

A woman with long blonde hair is the central figure, wearing a strapless, floor-length wedding dress and a long, sheer veil. Both the dress and the veil are adorned with a delicate pattern of white daisies with yellow centers and green stems. She is standing outdoors in a lush garden with green hedges and trees in the background. The lighting is soft and natural, suggesting an overcast day. The overall mood is romantic and elegant.

FALL 2026
*ONCE UPON
A GARDEN*

SAREH NOURI
NEW YORK



Once Upon A Garden....

The Once Upon a Garden collection blossoms from a place of dreamlike beauty and poetic storytelling. Its heart lies in the Edelweiss editorial gown—a design layered with soft nude and green tulle drifting over delicate daisies—inspired by the beloved song “Edelweiss” from The Sound of Music. This season captures the innocence and wonder of nature, reimagined through couture craftsmanship.

Each gown in the collection feels like stepping into a secret garden where artistry and emotion intertwine. Layers of textured fabrics create movement and depth, while three-dimensional florals appear to bloom in real time, giving each piece an ethereal presence. Delicately placed architectural bows add sculptural drama, grounding the collection with a modern edge that speaks to both femininity and strength.

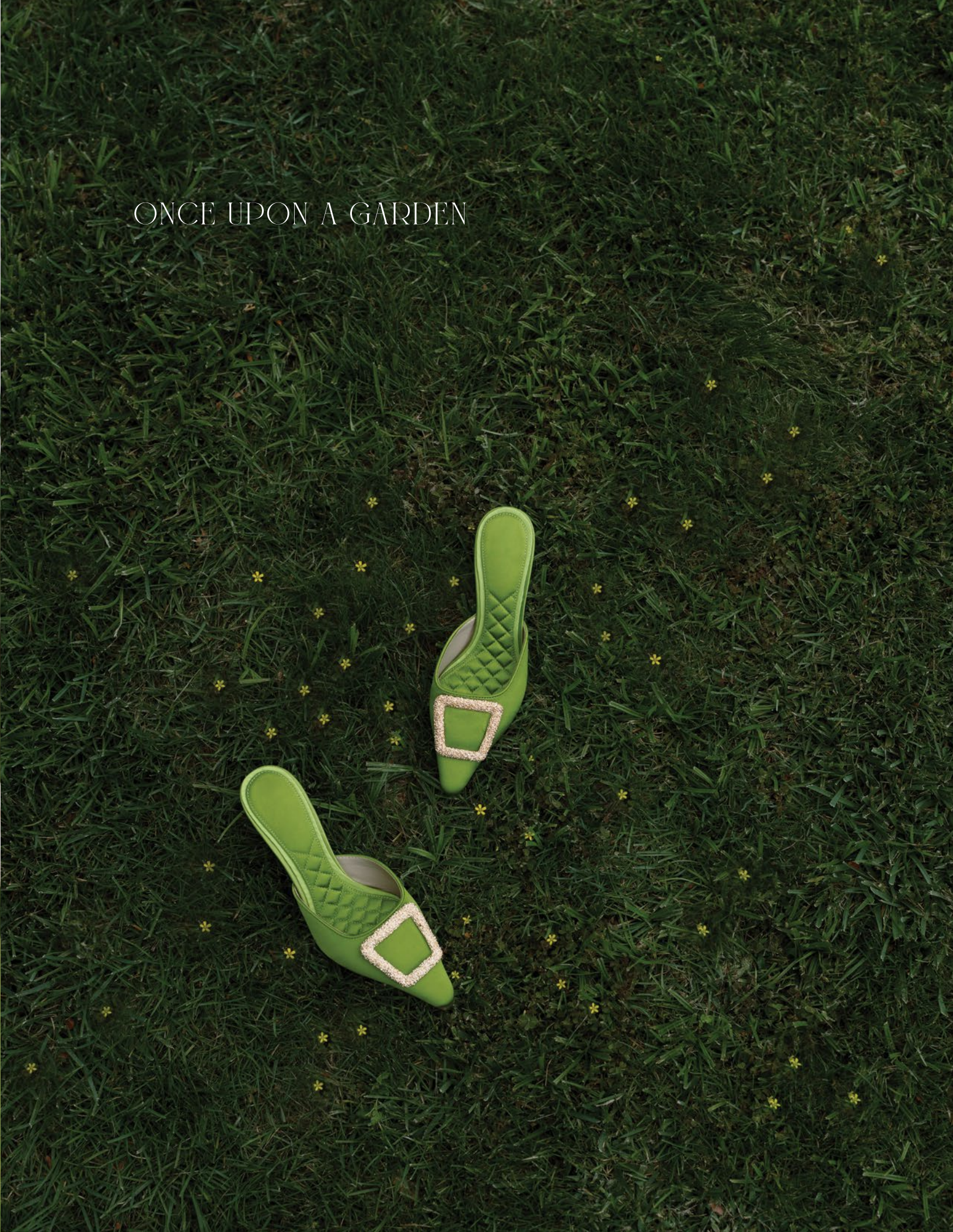
Much like the Edelweiss flower—symbolizing devotion and resilience—this collection celebrates the enduring spirit of love. Brides will discover gowns that honor tradition with classic silhouettes yet feel refreshingly new through unexpected textures, handwork, and details that reveal themselves at every glance.

With Once Upon a Garden, Sareh Nouri offers brides not only gowns, but an experience: a moment where nature’s quiet poetry meets the grandeur of a wedding day. It is a story of grace, beauty, and enchantment—woven into each stitch, waiting to be worn by a bride stepping into her own forever.





ONCE UPON A GARDEN



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EDELWEISS









BLUSHING IVY















ONCE UPON A GARDEN



