full length sleeves is 100% glamour. This grazes the hips to show off the figure while flowing into a lace panelled skirt.



NOVA

Size: C

Was: £1315

Now: £599



NOVA

Crafted from luxurious fitted crepe, the gown hugs the body, creating a sleek silhouette that exudes sexy sophistication. The sweetheart neckline enhances the romantic feel, while the gathered waist adds subtle texture and definition to the figure. The sculpted bodice beautifully flatters the curves, leading to an illusion low back that adds a touch of allure. Down the full-length train, a row of delicate buttons offers classic charm, creating a dramatic, elegant finish as you walk down the aisle.



SYLVIE

Size: C

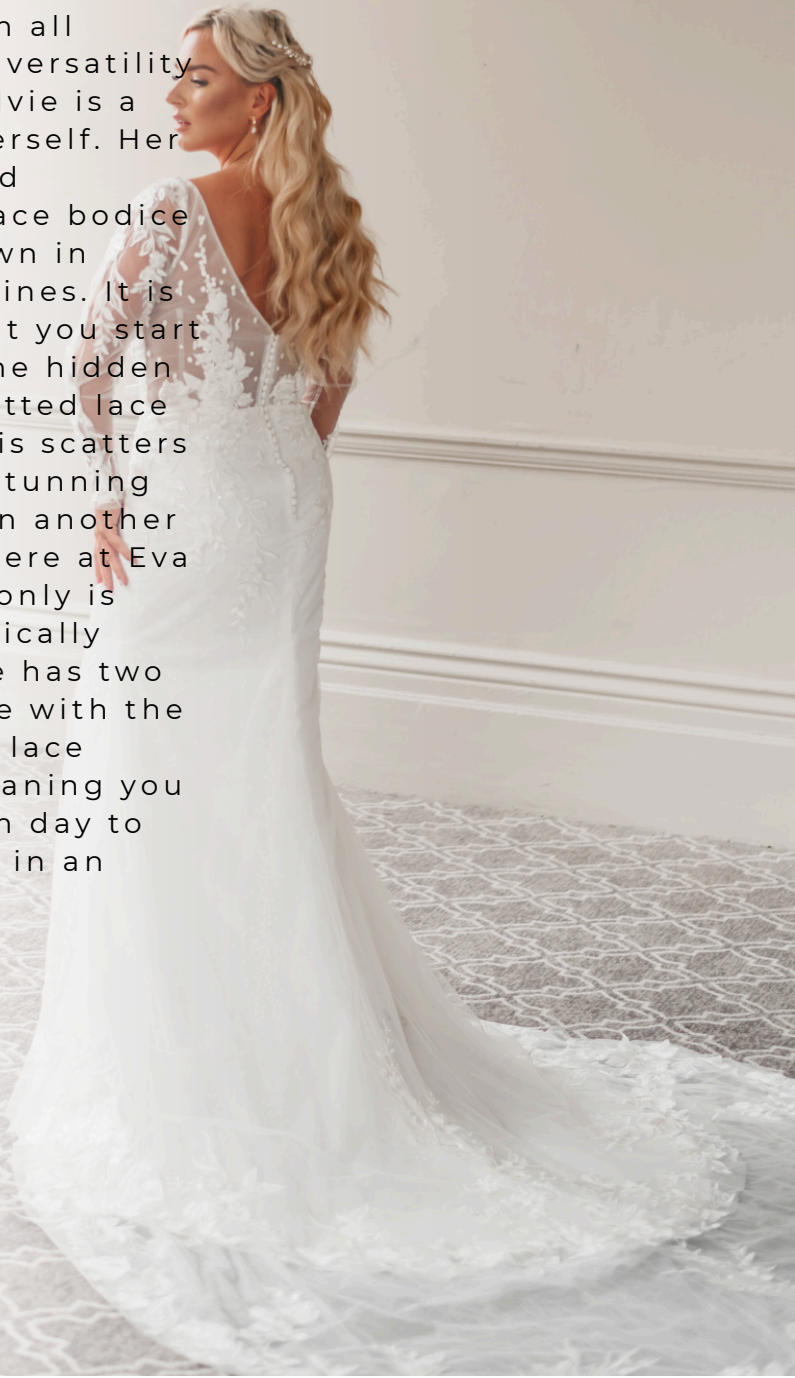
Was: £1620

Now: £799



SYLVIE

Luxury from all angles and versatility abound. Sylvie is a law unto herself. Her fully beaded botanical lace bodice trickles down in elongated lines. It is at this point you start to notice the hidden art deco dotted lace pattern. This scatters down to a stunning double train another signature here at Eva Joyce. Not only is Sylvie classically elegant she has two looks in one with the detachable lace sleeves. Meaning you can go from day to night looks in an instant.

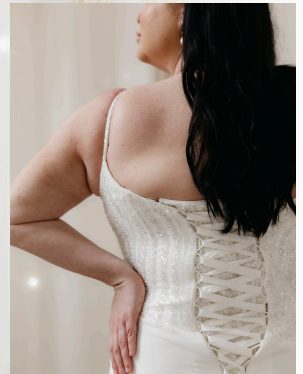


ASTRA

Size: C

Was: £1295

Now: £499



ASRA

This fitted gown is a masterclass in figure-flattering design, featuring a breathtaking corset structure that beautifully contours the body. The full beaded bodice catches the light from every angle, while delicate thin straps and a scooped neckline add a touch of understated elegance. The draped crepe skirt offers a soft, fluid contrast to the bold beading, creating a perfect balance of sophistication and glamour.



BLAKE

Size: C

Was: £1350

Now: £745



BLAKE

Classic sophistication
with a wild side.

Blake is beautifully
tailored to suit all
shapes and sizes. Her
modern minimalist
bodice showcases
clean lines and
smooth accents. She
defies tradition by
combining this with a
billowing lace
explosion. The
stunning lace
ballgown skirt
shimmers with
excitement flowing
effortlessly. It is our
way of combining
minimalist with a
boho twist. Why
should you have to
have one or the
other?

