



THE
AFFIANCE

THE COLLECTION BOOK
DECEMBER 2025

A winter reinterpretation of
Princess Diana's iconic 1994 Revenge Dress.

Yours to pre-order until 30 June 2026.

The Quiet Return

*There are moments when fashion disappears –
and what remains is something quieter.
Something remembered.
Not bought. Not sold.
But returned to.*

*This is not a magazine.
It is not a lookbook. It is a chapter. One you open gently.*

*A private archive of ritual and refinement,
crafted for a woman who no longer shops for occasions –
but dresses for identity.*

*This month, The Collection Book begins not with a trend, but with a woman.
A woman who understands that some garments are not worn,
they are inherited.
A woman who senses – before anyone else –
that elegance is no longer being made.*

And so she comes here...

It's you.

*To Marie Eleonore, inspired by Princess Diana.
Where couture becomes (her) memory.
And each design is released not in noise,
but in silence.
With story. With scent. With signature.*

Welcome to your December Collection.

Your next chapter awaits.

Yours sincerely,

Marie-Eleonore





THE DECEMBER DESIGN

THE AFFIANCE GOWN



There is a woman the world expected to shatter.
Instead, she turned her silence into sculpture.
And wore it.

This design is her memory — reimagined in winter.

A quiet ode to the moment she reclaimed the night,
now softened by snowlight, reborn in gold.
The Affiance Gown is not black.
It does not need to be.
It commands attention not through contrast,
but through command itself.

Crafted in soft gold floral lace,
layered over champagne silk satin,
the gown holds the body like a vow — structured,
but never rigid.
Sheer silk organza lines the inside for winter warmth
without weight.

Its long lace sleeves are subtly puffed at the shoulder
and gently flared at the wrists —
mirroring a royal lineage.
The high lace neckline frames the face without overtaking it,
resting softly against the collarbones.

The asymmetric skirt falls in quiet tension —
just below the knee on one side,
a floor-length organza drape on the other.
With every step, it speaks. But never louder than you.

At the chest: your Royal Order.
A custom-ribboned brooch, matched to this month's palette.
Delicate. Deliberate.
A future heirloom, sealed in silence.

And above it:
The choker — a six-row pearl collar, crowned with sapphire blue.
A whisper from Princess Diana.
A message to yourself.

The Affiance Gown arrives not for an audience.
But for a moment.
For memory.
For you.



THE ORIGIN

Golden lace.
Royal roses.
And a single image:
The Princess of Wales — not in mourning black,
but radiant in state banquet gold.

It was September 17th.
The State Banquet for President Trump.
When I saw her in that moment —
graceful, composed, resplendent —
I knew.

That was the palette. That was the moment.
It stirred something deeper than design.
A quiet vow:
to bring her — our Queen of Hearts —
together with her daughter-in-law.

Two women, two legacies, woven into one gown.

Not a copy. A reimagination.
Winter-born. Regal. And free.

But the story did not end in inspiration.
It continued — quietly — with a promise.

My own.

A promise made under winter stars,
to say yes in silence,
on Christmas Eve next year.
In this gown.

Because some vows are not spoken.
They are worn.

And so, this design was never created for spectacle.
It was created for the moment before the yes.
The breath before the vow.
The warmth of quiet certainty.

Those who wear The Affiance Gown
will not only be wrapped in story —
but in a shared invitation.

For each woman who claims this piece
will also receive an invitation to a royal ceremony.
Our wedding.
Our family.

You do not wear this gown to impress.
You wear it to belong.





THE AFFIANCE GOWN

THE SYMBOLISM

Some designs speak.
This one remembers.

The Affiance Gown is layered not just in fabric,
but in meaning.

At its heart sits your Royal Order —
a ceremonial brooch affixed to the left side of the chest,
just above the heart.

This is no ornament.
It is a ribboned remembrance.
Each gown receives a unique satin ribbon, adjusted to the seasonal palette.
This month: soft ivory with a golden ring —
a whisper of winter vows.

The brooch itself is cast in light gold,
engraved with the insignia of our private house:
a crowned monogram that will never be sold,
only passed down.

Above it, the sapphire choker.
Not worn for beauty —
but for its ancient promise:
truth. clarity. protection.

To wear this ensemble is to embody all three.

Your gown does not declare you.

It confirms you.
Every Royal Order you collect will mark a chapter.
And one day, your collection will be the story of who you chose to become —
dress by dress.
vow by vow.





BLUEBELL
EAU DE TOILETTE
Exclusive to
Penhaligon's
Perfumers
Established 1870
41 BELLINGTON STREET
COVENT GARDEN
LONDON, WC2E 7JF, ENGLAND

THE AFFIANCE GOWN

THE SCENT & THE CEREMONY

Before you wear the gown,
you'll open a box.
Not with haste —
but with both hands.

The Affiance Gown does not arrive in packaging.
It arrives in ritual.

Inside: the scent of Penhaligon's Bluebell drifts gently from silk.
A quiet woodland fragrance once worn by Diana herself —
delicate, haunting, and unmistakably British.

It is not overpowering.
It is not for others.
It is for you.
A floral echo of the sovereign self.

The gown is folded in silk tissue,
its golden lace catching candlelight through layers of silence.
And then — the brooch.
Nested in a velvet chamber.

Accompanied by your Royal Certificate,
sealed with the House's monogram,
and signed in ink.

Nothing in this experience will rush you.
Nothing will beg for attention.
It is all here to remind you:
Some dresses you open.
Others, you receive.

This is not a delivery.
It is a return.

A return to (her) elegance.
A return to you, Princess.



THE AFFIANCE GOWN

THE PALETTE

Some colours do not match. They remember. It was always like this — ivory against sapphire, gold beside velvet blue. The Princess wore them that way, not to match, but to remind us: some things belong together because they shouldn't.

This is the palette of December — drawn from Diana's stone, dust-lit lace, and the hush of ceremonial gold. The clutch is midnight blue, set with a stone that echoes the choker — not chosen for cost, but for clarity. The earrings catch candlelight like breath, a gift from a British atelier, named after her, as if they were waiting. And the mules — lace-wrapped, slipper-like, part fairytale, part heirloom. Not made for walking, but for remembering. None of these were added. They were revealed. Because when the gown is this silent, everything else must whisper.

**Each item above is clickable – gently tap to explore.*



THE AFFIANCE GOWN

THE MOMENT YOU WEAR IT

There is a quiet moment, just before you enter the room.
No audience. No applause. Just a pause.

You didn't choose this gown for attention.
You chose it for something more sacred:
Presence.

It is Christmas Eve.
There is warmth in the room,
but it is your stillness that holds the space.

No detail shouts.
The lace simply whispers.
The choker crowns you — without asking permission.

You move with ease —
because you know who you are.

Some women sparkle.
You settle.
Some dress to impress.
You dress to anchor.

Later, someone may ask:
“Where did you find that gown?”

But you'll already know the answer.
Because it didn't find you.
It always belonged to you.



THE AFFIANCE GOWN

THE OPENING



THE ARRIVAL GOWN

THE COUTURE BOUTIQUE

*This is not just a purchase. It is a winter vow – inspired by Princess Diana.
The Affiance Gown is available to reserve until 30 June 2026,
in time for your own royal Christmas.
After that, she will not return – except in memory.*

RESERVE YOUR PIECE

