

— BARCELONA —
BRIDAL
FASHION WEEK

From 19th to 23rd April 2023
www.barcelonabridalweek.com



Fact Sheet

Barcelona Bridal Fashion Week 2023

Dates

From 19th to 23rd April 2023

Number of editions

33

Frequency

Every year

Sphere

Professional

Place

Halls 1 and 2.
Fira Barcelona's Montjuïc venue
(Entrance Plaça d'Espanya)

Fashion shows schedule

19 April: 12:00h – 20:00h
20 - 21 April: 10:00h – 20:30h
22 April: 10:00 – 17:30h

Trade show schedule

21 - 22 April: 10:00h – 19:00h
23 April: 10:00 – 18:30h

Surface

30.000 m² gross (*catwalk, village, common areas and trade show*)
13.200 m² net (*stands*)

Brands (*trade show*)

Over 350 from 34 countries

Designers (*Fashion shows*)

34 from 15 countries

Dresses (*Catwalk*)

Over 850

Backstage (*Fashion shows*)

70 models
20 Hairdressers
20 Makeup artists

Attendees

18.600 (2022)



Activities

- **Catwalk BBFW23** (19-22 de abril). Hall 1. Montjuïc Venue. Bridal fashion shows of 34 national and international designers.
- **Barcelona Bridal Night:** Gala night of the *bridal* universe to live exclusively the fashion show of the Bridal collection by Elie Saab, designer invited to BBFW23. *By invitation.* 19/03/23. 21.00h. Maritime Museum of Barcelona.
- **Barcelona Bridal Fashion Awards:** Awards for excellence in various areas of the bridal fashion industry. *By invitation.* 22/03/23. 20.00. Hall 1. Montjuïc venue.
- **Showroom Area:** Hall 2. Montjuïc venue. Exclusive area of haute couture brands within the *trade show* (21-23 April). Elie Saab, Stephane Rolland, Zuhair Murad, Tony Ward, Jenny Packham and Inés di Santo.

Organised by

Fira de Barcelona

With the collaboration of

Departament d'Empresa i Treball. Generalitat de Catalunya

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On-line press registration [here](#)

Possibility of being registered in person during the days of the event at the main entrance to the hall 1 (Plaça d'Espanya) presenting the required documentation that certifies that you work or collaborate in a media.

Images (previous years) [here](#)

BBFW23 Press Room

Hall 1. Montjuïc venue. Open during the days of celebration from 9.30h.

It closes one hour after the end of the last fashion show of the day.

Sponsors backstage

Danessa Myricks Beauty – Kevin Murphy – AIRE Ancient Baths

BBFW23 Official Hotel

Kimpton Vividora Barcelona

Official Suppliers

Perelada – Rowenta – Ardell Professional – Prettify – Cavas Privat – Work your face

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BBFW rises global bridal fashion's creativity and business to its highest expression

- The catwalk (19-22 April) showcases the bridal collections of 34 designers and features **ELIE SAAB** as a special protagonist.
- More than 350 brands, 76% international, are taking part in the trade fair (21-23 April), which attracts buyers from 90 countries.

With a steady step, Barcelona declares itself the world's bridal fashion capital. A leadership that will be proven once again from 19 to 23 April during the Barcelona Bridal Fashion Week (BBFW), a benchmark event for the industry's major international brands, emerging talent and haute couture firms presenting their creations for the upcoming 2024 season. The catwalk, with the fashion shows of 34 designers and ELIE SAAB as protagonist, will anticipate the trends while the trade fair, with over 350 exhibiting brands, will boost business and commercial contacts with buyers and distributors from 90 countries.

Organised by Fira de Barcelona with the support of the Ministry of Business and Labour, BBFW encourages the sector to take a leap forward towards new markets and project creativity, innovation, and inclusivity to achieve a more sustainable and responsible fashion that meets the demands and tastes of new brides. Hence the slogan "Rise" with which it presents its catwalk this year, which will take place from 19 to 22 April, and its powerful trade fair, with 76% of international brands from 34 countries, open between 21 and 23 April in halls 1 and 2 of the Montjuïc venue.

