

Miss World England - Designer Dress creator for 75th Miss World is Pietu Couture Paris



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**Pietu Couture Paris designer - Miss World England Designer Dress creator - for the  
75th Miss World Vietnam 9th August - 5th September 2026**

### **The first reveal - Part 1**

Between Grace and Water

The Awakening of the Écrin: An Azure Odyssey

Some silences carry their own light. For Grace Richardson, this is not simply the first unveiling of the top of a very special gown soon to be worn on a world stage, but the first glimpse of an Écrin — a delicate structure of silk, air, and mother of pearl, created by PIETU COUTURE PARIS to protect and illuminate a spirit defined by generosity.

At this early stage, the focus rests on the bodice — the heart of the creation. Here, pearls and stones appear to flow like a living cascade, each detail symbolic, each shimmer intentional. The light dances across the surface like gentle waves, echoing the movement of water itself. This is not embellishment for the sake of beauty, but storytelling through craftsmanship — a reflection of Grace’s “Beauty with a Purpose” journey.

The tone, inspired by the purity of water, speaks quietly yet powerfully. Water, the source of life, is both strong and fragile — a message woven into every element of the design. The fabric moves like a living drop, capturing light, emotion, and meaning in equal measure.

This Écrin is more than a garment. It is protective, weightless, almost cloud-like — surrounding Grace in calm strength as she prepares to represent England on the Miss World stage in Vietnam. It transforms vision into reality, and purpose into presence.

Alongside this aquatic inspiration, a second dimension emerges — The Silver Awakening. A softer, ethereal interpretation, where silk and organza create the illusion of mist at dawn.

Delicate silver florals bloom across the structure, symbolising growth, freedom, and quiet confidence. Pearls fall like drops of light, continuing the narrative of generosity and connection.

Together, these elements form a harmonious story — one of nature, femininity, and inner strength. A reminder that true beauty is not loud, but deeply felt.

Behind this magnificent creation is Thierry of Pietu Couture Paris, the master of the French touch. With a career spanning collaborations from the Cannes Film Festival to the Palace of Monaco, Thierry brings a rare fusion of luxury craftsmanship and forward-thinking innovation. His philosophy of “Glamour Chameleon” celebrates timeless elegance, while his commitment to sustainable, circular couture ensures each piece carries both meaning and responsibility.

This exclusive capsule collection for Grace marks a powerful moment — where British purpose meets Parisian artistry. And this is only the beginning.....

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## **FURTHER INFORMATION FROM THE HEART OF THE DESIGNER -THIERRY PIETU**

English The Vision: A Dialogue Between Grace and Water

The Awakening of the Écrin: An Azure Odyssey

Some silences carry their own light. For Grace, I did not create a dress, but an Écrin, a delicate structure of silk, air, and mother of pearl, designed to protect and showcase a soul of endless generosity.

Look at the cascade. It does not come from the fabric, it comes from the heart. Pearls and stones flow like a promise kept, each detail a gesture of giving. The light moves across the bodice like gentle waves, resting in soft hammered gold reflections.

The turquoise blue is more than a color. It is a memory. It recalls water in its purest form, the life-giving source that sustains and protects. In this deep, vibrant shade, the message is clear. Water is precious, both powerful and fragile. The dress moves like a living drop, quietly celebrating life.

The dress becomes more than material. It is light and protective, a gentle cloud that surrounds Grace with calm and care. It is where a dream becomes real, a vision transformed into something you can feel.

### **The Majestic Écrin: A Celestial Ripple of Grace**

A breath of blue follows the silhouette, embracing and protecting it. It is the moment when a woman's dream meets the hand of a creator.

The bodice is not decoration. It is life. Pearls and fine stones flow like a living cascade, as if born from Grace's heart. Each pearl is an action, each stone a gift. Together they tell the story of her endless generosity, a constant stream of light resting in hammered gold.

This turquoise blue is the soul of water, made eternal. It quietly reminds us of its value and importance. Choosing this sacred lagoon hue honors the "Water Drop." To wear this dress is to reflect that message, to carry the essence of life itself.

Luxury here is soft and subtle. A light halo of organza and silk tulle surrounds Grace, creating a calm and powerful presence. It transforms an idea of generosity into something visible and beautiful.

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## **The Silver Awakening: An Écrin of Mist and Silk The Majestic Écrin: A Silver Blossoming Dawn**

Imagine the quiet moment when the day begins in soft silver grey. For Grace, I created this Écrin like capturing the silence of a frosted morning. It is not just a gown. It is a light veil of mist made of soft silk, wrapping the body like a dream.



These flowers are not mere details. They feel alive. Each silver petal opens gently, as if touched by a soft breeze. They represent growth, freedom, and quiet strength. They tell the story of a life unfolding with elegance and confidence.

From the flowers flows a cascade of pearls and stones, like falling light across the bodice. It reflects Grace's generosity, clear, continuous, and precious. Grey is not absence. It is a prism that unites all shades. It becomes a symbol of inclusivity, where different identities exist together in harmony, connected by one elegant thread.

Light feathers complete the look, adding softness and movement. They create a gentle aura around Grace, turning every step into a poetic dance. She does not simply walk. She appears, a vision of mist and silver, a living expression of grace. It is a quiet reminder that the most beautiful journey is being yourself, simply and proudly.

## **DESIGNER BIOGRAPHY: THIERRY — PIETU COUTURE**

### The Ambassador of the "French Touch"

Thierry embodies a rare fusion of the creative excellence of international luxury and strategic rigor. As a former Ambassador for Balmain Hair and a privileged collaborator with major fashion houses on Avenue Montaigne, he has developed a unique aesthetic eye, forged at the heart of Haute Coiffure and Haute Couture.

### Innovation, Commitment, and Digital Tools

Through his brand Pietu Couture, Thierry offers fashion he calls "Glamour Chameleon": timelessly elegant pieces designed to sublimate women at every moment. Having had the opportunity to join La Caserne in Paris—Europe's largest sustainable fashion incubator—right from its opening, he places innovation and ethics at the core of his work. Within this ecosystem, he collaborates closely with the IFTH (French Institute of Textile and Clothing), which is also located at La Caserne. Resolutely forward-looking, Thierry masters cutting-edge digital tools and optimizes his creative process through 3D design using CLO 3D software. Sharing the values of the Fédération de la Mode Circulaire (Circular Fashion Federation), he exclusively uses noble materials sourced from the upcycling of deadstock from French luxury houses and favors feathers as an ethical alternative to fur.

### International Reach: The Miss World Horizon

From the red carpet at the Cannes Film Festival to the salons of the Palace of Monaco, Thierry's creations travel the world. Today, he dedicates his expertise to international elegance by creating an exclusive capsule collection for Grace Richardson for the Miss World pageant.

The masterpiece of this collaboration is the evening gown designed for Grace Richardson : a sumptuous blue creation. This sculptural work sublimes the contrast of materials by combining the structured nobility of openwork brocade with the absolute, vaporous delicacy of cotton gauze. This masterpiece is magnified by prestigious embroidery of pearls, paillettes, and sequins, a true work of craftsmanship requiring hundreds of hours of artisanal know-how. It perfectly illustrates the alliance between the prestige of French tradition, eco-responsibility, and a modern vision of beauty.