



VIVIAN
BLOOMS
MILLINERY

MEDIA KIT



Vivian Blooms Millinery offers handmade, one of a kind headpieces that are not only aesthetically pleasing but also practical, suitable for all sorts of occasions. The founder's worldwide experiences have shaped the brand's artistic direction, leading to an eclectic and captivating array of headwear that honors the enchantment of millinery. In essence, Vivian Blooms Millinery encourages individuals to explore their artistic side and enjoy the playful side of fashion, encapsulating the craft of hat-making and the joyful impact it can have on individuals.



The Essence of Personal Expression

Vivian Blooms stands out in its ability to infuse personal expression into each creation. *"A hat is more than a mere accessory; it's an extension of the wearer's personality, a medium through which they can express their individuality,"* Kofler reflects. From bridal headpieces to statement hats for high-profile events, her creations cater to a diverse clientele, each looking for something that speaks to their sense of style and identity.

1. Vivian Blooms Millinery is a unique brand that specializes in creating handmade headwear and accessories.
2. The brand was inspired by a chance encounter at a hotel in Hong Kong, where the founder saw a parade of cute hats and fascinating fascinators being worn by women attending a wedding.
3. The process of creating a Vivian Blooms headpiece involves a lot of research and preparation, but the final product is often spontaneous and surprising.
4. The brand's design philosophy is centered around the idea that hats have the power to enhance and transform the wearer, and they play an important role in the declaration of life's most momentous events.
5. Vivian Blooms Millinery has a unique selling point that sets it apart from other milliners and accessory designers in the market. It is they are unique and one of a kind. For the clients who want to be assured that they are wearing the only one at the event. Singular/ unique.
6. The founder of Vivian Blooms Millinery has studied fashion trends worldwide during her residencies in various countries, which has influenced her design aesthetic and approach to millinery.
7. The brand has a passion for creating headwear that is both beautiful and functional, and that can be worn for a variety of occasions from weddings to funerals.
8. Vivian Blooms advice about selecting the right headwear is to play and trust your instincts. Finding that special hat should be a fun and memorable experience. You should feel comfortable and at ease. Above all else, Enjoy. Enjoy the experience of choosing a hat, or the wonderful deluxe experience of having a bespoke one made for your outfit. Enjoy the day of the event and then you can keep the hat as a memento of the party and store it away until the next time you have a chance to wear it and you can open the box and feel like you are meeting an old friend.

Links to articles:

The Space of the Waist:

C. Melody Edmondson Millinery Moments with Jennifer Kofler **VoiceAmerica.com**

<https://www.voiceamerica.com/episode/136376/millinery-moments-with-jennifer-kofler>

The Ultimate Style Guide for Event Headwear

[The Ultimate Style Guide for Event Headwear - The Morning News](#)

Fashion Trends in Couture Headwear with International Maven of Millinery Jennifer Kofler, Owner of Vivian Blooms By: [AB Newswire](#)

<https://markets.financialcontent.com/bostonherald/news/channelinfo?ChannelID=6917>