

BARCELONA BRIDAL *week*



5-10 May, 2015
www.barcelonabridalweek.com

The event is celebrating its 25th anniversary and featuring the USA as guest country for the first time

Barcelona Bridal Week 2015 turns Barcelona into the world's bridal capital

Barcelona Bridal Week is celebrating its fourth decade in the front row of bridal fashion with an edition that's more international than ever, featuring the USA as guest country, 23 firms showing on the catwalk, over 230 brands in the trade fair area, 200 VIP buyers and a range of special celebratory events. The Catalan capital will be the international epicentre of the *bridal* market this week, capturing the attention of buyers, bridal firms, designers and media from all over the world.

Between 5 and 10 May, Hall 2 of the Gran Via Exhibition Centre will be celebrating the 25th edition of Barcelona Bridal Week (BBW), the international bridal fashion event which includes catwalk shows and an international trade fair directed exclusively at professional visitors.

Between 5 and 8 May, some 23 firms will be showing their Spring/Summer 2016 collections on the BBW catwalk, while from 8 to 10 May the *trade show* will showcase the offerings of 231 brands, half of them international, including articles for brides, grooms, occasion wear and accessories in bridal fashion. As well as trade visitors, more than 200 foreign buyers will be attending the show, invited directly by the organizers.

Internationalization, the key to success

The 25th edition of Barcelona Bridal Week will be the most international in its history, with the USA as guest country, bringing together US trends, *buyers* and *retailers* with all the leading brands in the national *bridal* sector. This initiative also includes the category of Special Guest Designer: Katharine Polk, the Californian founder and designer of contemporary ready-to-wear bridal fashion brand Houghton, who will be taking part in both the catwalk show and the trade fair with her latest collection and designs created exclusively for Barcelona Bridal Week. The USA's starring role will also be noticeable in the presence of firms, exhibitors, buyers, trade professionals, bloggers and journalists from North America.

The strategy established by the show is geared towards boosting the success of the bridal fashion sector, one of the most powerful in the Spanish economy, by promoting commercial interactions with foreign markets. The choice of the USA as guest country is the first of these promotional actions which in the longer term will focus on the Gulf States and Eastern European countries, followed by Japan, China and South Korea.

In this respect, the new president of Barcelona Bridal Week, Marta Raich, says: "It's really important to increase our internationalization to promote the show's brand and showcase to the whole world the innate characteristics of

231 exhibiting brands, 23 firms showing on the catwalk and over 200 international buyers

The show is celebrating its 25th anniversary with various city-based events

The USA is this year's guest country and Katharine Polk of Houghton Bride is the special guest designer

the 'Made in Spain' brand for bridal fashions, which combine creative and innovative design, the highest standard of craftsmanship and very competitive production costs and sales prices."

The show's director, Miquel Serrano, confirms that "at this year's show we're focusing on the United States because it is unquestionably a key strategic market for bridal fashions. But this is just our first step in making Barcelona Bridal Week a truly global event."

With 25 years of history behind it, Barcelona Bridal Week, organized by Fira de Barcelona, is the leading event of its kind in Spain and a European benchmark when it comes to *bridal* fashions. This year the show is marking its 25th anniversary with a series of activities such as a gala event at the Pedralbes Palace with over 300 guests including professionals, designers, and celebrities from the fashion world. The event will include a catwalk show of 25 wedding dresses from the last quarter-of-a-century designed by different firms. The bridal atmosphere will also extend to the city streets, with an exhibition of 26 giant photos by different photographers down the central boulevard of Passeig de Gràcia, amongst other initiatives.

Barcelona, May 2015

View images [here](#)

Press Office of Fira de Barcelona:

M^a Gloria Dilluvio - (+34) 93 233 21 72 - gdilluvio@firabarcelona.com

Press XXL Communication:

Eva Martín - (+34) 93 452 65 00 - eva@xxlcomunicacion.com

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Fact Sheet

Barcelona Bridal Week

Editing
25th

Dates
Gaudí Novias Catwalk Show: 5 – 8 May 2015
Noviaespaña International Trade Show: 5 – 8 May 2015

Times
8 and 9 May: 10.00 – 20.00
10 May: 10.00 – 19.00

Location
Hall 2 – Gran Via Exhibition Centre – Fira de Barcelona

Frequency
Annual

Type of event
Professional

Sectors
Bridal gowns
Groom attire
Occasion and ceremonial wear
Communion dresses
Accessories

No. of brands exhibiting at Noviaespaña
231

No. firms exhibiting on the Gaudí Novias Catwalk Show
23

Organized by
Fira de Barcelona

President
Marta Raich

Director

Miquel Serrano

Fira de Barcelona Press Contact

M^a Gloria Dilluvio

(00 34) 93 233 21 72

gdilluvio@firabarcelona.com

XXL Press Contact

Eva Martín

(00 34) 93 452 65 00

eva@xxlcomunicacion.com

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Katharine Polk from Houghton Bride is the show's first 'special guest designer.'

