



SHOP TALK

Zoya's Atelier

When selecting a business partner, not every woman would turn to her mother-in-law. But for Amy Bitici, her husband's mom was a perfect fit.

Zoya's Atelier, a Falls Church bridal and eveningwear boutique, opened in January as a joint venture of Amy and Zoya Bitici. "We have very different skill sets. Zoya's the creative—she's extremely talented, creator of all things. And I very much manage the business side," Amy says.

A former instructor at the Parsons School of Design and a Fashion Institute of Technology graduate, Zoya had a design studio in New York City prior to relocating to NoVA. Pairing her experience with Amy's U.K. business background, the shop owners describe Zoya's as the place "where New York style meets London attitude." Most of the store's featured designers hail from those two cities, including Jovani, Suzanne Neville and Ian Stuart.

The shop, housed in a historic building from 1890, features an expansive showroom with hardwood floors and suspended dress racks. At the room's center, a sofa and fireplace offer a charming and cozy area for consultations. Customers at a bridal session are treated to Champagne, coffee or tea with their guests as they work with stylists to find or design a dress that complements their features.

"A lot of our customers come in, and they say, 'I've got this bulge here,' or, 'This is my problem area,'" Amy says. "We're not in the business to try and hide anything. You've got to feel beautiful whatever your figure and whatever your shape."

Zoya's prides itself on its bespoke service, offering customers the chance to customize a gown with Zoya, who works with them to sketch designs, select fabrics and ensure the proper fit. Bespoke services run from \$4,500-\$30,000, and 10 percent of the profits are donated to the client's desired charity.

Now trending in the shop is embroidery, beadwork, low backs and full sleeves. Eveningwear ranges from \$250-\$7,000 and bridal from \$2,500-\$8,000. The store also carries an assortment of upscale accessories, including bags and shoes from Badgley Mischka and bridal veils. "It's a one-stop shop," Zoya says. // 260 W. Broad St., Falls Church; zoyasatelier.com -EB



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