Custom Coat Process

*Hello YOU!!
*Dream it!
*The Design
*The Creation
*The Fitting
* It's Alive!
* Baby I'm Yours -

In 2026 I am doing custom coat production with just one client per month. (Very limited slots available)

The preliminary design work happens when you reserve your spot by clicking through the Custom Coat Listing on lilyguilder.com

Step 1- Hello YOU!!!!!!

Review the 3 Custom Tiers and look at past work photo examples.

Get your consultation appointment for 2026 production by clicking link below.

(Will be a link to CUSTOM COAT CONSULT on website in future)

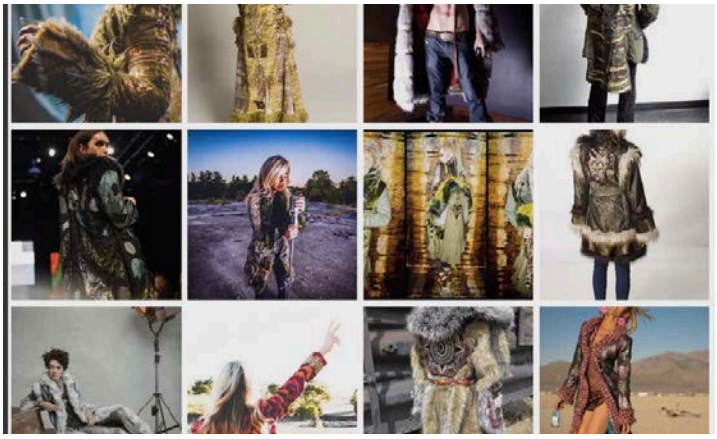
DREAM IT! part 1

We do a 30-45 minute video chat via FaceTime or Zoom.

In this initial consultation we complete a styling questionnaire (I ask a series of slightly strange questions to start to pierce the veil and open the channel to your spirit and heart's desires.)

After the call you'll receive a recap email asking for pinterest/ google image drive and current music you are listening to.

DREAM IT! homework

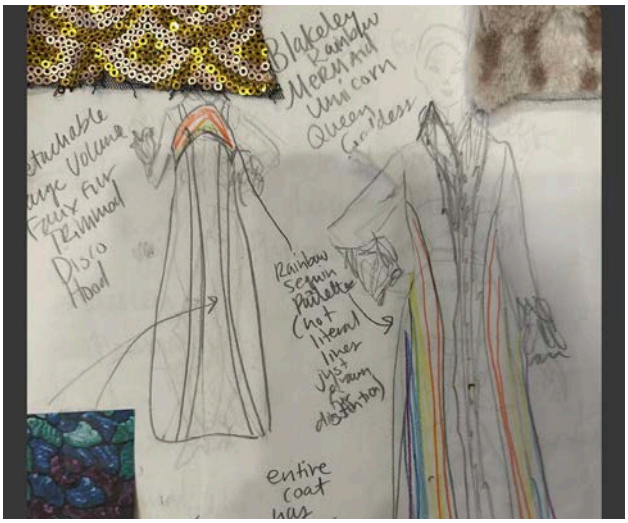


Make a google image drive or Pinterest Board- choose 20 images of inspiration which could be fashion, texture, nature, color....

Title your board "LG_yourname" & share with caitlin@lilyguilder.com

MORE INFO ON THE BLOG

The Design



I need about a week to marinate and digest your inspirations. You receive an email with 1-3 sketches, fabric swatches and scope of work plan. We agree on a budget. We pick your production month once you pay your 50% deposit invoice.

The Creation

At the start of your production month we'll do another video chat to look at fabrics and talk more about the design. Please submit your measurements. I make a mock-up of your design in simple fleece to distance fit first.

The First Fitting

I will make a mock-up of your design and ship it to you. We'll schedule a video fitting to go over fit and detail placement- it helps to have a friend to help go through the checklist and pin or measure anything that needs a tweak. Please note that this step is sometimes not necessary for Icon coats or Revamp projects.

It's ALIVE!!!!!!!!

I will then integrate all of the notes, alterations and feedback into the finishing of your very special piece. 70hours or more go into the cutting/ sewing/ final embellishing/ top stitching/ handsewing flourish. You will receive update videos and photos and sometimes I will have additional questions or ask for feedback.

Ideally we have a face to face final fitting (I can meet you in Chicago or you can come to my turn of the century Opera House studio in Oshkosh, WI) and do a photoshoot with you modeling your new creation. Or we do a final video chat.

When your "FabThing" is finished you will receive a beautiful studio image and it will then fly off to live with you forever!

Baby It's ALL YOURS!!!!!!

Frolic, dance, trip the light fantastic, be a superhero, be the queen, live your dreams in your new Lily Guilder piece!

