



26 April – 1 May 2016
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21 firms on the runway and 260 at the trade fair make Barcelona the global capital of bridal fashion

Barcelona Bridal Fashion Week previews the new season of national and international bridal fashions

With catwalk shows by 21 national and international firms and some 260 brands at the trade show, more than half of them international, Barcelona Bridal Fashion Week (BBFW) has consolidated itself as the European hub of bridal fashion and one of the world's most important events in its sector. From 26 April to 1 May, Hall 8 of the Montjuïc Exhibition Centre will be bursting at the seams with prêt-à-couture and haute couture, with around 500 outfits on the catwalk and over 20,000 products in the trade fair, the perfect solution for anyone ready to pronounce 'I do' wearing a glamorous creation from the latest trends.

The 2016 edition of Barcelona Bridal Fashion Week kicks off with the catwalk shows of 21 Spanish and international labels between 26 and 29 April in Hall 8 of Fira de Barcelona's Montjuïc exhibition centre in Barcelona. This is followed, from 29 April to 1 May, by the *professional trade fair*, featuring the creations of over 260 brands, half of them international, from 17 countries, especially the United Kingdom, the United States and France, filling the entire exhibition space with their collections of wedding dresses, grooms' attire, ceremony dresses and accessories for the 2017 season.

Rosa Clará kicks off the catwalk show which for four days will host the shows of a total of 21 firms, presenting not only bridal gowns but also evening wear and ceremony dresses. Among the designers who are only showing wedding dresses this year is Pronovias, which is responsible for closing this year's catwalk show; Rosa Clará; Jesús Peiró; Cristina Tamborero; YolánCris; Inmaculada García; Marylise & Rembo Styling; Israeli designer Galia Lahav; US designer Justin Alexander; French firm Cymbeline and Ramón Sanjurjo, who is appearing at the show for the first time with his creations for grooms.

Isabel Zapardiez, Isabel Avendaño and the Canary Island firm M&M will be showing wedding dresses as well as evening and occasion wear, perfect for wedding guests or for any other event that calls for an especially stylish outfit. This is also the case of Indian-American designer Naeem Khan, whose catwalk show will showcase his latest bridal and evening wear collections as part of 'Barcelona Bridal Night', which brings together key players in the sector and the specialist media in Hall 8 of the Montjuïc Exhibition Centre. Meanwhile, Isabel Sanchís, Ana Torres, Matilde Cano, Carla Ruiz and Sonia Peña will be presenting their evening and occasion wear outfits on the catwalk.

According to Estermaria Laruccia, the director of Barcelona Bridal Fashion Week: 'It's a huge pleasure for us to be hosting such important firms from

The 21 firms taking part in the catwalk show will be presenting their collections for the Spring/Summer 2017 season

More international exhibitors and key buyers than ever

Naeem Khan is presenting a catwalk show as part of the 'Barcelona Bridal Night' event

the bridal universe, who will be presenting wedding and party dresses that are sometimes genuine works of art, the result of the artisan expertise and profound technical knowledge of these great designers’.

A huge range of products in the trade fair

The show is reaffirming its European leadership with the presentation of the latest products from 260 exhibitors, a 13% increase on the previous year. International participation has also grown: this year, foreign brands account for 58% of the total, some eight points higher than in 2015, from a total of 17 countries. These firms, along with the big Spanish brand names, will be showing their collections of bridal wear, ceremony dresses and accessories at the fair, adding up to a total of over 20,000 items.

In view of this huge offering, as well as the thousands of trade visitors expected, the event is looking forward to welcoming around 400 foreign buyers who were contacted directly by BBFW through its ‘Special Guest Program’ to attract international buyers with high purchasing power to the show. According to forecasts, this year the number of key buyers is expected to double compared to last year, with a particular emphasis on buyers from the USA, Germany, the UK, France and Italy, the aim being to consolidate the US and European markets.

