

HAPPY BEGINNINGS

THE STORY OF HEIDI ELNORA

A young designer stays true to her personal style and small-town roots to realize her dream of creating couture bridal gowns.



Judges on the second season of the reality TV show *Project Runway* quickly dismissed Heidi Elnora Standridge Baker's aesthetic of elegant lines and trims, but brides around the country have since fallen for her sweet Southern style. For her latest collection, the Alabama-based designer paired inspirations from the French countryside with her signature details to dress brides in romantic creations, from trumpet skirts of handmade organza and silk petals to playful one-shoulder minis with ostrich plume skirts. Says Heidi, "This year, this collection, is the first time that I really figured out who I am as a designer." Read Heidi's full story in *Southern Lady's* May/June 2011 issue.



Heidi designed four different gowns for her own nuptials in 2009, including a ceremony dress that featured pink buttons and more than 65 yards of billowing fabric. She adjusted her mother's wedding gown for the rehearsal dinner and created two gowns for her masquerade reception: a damask ballgown with multiple layers of glittered tulle for the first half and a pink lace mini for the second.