PS Please send pix of you doing all of those things, k?!

(hashtag fabthing hashtag lilyguilder)

PPS It is also a lot of fun to just wear your Lily G dancing around your living room!!!!

I have 3 custom tiers- **PERSONAL LEGEND, ICON, & REVAMP**

My custom coats will suit your spirit (and fit your body like no other!)

We'll do a deep dive into your soul to extract a coat that will make you stand taller in your full power & beauty & activate your creativity!! (Turning heads while you do so!)

The Lily Guilder custom coat process is sort of a mental dance with your dreams. A bit like the "choose your own adventure" books or activating your vision board. When you actually try it on you'll feel infinite hugs and a sparkle vibe zing (sort of like it felt to receive an analog mix cassette tape with hand written song titles on the case back in the day).

PERSONAL LEGEND TIER-
A wearable piece of art you can dance and live in! An "adventure buddy" that protects you from the elements and starts conversations. A "friend" who lives in your closet that will be there to uplift your spirit on a random rainy Wednesday. Commission a completely original "personal legend" custom couture coat to feel your inner superstar.

Every element is designed and made just for you. Every fabric color and texture is chosen together to create a coat that you will stand taller & feel the magnitude of your power and beauty in. The design process engages your creativity and is fun.

Most Legend coats include but are not limited to- fully designed exterior and interior (they are reversible!), straps on the "interior" side to convert to cape so you can regulate your temp without putting your precious coat on the ground, secret pocket under patch Lily Guilder label, pockets are finished to your choice (size/ zippers/ flaps/ buttons....) usually include 2 exterior pockets, interior breast pocket, 2 interior large lower pockets.

I will scour my trusted fabric sources and/ or we'll pull some special fabric and relics from my treasure trove collected over time and from all over the world. I use a wide variety of techniques (hand sewing, layering textures, painting, printing original fabric prints, embellishing, assemblage) to make your piece absolutely one of a kind. We may visually tell your story with resonant symbols or the story of you may be told in the specific care taken in the way I lovingly assemble the fabrics.

I will spend several weeks focused just on the finishing of your piece and often spend 70 plus hours hand stitching embellishments and detailing.

Pricing ranges from $3500- $12,000 (and beyond depending on what we dream up!!!)

Selected past Personal Legend

Coat Examples

ICON TIER-
Customize one of Lily Guilder's Icon styles- Zsa Zsa, Rockstar, Swing, Blaze.

These are tried and true patterns that are adjusted for your measurements.

All Icon coats feature straps to convert coat into a cape, 2 exterior side seam pockets, lining chest pocket, secret pocket under label and 2 large low catch all pockets.

ZSA ZSA *Old Hollywood Glamour puss vibes!*
- Mid thigh length in stretch sequin or velvet
- Faux fur trim along neck, down front, along bottom and at cuff
- 3-5 hook and eye closure

ROCKSTAR *Just entering a room makes a statement!*
- Length just below knee
- Contrast side panel
- Faux fur around neck and down front
- Clasp closure

SWING *Vintage inspired, you'll want to flounce and pounce in this style!*

- Length is mid thigh
- Double breasted
- Contrast back center and side panels
- Faux fur trim collar, front panels, along bottom and at cuff
- Built in belt tie closure

BLAZE *A blazer that flexes*

- Upper thigh length
- Contrast side panel
- Non furry collar and lapel
- Lily Guilder crest button closure

Pricing starts at $1200 and goes up depending on the number of variations you'd like to make from Icon pattern, if you choose in stock fabric or I swatch for you, and if we create a fleece mock-up.
(Please note, depending on your desires this tier is not necessarily less expensive than Personal Legend Tier)

Other variations include: change length on any Icon (shorter or longer), add an additional fabric, add pattern piece/ pop panel, add another faux fur, reduce or add trims, extra pockets, add zipper closure to pockets, embellishments, custom design fabric, detachable faux fur and other customizations.

Any Icon Style can be made for female or male bodies.

Any Icon Style can be made as a vest with pricing starting at $600.

REVAMP TIER- purchase a piece in my "**STORE**" or send me something you already own that you love but needs a Lily Guilder upgrade. The piece will be adjusted to fit you. We'll give it new life specific to your spirit/ specifications. Available modifications include, adding a panel of a new fabric (something stretchy to allow for better dancing or something to change the fit), new pockets, straps to convert to cape, repairs, embellishments. Labor starts at $600, pricing varies depending on time and materials. Please note that resuscitating a damaged vintage piece can take many many hours.

Check out my **BEREAVEMENT TRIBUTE** page to learn more about revamping with extra intention.

YOU ARE BEAUTIFUL... slip into something more Fabulous!!!

YOU ARE BEAUTIFUL

Lily Guilder