According to the show’s president, Marta Raich: *‘Barcelona Bridal Fashion Week is a platform with global resonance and a unique occasion for both national and international producers to showcase their creations. It is also an outstanding promotional tool for the values that make up the DNA of ‘Made in Spain’ bridal fashions: quality, design, craftsmanship, hard work and a passion for fashion.’*

Barcelona Wedding Summit, the sector’s new forum for debate

The trade fair also includes a range of events being organised around the city in relation to the bridal fashion world. One of these is the ‘Barcelona Bridal Summit’, a series of seminars organised by the publishing house Wedding Media International and BBFW, which bring together business owners and trade professionals from the sector at Caixaforum on 25 April to discuss the main challenges and transformations in the bridal fashion industry in Spain and internationally.

The presentations will be kicked off by José Luis Nueno, a fashion industry expert and IESE professor with a PhD from Harvard, who will talk on the results of the survey entitled ‘Millennial Brides: Born in the 1980s, Getting Married Today’, commissioned by the show. The survey presents the latest economic data on the sector in Spain and worldwide as well as a forecast of how sales will progress in the next few years. It also includes an analysis of the most popular trends with ‘Millennial’ brides and grooms – i.e. those born between 1980 and 2000 – who are now both current and potential customers of the bridal fashion sector.

Other speakers include Luis Lara, senior advisor at KPMG, where he head up the fashion division; Manuel Ródenas, the manager for sales, marketing and international expansion at Raimon Bundó; Marta Raich, the president of BBFW and director of Novia d’Art; Pepe García and Lucía del Portillo from CuldeSac, and event organiser Toni Seguí, amongst others. The inaugural address of this first edition of the Barcelona Wedding Summit will be given by Joan Aregio, the Secretary of Business and Competitiveness at the Catalan Government, along with Rosa Oliva, the director of WMI, and Estermaria Laruccia, the director of BBFW.

Barcelona, April 2016

Images of the 2015 show available [here](#)

Video available [here](#)

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Fact Sheet

Barcelona Bridal Fashion Week

Edition
26th

Dates
Catwalk shows: From 26 to 29 April
Trade Fair: From 29 April to 1 May

Times
29 and 30 April: 10.00 to 20.00
1 May: 10:00 to 19:00

Location
Hall 8 – Montjuïc Exhibition Centre – Fira de Barcelona

Frequency
Annual

Type of event
Professional

Sectors
Wedding dress
Groom's suit
Occasion and ceremonial wear
Communion dresses
Accessories

Number of brands in the trade fair
260

Number of firms in the catwalk shows
21

Organised by
Fira de Barcelona

President
Marta Raich

Director

Estermaria Laruccia

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A survey has shown that brands need to be opening up new markets and adapting their offering to the *Millennial generation*

China, the USA and Spain become the world's bridal fashion powerhouses

The global bridal fashion market has concentrated in three main production areas: China and the USA, which account for the bulk of global production in absolute figures, while Spain is the second-biggest exporter after the Asian giant. According to a survey commissioned by Barcelona Bridal Fashion Week, the future challenges facing manufacturers and retailers in the sector are opening up new markets and adapting to the demands of the Millennial generation, which will be setting the trends in the bridal universe over the next few years.

These are the conclusions of the survey entitled 'Millennial Brides: Born in the 1980s, Getting Married Today', commissioned by Barcelona Bridal Fashion Week and conducted by IESE Business School professor José Luis Nuño, an expert in the fashion industry with a PhD from Harvard.

According to this report, China is the world's biggest producer of wedding dresses with 10.6 million units, of which 72% are intended for export. China is followed by Vietnam and the United States, which is the third biggest manufacturer of wedding dresses, producing some 1.8 million units.

Spain, with an annual turnover of around 1,300 million euros, of which exports account for 41%, creates 755,000 bridal gowns every year. This fact makes it the only Western country with a production surplus compared to domestic consumption, and for this reason it is the second biggest exporter in the world after China.