The director of BBFW, Albasarí Caro, said: *"our event breathes fashion, creativity, business and internationality thanks to the support of the bridal universe at a global level and the presence of major haute couture brands. We are the leaders, and we help the industry in its growth and evolution, gathering the latest trends and creating the right atmosphere to boost sales as buyers from all over the world visit us"*.

Fashion shows

BBFW will kick off with the catwalk where 34 designers from 15 countries will be showing their new collections for 4 days. The new collections of national bridal leaders such as Jesús Peiró; Rosa Clarà; Atelier Pronovias; Nicole Milano; Isabel Sanchis; Sophie et Voilà; Yolancris; Marco & María; Ramón Sanjurjo; Ogadenia Couture, Pedro Palmas, Lucas Balboa, and Lorena Formoso will be showcased. On an international level, Cymbeline (France); Agnieszka Swiatly (Poland); Marylise & Rembo Styling and Carta Branca (Belgium); The Atelier Couture by Prof. Jimmy Choo (Malaysia); Julia Kontograni (Bulgaria); Demetrios and Carlo Pignatelli (Italy); Modeca (Netherlands), Joli Poli (Vietnam); Wona Concept & Eva Lendel (Ukraine); Madeline (USA), Madam Burcu (Turkey) or Ines di Santo (Canada) will take the stage.

There will also be the chance to meet emerging talents who are bursting into bridal fashion with groundbreaking proposals that embrace new styles. This is the case of Andrea Lalanza, Lorena Panea, Mireia Balaguer, Poesie Sposa, Camilla Elena, More and Studio Serravalle.

In general terms, the brands are proposing increasingly handcrafted and personalised pieces with rich fabrics, embroidery, beading and high-quality embellishments, and many designs are inspired by nature, with floral motifs setting the trend.

To achieve greater impact and reach worldwide, the BBFW fashion shows will be streamed live and will also serve as a source of inspiration for future brides who will be able to see the collections live or recorded.

ELIE SAAB, protagonist

ELIE SAAB, the Lebanese *haute couture* brand favoured by stars on the red carpet and by European and Middle Eastern royals, will premiere its world's first bridal collection exclusively in Barcelona. It will take place on April 19th during the Barcelona Bridal Night held at the Museu Marítim de Barcelona with national and international guests attending including professionals, designers, buyers, influencers, and media.

The Lebanese designer will present dresses of rich fabrics, delicate handmade lace, embroidery, and transparencies of intense tones, combined with designs of elegant sensuality that he creates in his ateliers in Paris, Beirut and London.

Commercial showcase

And from catwalk to business. The trade fair, which brings together more than 350 brands from 34 countries, will begin on 21 April. In addition to Spain -the world's second largest exporter of bridal fashion-, USA, France, Italy, Poland, and the Netherlands are the countries that bring the most exhibiting firms to BBFW. Some 30% of the brands are participating for the first time in the fair, drawn by the event's high level of attraction (70% of its visitors are international), and by its proven effectiveness in closing sales, as it is a global leader in the sector.

In addition, the presence of international haute couture brands that come to the show to present their bridal proposals to buyers and retailers has increased this year. BBFW has grouped them together in the Showroom space, which will feature ELIE SAAB, Stephane Rolland, Zuhair Murad, Tony Ward, Jenny Packham, and Inés di Santo.

Likewise, with the aim of boosting business opportunities for exhibiting brands, BBFW has directly invited strategic buyers and influencers from Italy, the United Kingdom, Germany, France, Holland, Portugal, the USA, China, Brazil, Japan, South Korea, Mexico, and Southeast Asia through various internationalisation programmes.

