

DEBORAH ANN MACK SPOTLIGHTS THE WOMEN BEYOND THE BRIDE IN CUSTOM WEDDING FASHION

Ahead of the Harrah's Poolside Wedding Experience, DAM Fashion spotlights personalized fashion for the bride and the women who share her celebration.

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“

Every woman has her own style and story. Custom fashion allows us to celebrate her individuality while creating a beautiful connection to the wedding and the people she loves”

Deborah Ann Mack

As couples seek more personalized elements for their weddings, designer Deborah Ann Mack is highlighting an often-overlooked part of the [wedding](#) fashion experience: the individual style of the women surrounding the bride.

Through DAM Fashion, Deborah creates [custom](#) garments designed around the individual woman—her personal style, shape, preferences, and role in the occasion. Within a wedding, that approach can extend beyond the bride to mothers of the bride and groom, bridesmaids, flower girls, and other women who play meaningful roles in the

celebration.

“A wedding brings together women of different generations, personal styles, and body shapes, yet each one deserves to feel that what she is wearing reflects who she is,” said Deborah Ann Mack, founder and designer of DAM Fashion. “Custom fashion allows us to consider the individual woman while creating a beautiful connection to the overall vision of the wedding.”

The approach reflects a broader philosophy behind DAM Fashion: rather than beginning with a predetermined garment and asking a woman to adapt to it, the custom-design process begins with the woman herself.

For mothers of the bride and groom, that can mean creating a sophisticated garment that complements the formality and aesthetic of the wedding while reflecting personal style. For bridesmaids, custom design can offer an alternative to expecting women with different shapes and preferences to wear the same silhouette. For flower girls and other members of the wedding party, personalized details can help create a cohesive visual story while allowing each garment to suit the person wearing it.

The same philosophy applies to the bride. Whether creating a new custom wedding gown, reimagining a meaningful heirloom garment, or developing a versatile bridal look with multiple styling possibilities, DAM Fashion focuses on understanding the client's vision and translating it into a garment created specifically for her.

Deborah will bring this personalized approach to wedding fashion to the Poolside Wedding Experience, hosted by Plan It Expo on September 27, 2026, at Harrah's Resort Atlantic City.

The luxury wedding event will bring together couples, families, and wedding professionals to explore fashion, travel, entertainment, and bespoke services in an immersive poolside setting.

For Deborah, participating in the event provides an opportunity to speak directly with couples and families about looking beyond a single wedding-day garment and considering how personalized fashion can become part of the broader celebration.

"Luxury should feel personal," Deborah said. "My goal is to create fashion that recognizes the woman first—whether she is the bride, her mother, a bridesmaid, or another special woman sharing in the celebration."

DAM Fashion's custom-design services extend beyond bridal fashion to include luxury outerwear, dresses, evening and special occasion garments, and other pieces created around the individual client.

The Poolside Wedding Experience will take place September 27, 2026, at Harrah's Resort Atlantic City in Atlantic City, New Jersey.

About Deborah Ann Mack / DAM Fashion

Deborah Ann Mack is an award-recognized designer and entrepreneur based in West Chester, Pennsylvania, and the founder of DAM Fashion, a boutique specializing in custom garments, including wedding gowns, luxury outerwear, and special occasion designs.

Her work is recognized for its focus on craftsmanship, personalized design, and timeless style, serving clients nationally and internationally through both in-person and virtual consultations.

Deborah holds a master's degree in Corporate and Political Communication from Fairfield University.

Mack has received multiple recognitions for her work and leadership, including being named a Top 3 Women's Clothing Store in West Chester, Pennsylvania (19380) for 2026 by BusinessRate and being featured among the "Most Powerful Women Leaders to Watch in 2026" by All Around Worlds.

She is also featured in the leadership book Take Command: Find Your Inner Strength, Build Enduring Relationships, and Live the Life You Want, authored by Joe Hart and Michael A. Crom, published by Simon & Schuster.

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