At present, Spanish products enjoy a particularly high rating abroad, where the 'Made in Spain' design and quality continues to garner great acclaim. The presence of Spanish brands around the world is concentrated mainly in Europe (77%), followed by Asian countries, the USA, Latin America and the Middle East. In their internationalisation processes, operators choose in 91% of cases to distribute their products through department stores.

With regard to domestic consumption, every market in the world has suffered as a result of the economic crisis apart from Latin America, China and the UAE. The crisis has led not only to a drop in the actual number of weddings – something particularly noticeable in European countries such as Spain, Italy and, to a lesser extent, France – but also to overall expenditure on the event itself.

The markets of the future

Demographic changes and new consumer habits point to the fact that by 2020 the countries with the biggest purchasing potential for bridal fashion products will be Latin America (Brazil, Mexico, Argentina, Peru, Colombia) followed by the USA and finally Saudi Arabia, Kuwait and the UAE.

According to the results of the survey, the forecasts for global sales of wedding dresses for 2020 are positive: Mexico and the USA are the countries with the greatest potential for growth, with rates of 3.6% and 3.5% respectively, as a result of the upsurge in the number of weddings and the average spend per wedding. The USA remains the largest market and the one with the best prospects among Western nations, with a growth rate of 2.6%; while in the Eurozone, Germany will head the market and the UK will

experience mild growth as a result of an increase in the average spend. In Spain, even though the number of weddings will drop due to demographic reasons, expenditure in 2020 will reach or even surpass the pre-recession levels of 2006, reaching 1,729 euros for the wedding dress.

Furthermore, if we make a demographic analysis by dividing the planet into zones, the first being the 'northern' zone made up of the 1,048 million inhabitants of Europe, North America, Australia and the Far East, and a second 'southern' zone comprising the other 6,229 million inhabitants, the difference is quite evident: today, for every person of marriageable age in the northern hemisphere, there are eight in the southern hemisphere, and by 2030 the ratio will be 1:9.

Not without my wedding dress!

Another piece of good news for the sector is the way expenditure on weddings has changed: while it is true that the number of weddings has dropped, especially in Mediterranean countries such as Spain, Italy and to a lesser extent France, it should be noted that the cutback on the average spend a wedding dress is less than that on other elements of the wedding event. This means that while brides from the Millennial generation are ruling out huge gatherings or other high-cost elements of the celebration, they are not willing to cut back when it comes to the way they look on the most important day of their lives, and in this respect the wedding dress is still an absolute priority. Between 2005 and 2007, mature Western markets reached a peak in terms of expenditure on weddings, but following the crisis, in the last few years, they have started showing a significant recovery.

Millennial brides are busy, demanding and connected

People born between 1980 and 2000 make up the Millennial generation that will comprise the biggest group of potential brides between 2016 and 2030. We know how many there are and where they live, but what are their qualitative traits? As professor José Luis Nueno underlines, *'the Millennial bride is the first digital bride and this is changing the way they buy wedding dresses, so potential points of interaction with future brides have multiplied.'* This means that the shopping trip no longer starts with a trawl of physical stores but rather the websites, apps and blogs of Google, Instagram and Pinterest.

Brands and retailers are having to adapt to this new situation by broadening their scope of action: for this reason, taking a *multi-channel approach* is imperative today. However, the European Millennial bride, and particularly the Mediterranean bride, only uses the internet for information purposes, because when it comes to the actual purchase, the offline in-store experience prevails and in this sense will become even stronger as the final and most important step in the process. However, these consumer habits are coexisting with other new trends: in the USA, for example, there is a move towards online sales of 'low cost' wedding dresses while in Japan the trend is to hire the full bridal *outfit*.

However, generally speaking the Millennials go for prêt-à-couture with customised adaptations to the original model created by the designer. Bespoke, exclusive dresses are increasingly highly rated by the brides of this generation who continue to appreciate design and quality wherever they are in the world. Brides are also much busier these days, so the figure of wedding planner, as a key influencer, is one of the trends of the future, along with buying more than one outfit for the ceremony, an upsurge in special sizes, and wedding tourism.