Bridal & Fashion Awards

This year BBFW is launching its own awards, the Barcelona Bridal & Fashion Awards, which will distinguish design, creativity, and excellence in the various areas of the bridal and ceremony fashion industry. A committee of experts will select the nominations and choose the winners who will receive their awards on the night of April 22nd during a gala held at the Montjuïc venue and hosted by model Judit Mascó. In addition to the best wedding dress; the best bridal, groom, party, and ceremony collections; and the best image campaign of the year, there will also be awards to the best emerging talent and the best career in the bridal industry.

Social value and sustainability

BBFW also takes a step forward in its commitment to create social value in the community and generate a positive impact on the environment. That is why this year it is collaborating with the Fundació Ared, which works with people at risk of social exclusion, and whose tailoring workshop has designed and manufactured the staff T-shirts and tote bags that will be given out as an exclusive welcome pack to buyers, influencers, and other guests.

Likewise, to reduce the environmental footprint of the event, the event will use recycled carpeting, and reuse materials and furniture from the catwalk and common areas or return them to the vendor to provide a second life for them; it will reduce single-use plastic in the catering areas; reduce the consumption of printed paper; the merchandising will be made of sustainable textiles; and to avoid food waste it will donate surplus food and drink to the NGO "Nutrició sense fronteres", which will distribute them to social organisations.

Special collaborators

The excellence and exclusivity that BBFW breathes also comes from its sponsors. This is the case of the professional make-up brand Danessa Myricks Beauty, which increases its presence backstage as the official make-up of the catwalk, as well as the Australian firm with sustainable DNA for hair care, Kevin Murphy, which is once again the official hairdressing brand. For its part, the AIRE Ancient Bath experiential massage, ritual, and spa centres will be in charge of VIP MODELS, the space for the models to relax after the shows. Additionally, the Kimpton Vividora Barcelona, the luxury boutique hotel located in the Gothic quarter of the Catalan capital that will host the influencers and celebrities invited to this edition, will add a touch of distinction.

Barcelona, April 2023

34 designers to unveil their 2024 bridal collections at the BFW catwalk

- From 19 to 22 April, more than 850 bridal, wedding, groom and party dresses from top brands and emerging talents will take the stage.
- The haute couture house **ELIE SAAB** will present its first world exclusive bridal fashion show during the Barcelona Bridal Night.

Lights, music, and wow ... 34 bridal collections in motion. The Barcelona Bridal Fashion Week (BFW) catwalk will shine again under the spotlight, becoming the great international showcase for trends, design, and creativity in quality bridal fashion. over 850 dresses for bridal, groom, party and ceremony by renowned brands, new talents and haute couture firms will be showcased on the stage. The audience will include buyers, distributors, retailers, influencers, and international media, but also fashionists and brides-to-be from all over the world who will be able to follow the fashion shows via streaming.

On April 19th, **Jesús Peiró** will open the fashion shows in Hall 1 of the Fira Barcelona's Montjuïc venue with his 2024 bridal collection, inspired by the *haute couture* fashion exhibitions of Paris in the last century. It will be followed by the Basque brand **Sophie et Voilà** with its elegant and contemporary minimalist designs that are presented like rain, natural, vital, and clean, and which will share the catwalk with the Vietnamese firm **Joli Poli**, which debuts with its "Blossom'24" proposal with draping and 3D floral structures on mikado, fabric and tulle that create exquisite folds and textures.

Isabel Sanchís from Valencia will present a strong, seductive and powerful collection for many types of women, while **Yolancris** will arrive with "Attitude" with a free, daring and more relaxed anti-bride trend for women who want to highlight their silhouette. Then, the design team of Malaysian couture brand **The Atelier**, led by Jimmy Choo, will recreate the spirituality of nature in the romantic bridal collection "Thy Love".

BFW scoops

The finishing touch to the first day will be the Barcelona Bridal Night hosting the world exclusive of the first bridal collection by the Lebanese firm **ELIE SAAB**, special protagonist in this edition. Under the name "A sense of wonder", the prominent fashion house presents evanescent dresses that transcend the magnificence of the ephemeral. The collection with incredible textures and ethereal fabrics invokes a sense of awe through visions of a floating world inspired by the blooming kingdoms of Japanese Katsushika Hokusai.

