

# Edinburgh Reporter Chats – Liliana Dabic



La Novia is one of Edinburgh's top Bridal boutiques. Since 1996, owner Liliana Dabic has been designing and selling dresses for ladies all over the UK. La Novia recently moved from Stockbridge to Queen Street and holds a number of designers including Ian Stuart, Pronovius, Mon Cheri and Ella as well as La Novia Couture designs. We caught up with her to find out a little bit more about the personality behind the business.

**What is the business book you recommend that everyone should read?**

 There is no book that can tell you what to do. It is intuition and self-belief, with a clear goal in your head. Allow yourself to make mistakes, but learn from them.

**What do you think are your business strengths and weaknesses?**

Being foreign is a strength but also a weakness! The strength is bringing a continental feel to my designs and way of selling, but the weakness is the language barrier even though I am fluent in English.

**What was the defining moment on your career path that has got you where you are now?**

Losing my previous job about 15 years ago. This gave me the drive to start out on my own.

**How do you spend your spare time?**

Relaxing at the moment, because we are so busy, but I do love to spend my spare time being creative and making beautiful bridal jewellery.

**Do you think you achieve a good work/life balance?**

Not at the moment! Recently moving premises was stressful and we are still putting the final touches to the shop. I am slowly getting back to normal though....

**What makes Edinburgh the best location for you to live and/or work?**

The architecture and size. It is a beautiful city but also small enough to have easy access to get out into the countryside

**What is your special area of Edinburgh, or special place in Edinburgh and why?**

Morningside. This is where I live and I love the greenery around that area.

**What would you consider the pinnacle of your career?**

Exhibiting at the London Wedding Exhibition and realising my designs are recognised nationwide. I want to eventually start mass-producing my designs internationally.

**Describe your typical day for us.**

The first thing I do is go to my second shop, Dressmaking Studio 2, in Comiston (this is where our dresses are actually made) to see the girls there, and talk them through the plan for the day. We discuss whether new designs need to be made up, veils to be sewn or alterations to be done.

Then I head to Queen Street and go through the diary for the day's appointments. Once I get the daily paperwork out of the way I can help the girls with dress appointments and fittings. I still love to work in the shop and see my designs looking beautiful on our brides!

## Your plan of attack for the next 12 months?

Establishing La Novia as **the** top bridal boutique in Edinburgh.

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