The Barcelona Bridal Week Catwalk Show will be showcasing the 2016 collections of 23 bridal fashion brands

Between 5 and 8 May, 23 firms will be showcasing their Spring/Summer 2016 collections. Most of the big *bridal* fashion brands are taking part, exhibiting more than 400 *outfits* which will be setting the trends and showcasing all the innovation and quality of 'Made in Spain' bridal fashions to the international market.

Rosa Clará will be the absolute star of the first evening of the catwalk shows. The designers featured on 6 May include Jesús Peiró; Miquel Suay; Sabrina Saree; YolanCris; Isabel Sanchis and Inmaculada García. On Thursday, shows will include the new bridal and occasion wear collections by Cymbeline; Isabel Zapardiez and Anna Torres; Cabotine by Gema Nicolás; Jordi Dalmau and Matilde Cano; M&M; Patricia Avedaño and Sonia Peña. Other names include Natalie Capell and Cristina Tamborero, with their ideas for a new project known as "Barcelona Couture by #MYLOOKROWENTA" which aims to give greater visibility to artisan ateliers with the capacity to produce not only garments for private customers but also small collections for other companies.

On the final day, presentations include creations by Carla Ruiz; Fuentecapala, specializing in men's fashions; our special guest, Houghton Bride by designer Katharine Polk, and finally US firm Justin Alexander. In the evening, Pronovias will put the finishing touch to the 2015 Catwalk Show.

Some of the main trends for the coming season include the 'tattoo-dress' – in other words, body-skimming dresses in gauze or silk with transparent lace inserts that adorn the bride's skin like a lacy tattoo. Traditional long sleeves are also back in fashion, as are semi-transparent jackets or blouses over ethereal outfits in classic lines. Another popular trend is short dresses or pants suits which are perfect for civil ceremonies.

Katharine Polk, special guest designer at the show

The presence of Katharine Polk as the first Guest Designer at Barcelona Bridal Week forms part of the show's internationalization strategy, and especially this year's focus on the USA. Inspired by the style of women with strong characters such as Katharine Houghton Hepburn, Patti Smith and Bianca Jagger, the designer launched Houghton in 2011 with simultaneous *ready-to-wear* and bridal fashion collections. Following her debut in February 2012 at the Lincoln Center during New York's Fashion Week, she received instant acclaim from the press and fashion experts alike, who hailed her 'easy chic' style and its feminine lines as a new star in the firmament of US fashion. Indeed, Women's Wear Daily (WWD) singled her out as the 'New Designer to Watch' and she was chosen by Style.com as 'The Next Big Thing' in 2014.

At Barcelona Bridal Week, Houghton Bride will be presenting its Spring/Summer 2016 collection as well as a capsule collection of six dresses designed exclusively for the Barcelona Bridal Week catwalk. The show will include around twenty-seven *outfits* inspired by the luminous aesthetic of a *gypsy bohemian* bride, created in silk linens, gauzes, lace and delicate embroidery.

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Gaudí Novias Catwalk Show 2015

Show venue: Hall 2, Gran Via Exhibition Centre, Barcelona (apart from Pronovias)

Tuesday 5 May 2015

18.00: Rosa Clará – Bridal - *By direct invitation from the designer

Wednesday 6 May 2015

10.30: Barcelona Couture by #MYLOOKROWENTA Cristina Tamborero; Natalie Capell – Bridal
12.00: Miquel Suay; Sabrina Saree – Bridal
13.30: Jesús Peiró – Bridal
16.00: YolanCris – Bridal
17.30: Isabel Sanchis – Occasion wear
19.00: Inmaculada García – Bridal

Thursday 7 May 2015

10.30: Cymbeline
12.00: Isabel Zapardiez – Bridal and occasion wear / Ana Torres – Occasion wear
13.30: Cabotine by Gema Nicolás – Occasion wear
16.00: Jordi Dalmau – Bridal / Matilde Cano – Occasion wear
17.30: M&M – Bridal and occasion wear
19.00: Patricia Avendaño – Bridal and occasion wear
20.30: Sonia Peña – Occasion wear

Friday, 8 May 2015

10.30: Carla Ruiz – Occasion wear
11.30: Fuentecapala – Groom attire
12.30: Houghton – Bridal
14.00: Justin Alexander – Bridal
20.30: Pronovias – Bridal - *By direct invitation from the designer. Venue: MNAC, Montjuïc

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Half of all the brands taking part come from 15 different countries

Barcelona Bridal Week, the meeting place for 231 brands and international buyers

More than 231 brands will be on exhibiting at the international trade show Barcelona Bridal Week, featuring over 20,000 examples of bridal wear, groom attire, occasion wear, communion outfits and the full range of accessories including veils, gloves, tiaras, shoes and evening bags that we'll be seeing in shop windows and then at weddings during spring and summer 2016. The trade-only event has established itself as the global showcase for *bridal* fashions, bringing together the leading companies from Spain and abroad and attended by thousands of buyers from all over the world, including 200 VIP buyers invited expressly by the show's organizers from the USA and Europe.