On April 20th, Canada's **Ines di Santo** will make her BFW debut in the Mies Van der Rohe Pavilion with an exclusive show of her collection "Symphony No. 54 in full bloom", a springtime take on vibrant hand-painted floral details, dimensional beading, and fabric manipulation techniques.

Back at the Montjuïc venue, the Polish firm **Agnieszka Swiatly** will present a bold and very feminine collection, with increasingly handcrafted dresses and 3D floral ornaments. The Galician **Lorena Formoso** will debut "Opulence" with artisanal techniques, hand embroidery and exquisite fabrics that go beyond convention.

For their part, Ukrainian brands **Wona Concept & Eva Lendel** will take to the catwalk with creations brimming with art, glamour, beauty and joy. In turn, **Nicole Milano**, the Italian Pronovias brand, will dazzle with contemporary details, plunging lines and spectacular embroidered backs. At the following fashion show, the Belgians **Marylise & Rembo Styling**

and **Carta Branca** will shine with sustainable fabrics and dresses inspired by nature that comes to life.

In the afternoon of the second day, France's **Cymbeline** will present a unique collection of pure lines inspired by the Olympic flame of Paris 2024. After her, **Marco & Maria** will present their collection "The Language of the Invisible", full of white, soft, and powdery tones, contrasted with the outline of flower patterns in black and lighter motifs that include silver. **Rosa Clará** will close the day with a collection featuring sophisticated fabrics, handmade lace, and micro beading on designs of pure lines and versatile models that include crop tops, skirts and other combinable garments, feather boas and pearl necklaces, inspired by the golden 20s.

Men's bridal fashion

On the third day of the BFW catwalk, the men's bridal fashion collections of **Ramon Sanjurjo** and **Carlo Pignateli** will be presented. The former, with "Bohemian", flees from stereotypes and opts for double-breasted suits, wide lapels, and wide trousers in a vivid palette of colours. The latter, with "Journey into the sunset", proposes *haute couture* with lines that caress the body in a game of transparencies and elegance.

In between these shows, the Bulgarian brand **Julia Kontograni** will take the stage with a collection inspired by Naples with refined designs, precision stitching and pleats; and the Italian **Demetrios**, which combines modernity with timeless elements to create striking silhouettes with details in embroidery, beading and lace.

The most anticipated show of the third day will be **Atelier Pronovias Haute Couture's** "Seasons of Light" collection, inspired by a journey through the four seasons and the changes in nature. The Spanish brand delves into new fabrics and techniques and remains faithful to the white purity, flower of life, sensual transparencies, and warm light.

New talents

The third and fourth days will start with the fashion shows of emerging talents who are bursting into bridal fashion with ground-breaking proposals that embrace new styles. **Poesie Sposa** with "Persepolis" will present a collection rich in floral elements; **Andrea Lanza** with "Alicia" bets on fantasy garments with volumes in lantern sleeves or more relaxed and classic lines, with a predominance of blue tones in capes, overskirts, veils and other accessories. Meanwhile, the Italian **More** with "Legacy" will pay homage to femininity, with a predominance of the floral theme, using macramé, fine Chantilly lace, crossed necklines and silhouettes with large volumes. And the Italian designer **Camilla Elena Signore**. With "Helena" she brings a different vision to the bridal world with creations that intercept trends and respond to the needs of the new generations.

For its part, **Studio Serravalle** with "Aurora Borealis" will propose a collection immersed in dynamic patterns and bright lights. **Lorena Panea** will transport us to the origins of existence with "Genesis", a collection of fluid, dreamlike and romantic outfits, with elements linked to the symbolism of life, water, and nature. At the same time, **Mireia Balaguer's** collection will take us back to Ancient Greece and Rome in a luminous, pure, balanced, and romantic description of life.

Completing the fourth and final day of the catwalk will be the fashion shows of **Modeca** with three collections for lovers of quality embellishments and high-end details that show the elegance and sophistication of Dutch design; the proposals of **Madeline** with an elevated and modern approach to bridal fashion with a wide range of shapes, soft fabrics and details made with paint and the spectacularism of the Turkish firm **Madam Burcu** with princess or straight cut dresses with pleats decorated with embroidery.

Design from the Canary Islands

Three firms from the Canary Islands will be in charge of closing the BFW23 catwalk. **Ogadenia Couture** will be revisiting fashion patterns that made history between the 1920s and 1950s to adapt them to today's demands. With sensual designs and a commitment to ingenious openwork, the collection allows you to mix and match garments to create personalised outfits. **Pedro Palmas** will present his 'Neige' collection inspired by the snow with silk and polyester satins, mikados and crepes, giving wedding dresses a new and fresh air. Finally, **Lucas Balboa** will travel to "Delphos" with his *haute couture* proposals for brides and grooms that unite in an explosion of colour, art, culture, and tradition.

Barcelona, April 2023

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RISE FASHION!

Fashion Shows BFW 2023 Schedule

Wednesday, 19th April

12:00h	JESÚS PEIRÓ	Hall 1. Catwalk
13:30h	SOPHIE ET VOILÀ / JOLI POLI	Hall 1. Catwalk
15:00h	ISABEL SANCHIS	Hall 1. Catwalk
16:30h	YOLANCRIS	Hall 1. Catwalk
18:00h	THE ATELIER	Hall 1. Catwalk
21:00h	BARCELONA BRIDAL NIGHT – ELIE SAAB <i>(by invitation only)</i>	Maritime Museum of Barcelona

Thursday, 20th April

09:00h	INES DI SANTO BREAKFAST <i>(by invitation only)</i>	Mies Van der Rohe Pavilion
11:00h	AGNIESZKA SWIATLY / FORMOSO	Hall 1. Catwalk
12:00h	WONÁ CONCEPT & EVA LENDEL	Hall 1. Catwalk
13:30h	NICOLE MILANO	Hall 1. Catwalk
15:00h	MARYLISE, REMBO STYLING & CARTA BRANCA	Hall 1. Catwalk
16:30h	CYMBELINE	Hall 1. Catwalk
18:00h	MARCO & MARIA	Hall 1. Catwalk
20:30h	ROSA CLARÀ <i>(by invitation only)</i>	Hall 1. Catwalk

Friday, 21st April

10:00	New Talents: POESIE SPOSA / CAMILLA ELENA / ANDREA LALANZA / MORE	Hall 1. Catwalk
11:00	RAMÓN SANJURJO	Hall 1. Catwalk
13:00	JULIA KONGOGRUNI	Hall 1. Catwalk
15:00	DEMETRIOS	Hall 1. Catwalk
16:30	CARLO PIGNATELLI	Hall 1. Catwalk
21:30h	ATELIER PRONOVIAS <i>(by invitation only)</i>	Hall 1. Catwalk

Saturday, 22nd April

10:00	New Talents: MIREIA BALAGUER / STUDIO SERRAVALLE / LORENA PANEA	Hall 1. Catwalk
11:30	MADAM BURCU	Hall 1. Catwalk
13:00	MADELINE	Hall 1. Catwalk
15:00	GLOBAL BRIDAL HOUSE: MODECA, GBS HERVE PARIS, LIBELLE BRIDAL AND RANDY FENOLY BRIDAL	Hall 1. Catwalk
16:30	OGADENIA COUTURE / PEDRO PALMAS / LUCAS BALBOA	Hall 1. Catwalk

IMPORTANT: With the press / influencer accreditation you can access all the fashion shows scheduled at the BFW catwalk, except those of Atelier Pronovias, Rosa Clarà, Ines di Santo and Elie Saab (Barcelona Bridal Night).