Noviaespaña resumes its role as the leading European trade show of its kind and will be showcasing the latest creations from 231 bridal fashion brands, half of which are from some 15 different countries including the USA, Germany, Belgium, France, Italy, Lebanon, Portugal, South Korea, the UK, Turkey, Romania, Greece, Hong Kong, Holland and Denmark, occupying some 30,000 sq. m of space in Hall 2 of Fira de Barcelona's Gran Via Exhibition Centre.

It is worth noting the high level of loyalty of exhibitors at Barcelona Bridal Week, 75% of whom return to the show every year, as well as the influx of new international firms taking part for the first time who will be located in a dedicated area called 'What's New'.

As well as the thousands of trade visitors expected at the event, it will also be welcoming around 200 major foreign buyers – almost four times as many compared to 2014 – invited directly by the organizers of Barcelona Bridal Week through its Special Guest Program, most of which are coming from the United States, Italy, the United Kingdom, Qatar and Germany.

According to the event's director, Miquel Serrano: "For the past 25 years, Barcelona Bridal Week has been the platform of reference for the bridal sector, one of the most dynamic in the Spanish economy and one that enjoys great prestige in the rest of Europe and, indeed, the world. The *VIP buyers* we've invited are key decision-makers for some major foreign *retailers* and distributors and are not only interested in Spanish products' innovative designs, artisanal craftsmanship and outstanding value for money, but are also keen to get to know in person the entrepreneurs and producers behind the success of the 'Made in Spain' brand."

Barcelona, May 2015

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Moderate growth in the number of weddings

Exports of ‘Made in Spain’ *bridal* fashions continue to rise

Spanish bridal fashions continue to triumph abroad: in 2014 exports grew by 22.4%, representing a nine percentage point increase over 2013. International sales are booming worldwide, where the ‘Made in Spain’ brand is a guarantee of high quality and great design.

According to data from the Information Centre for the Textile and Clothing Industry (CITYC), in 2014 Spanish exports of bridal dresses alone rose by 16.4% compared to the previous year, accounting for a turnover of more than 507.4 million euros. Of this amount, 250.2 million euros was generated by the Catalan market.

According to the report, the total exports for bridal-related fashions – including occasion wear, groom attire, wedding dresses and accessories – amounted to 876.9 million euros, an increase of 22.4% compared to the previous year. This figure represents a rise of nine percentage points compared to 2013, a year when exports increased by 13% compared to 2012. Women’s fashions and accessories accounted for 70% of all exports.

The Catalan market billed 385.9 million euros – 29.3% more than in 2013 – accounting for 44% of the total.

The number of weddings rose in the first half of 2014

According to the latest figures from the Spanish Institute of Statistics (INE), during the first half of the year a total of 69,252 weddings took place, 0.5% more than the same period in the previous year. More specifically, the number of weddings rose in 13 of Spain’s autonomous communities and in the autonomous city of Ceuta. The biggest growth was recorded in La Rioja (18.1%), Murcia (10.9%) and Ceuta (10.6%).

The total number of weddings in 2013 was 156,446. In absolute figures, the autonomous communities with the highest number of weddings were Andalusia with 26,442, Catalonia with 26,044 and Madrid with 24,512. The average marrying age has increased significantly in the last few decades and has now reached an average of 32.3 for Andalusians, 33.46 for Catalans and 34.11 for people in Madrid.

When it comes to the type of wedding ceremony, there is an evident increase in the number of civil ceremonies: of the 156,446 weddings held in 2013, 71% were civil ceremonies – 2.4% of which involved gay couples – and 26% were Catholic weddings. Finally, weddings officiated with rituals of other religions represented 3% of the total.

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Programme of activities

27 April – 4 May

Photography exhibition: 'Look at the Bride Side'

27 April – 4 May: Passeig de Gràcia, between Diputació and Consell de Cent

5 – 10 May: Gran Via Exhibition Centre, Fira de Barcelona

Organized by Barcelona Bridal Week

Wednesday 6 May 2015

Celebration of the events 25th anniversary

21.00 | Pedralbes Palace

Organized by Barcelona Bridal Week

Saturday, 9 May 2015

Noviaespaña 2015 International Trade Show - Opening

11.30 | Hall 2, Gran Via Exhibition Centre, Fira de Barcelona

Opened by: Minister of Enterprise and Employment of the Catalan Government, Felip Puig

Organized by Barcelona Bridal Week