From 19 to 23 April 2023
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The Lebanese prominent haute couture brand, protagonist of the event

ELIE SAAB, to present its first ever bridal catwalk at Barcelona Bridal Fashion Week

ELIE SAAB, one of fashion's most prominent couture brand, will present its first ever bridal catwalk during Barcelona Bridal Fashion Week (BBFW), the leading international event of the bridal industry. It will also be the first fashion show in Spain for the Lebanese designer, a favourite of royals such as Queen Rania of Jordan and Princess of Wales Kate Middleton, as well as big stars on the red carpet such as Halle Berry, Beyoncé, and Cara Delevigne.

ELIE SAAB will debut its spring-summer 2024 bridal collection at Barcelona Bridal Fashion Week on the evening of April 19th. The fashion show will take place during the Barcelona Bridal Night, an event specially designed for the occasion, which will be held at the Barcelona Maritime Museum and attended by buyers, designers, fashion industry professionals, influencers, celebrities, as well as domestic and international media who will all witness a memorable evening. ELIE SAAB will also participate in the BBFW trade fair (21-23 April) in the BBFW Showroom Area, which will bring together some haute couture brands presenting their bridal and evening wear proposals.

According to Elie Saab Jr, CEO of ELIE SAAB: *"Showing in Barcelona for the first time is a very momentous occasion for ELIE SAAB. Debuting Bridal, during Bridal Fashion Week in an exclusive runway show, is a true pleasure. We are thrilled to celebrate bridal while continuing to broaden the expressions of the ELIE SAAB woman."*

Albasari Caro, Director of BBFW, declares that *"it's an honour for us that ELIE SAAB has chosen our event and our city to present his bridal fashion collection. He's one of the great masters of haute couture, with the power to captivate the most refined women on the planet with his exquisite style and glamour. The brand's presence is a source of pride, as well as a major boost for our entire industry."*

Designer of royalty and Hollywood

Elie Saab is a star of world haute couture and one of the world's most influential designers. Born in Beirut in 1964, he founded his eponymous brand in 1982, at the age of 18. Closely linked to his roots, to the culture and history of Lebanon, his designs soon captivated a large part of the specialised press and, above all, Middle Eastern royals such as Queen Rania of Jordan, who chose one of his designs for her coronation ceremony to the throne of her country.

World fame came in 2002 in Hollywood, when the American actress Halle Berry wore one of his haute couture designs to receive the Oscar for best actress for her role in *Monster's Ball*. This episode definitively launched the Lebanese firm as a favourite for red carpet appearances, with its designs being chosen by celebrities from all over the world. Emma Watson, Rihanna, Beyoncé, Katy Perry, Queen Anne-Marie of Denmark, Duchess Maria Teresa of Luxembourg, and Princess Kate Middleton are some of the women who have chosen their dresses to shine at important events. Just over a month ago, model and actress Cara Delevigne wore a dazzling red haute couture dress by ELIE SAAB to the Academy Awards ceremony, which was considered one of the best looks of the gala.

The Lebanese designer loves light fabrics, delicate handmade lace and transparencies in intense tones, combined with designs of an elegant sensuality that he continues to create in his ateliers in Paris, Beirut and London.

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In 2003, Elie Saab joined the Fédération de la Haute Couture et de la Mode (formerly the Chambre Syndicale de la Haute Couture), founded in 1868 by designer Charles Worth, which remains the highest authority in Parisian and international fashion.

In recent years, ELIE SAAB has continued to build on the inherent savoir-faire and innate elegance for which it is renowned, expanding into the Ready-to-Wear, Bridal, Accessories, Eyewear & Fragrance categories. Along with the brand's venture into home & interiors, with the ELIE SAAB Maison line, ELIE SAAB joins the premiere league of the world's global luxury fashion & lifestyle brands.

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A selection committee and an international jury will decide the winners

Barcelona Bridal & Fashion Awards to recognise excellence in bridal industry

Design, creativity, and excellence in the various areas of the bridal and ceremony fashion industry deserve an award. BBFW is launching the first edition of the Barcelona Bridal & Fashion Awards, which will recognise the best wedding dress; the best bridal, groom, and evening dresses collections; and the best campaign image of the year. There will also be honorary awards for the best new talent and the Lifetime Achievement in the sector. The names of the winners will be announced on 22 April at a gala event at the Montjuïc venue.

This year BBFW is launching its own awards, the Barcelona Bridal & Fashion Awards, which have a panel of leading national and international experts and professionals linked to design, media, culture, and fashion to select the nominations and choose the winners in each category.

Albasarí Caro, BBFW Director, highlighted that “we want to reward creativity, art and innovation to give the greatest possible recognition and prominence to the excellent work done each day by both well-established designers and new talents. To do so, we’ll rely on the experience, sensitivity, and knowledge of leading figures from the world of fashion and culture. This combination of experts will bring international prestige to the Barcelona Bridal & Fashion Awards and reinforce our position of excellence in the industry”.

Great experts to choose the best

Thus, a group of leading specialists will select 50 candidates from among creators and firms in the bridal industry, of which 5 will be nominated in their respective categories, in addition to the honorary awards for lifetime achievement and brand revelation.

Fashion consultant **Charo Mora** will coordinate this selection committee, which will be made up of journalists **Leticia García** (SModa - Spain); **Triana Alonso** (Fashion Network - France); and **María José González** (Vogue Mexico); renowned fashion photographer **Manuel Outumuro**; and designer and professor at the Fashion Institute of Technology of New York, **Paula Varsalona**.

Subsequently, a top-level jury will choose the winner in each of the categories from among the nominated names. The award winners are: American influencer **Jen Campbell**, founder of Green Wedding Shoes; journalists **Giovanni Sparacio** (Elle Sposa - Italy) and **Haruhi Abe** (25ans & 25ans Wedding - Japan); the curator of the MoMu Fashion Museum Antwerp in Belgium, **Elisa De Wyngaert**; the prestigious Italian wedding planner, **Anna Frascisco**, and the director of BBFW, **Albasari Caro**.

The awards ceremony will be presented by the model **Judit Mascó**, president of the Fundació Ared with which BBFW collaborates and which employs people at risk of social exclusion. The winners will receive as a trophy an artisan creation by Cual Estudio (Valencia) in line with the show's mission to focus on art and local creations.

Barcelona, April 2023

Del 19 al 23 de abril de 2023
www.barcelonabridalweek.com

Agreement with Fundació Ared and actions to create a more sustainable event

Barcelona Bridal Fashion Week, socially and environmentally committed

Small actions generate big changes. Barcelona Bridal Fashion Week (BBFW) is making this motto its own by doing its bit to ensure that its celebration, from April 19 to 23, has a positive impact on the environment. True to its manifesto, Fira de Barcelona's leading international bridal fashion show is committed to creating social value and promoting sustainability, launching initiatives including a collaboration with Fundació Ared, which works with people at risk of social exclusion, and several measures aimed at reducing the event's environmental footprint.

Within the framework of this commitment features this year's agreement with the Fundació Ared, chaired by the model Judit Mascó, which has been training, employing and supporting women in vulnerable situations in their integration into the workplace for almost 30 years now. BBFW has commissioned the foundation's workshop the design and manufacture of the staff T-shirts, and the tote bags distributed as an exclusive welcome pack to buyers, influencers and other guests.

The director of BBFW, Albasari Caro, said: "This textile complement is one of the elements that makes the social responsibility of our event visible, relying on local suppliers such as Fundació Ared, whose activity has a very positive impact on the community, helping vulnerable people and boosting the local economy". "Our goal" –she adds– "is to weave alliances and complicities with companies and entities linked to the world of fashion and to promote, through our event, responsible production and consumption, the reduction of inequalities and care for the environment."

Along these lines, Judit Mascó stated: "at Fundació Ared we believe in new opportunities and the agreement with BBFW expands them, as it not only strengthens the work of our tailoring workshop specialising in the manufacture of quality, zero-mile textile products with social impact, but also allows us to make our work known to other companies and people who share our values and want to join us in improving the quality of life of the women we work with."

In this sense, Fundació Ared will be present at BBFW to publicise its mission linked to second chances, training, comprehensive support and job placement for women at risk of social exclusion. Likewise, this visibility will also reach the Barcelona Bridal Fashion Week Awards Gala through which excellence in different areas of bridal fashion is acknowledged, and which will be presented by Judit Mascó herself.

More sustainable event

Starting this edition, BBFW is also taking a step forward in sustainability by adding new social responsibility actions to its environmental dimension to mitigate its impact. That is why it will use recycled carpeting, reuse materials and furniture from the catwalk and common areas and return them to the supplier to provide a second life for them; it will reduce single-use plastic in the catering areas; reduce the consumption of printed paper by digitalising processes; produce merchandising with sustainable textiles; and avoid food waste by donating surpluses to the NGO "Nutrició sense fronteres", which will distribute them to social organisations across the Catalan capital.

At the same time, BBFW is also surrounded by sponsors aligned with sustainability, such as Perelada, the first European winery to receive LEED® Gold Certification in this field, and the cosmetics brand Kevin Murphy, known for its sustainable DNA. The event is also committed to the development of zero-mile

craftsmanship, as is the case of the Barcelona Bridal Fashion Week Awards designed and made by the Valencian firm Estudio Cual.

Lastly, in the field of awareness, BFW will host an exhibition of natural and ecofriendly fabrics by Istituto Europeo di Design - IED to present innovative solutions, designs, recycled and advanced or traditional materials to the bridal industry to promote more sustainable fashion.

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RISE BUSSINESS!

Fashion bridal industry in Spain

- The Spanish bridal fashion industry is the most important in Europe and the second largest exporter in the world after China.
- The bridal fashion sector in Spain is highly fragmented between large companies, SMEs and craft workshops. An estimated 730 companies operate, employing more than 13,400 people.
- Some 920,000 wedding dresses are manufactured in Spain every year, both for the domestic market and for export. About 80% of the production is sold abroad.
- Spain is the world's fourth largest producer of wedding dresses, behind only China (12.2 million units per year), Vietnam (2.5 million) and the United States (2.2 million). Spanish bridal production alone accounts for almost half of European production (1.9 million units).
- The overall turnover of Spanish bridal fashion companies is 1,350 million euros (bridal gowns, wedding dresses, wedding suits, party dresses, footwear and accessories). Wedding dresses alone have an annual turnover of 860 million euros, a niche that represents 12.9% of the Spanish textile sector as a whole. Exports total 670 million euros.
- Catalonia, with a 41% share of total Spanish turnover, is traditionally the Autonomous Community that leads bridal fashion sales abroad. In 2021, it exported 200.1 million euros, which accounted for 32.2% of total exports in this niche, according to Ministry of Business and Labour of the Government of Catalonia.
- Europe (France, Germany, Italy, Portugal, the UK and Poland), the Middle East (Saudi Arabia) and the USA are the main destinations for Spanish exports, which are also increasing their presence in Asian markets.
- Globally, the global bridal fashion market, estimated at \$61.1 billion in 2022, is expected to reach a size of \$83.5 billion by 2030, with a steady annual growth rate of 4% according to the consultancy Global Industry Analysts, Inc.
- The markets with the highest growth potential in the period 2022 - 2030 are the US, China, Japan, Canada and Germany, according to Global Industry Analysts.
- In the West, mainly Europe, the main trends in bridal fashion are generated worldwide.
- Societal changes are having a major impact on the bridal business. New generations of brides will demand expertise, personalisation and a constant relationship with the brand throughout the buying process.
- 148,588 weddings were celebrated in Spain in 2021, according to INE data.

Main source: BBFW's "Millennials and Generation Z Brides" study (2019)