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Some 58% of the brands taking part are international

BBFW, the business hub for 260 brands and 400 *key international buyers*

Over 260 brands will be showcasing around 20,000 wedding dresses, grooms' attire, occasion and ceremony dresses, communion outfits and all kinds of accessories that we'll be seeing in the stores and at weddings next spring. Some 58% of exhibitors at the show, which is for trade visitors only, are from abroad, mainly the United Kingdom, United States and the Netherlands.

The show thus reaffirms its status as the world's showcase for bridal fashion, bringing together the offerings of the top national and international firms in the sector and thousands of buyers from all over the world. According to forecasts, there will be around 400 key buyers, contacted directly by the show, from 40 countries, especially Europe and the United States.

The show is cementing its European leadership and presenting the latest collections of 260 exhibitors, representing an increase of 13% compared to last year. International participation has also increased: this year, foreign brands account for 58% of the total, some eight percentage points higher than in 2015. Countries include the United Kingdom, United States, France, Turkey, Italy, Portugal, Belgium, Lebanon, Poland, Ukraine, Hong Kong, Germany, Greece, Norway, Denmark and Israel. In total, some 20,000 pieces will be on show from these collections of wedding dresses, accessories and ceremonial dresses.

It is also worth noting the high loyalty level of exhibitors at Barcelona Bridal Week, with 75% repeating the experience year after year thanks to the excellent results they obtain, as well as the welcome addition of new national and international firms who are exhibiting for the first time this year. The show sold out more than two months' ago when the last available stand space was taken.

Some 400 foreign buyers are also expected to attend the event, invited directly by BBFW through its Special Guest Program to attract key international buyers with the greatest purchasing power to the show. This year a particular emphasis has been put on buyers from the USA, Germany, the UK, France and Italy with the aim of consolidating the US and European markets.

Target countries, strategy and internationalisation

According to Estermaria Laruccia: 'For the past 26 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 *key buyers* we have invited are important decision-makers for major foreign *retail* chains and distributors interested in Spanish products thanks to their innovative designs, artisan manufacture and outstanding value for money, as well as the numerous international brands taking part in the show.'

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The show is set to be the global benchmark for bridal fashions

Naeem Khan and Galia Lahav will fill the BBFW catwalk with international glamour

True to its commitment to internationalisation, Barcelona Bridal Fashion Week is once again the global hub for such famous designers as Indian-American Naeem Khan and Israeli Galia Lahav. These brands are joining the major Spanish fashion firms exhibiting their creations for the forthcoming Spring/Summer 2017 season on the catwalk.

Naeem Khan is an Indian-American designer based in New York who dresses international high society women such as US First Lady Michelle Obama, Queen Noor of Jordan, Katy Perry, Beyoncé, Taylor Swift, Eva Longoria, Diane Kruger and Spanish celebrities Penélope Cruz, Isabel Preysler and Elsa Pataky, amongst many others.

Khan, who founded his firm in 2003, first launched his bridal range in 2013. In Barcelona he'll be showing his bridal collection for Spring 2016 along with a selection of evening and party wear from his haute couture Autumn/Winter 2016/17 collection.

Born in Mumbai and resident in New York, Naeem Khan comes from a family of fashion designers who used to create garments for Indian royalty. He moved at a very young age to the United States where he collaborated with designer Halston, the creator behind many of the *looks* of Jackie Kennedy, Elizabeth Taylor, Silvana Mangano and Liza Minnelli. In 2008 he was made a member of the prestigious Council of Fashion Designers of America (CFDA). Today, Naeem Khan's bridal collections are distributed through more than 100 points of sale across the world in luxury and high-end fashion stores such as Neiman Marcus, Bergdorf Goodman and Saks Fifth Avenue.

Another exciting addition to this year's edition is Galia Lahav, one of the most prestigious labels in the haute couture universe specializing in bridal dresses and occasion wear. Throughout the firm's 30-year history, Galia, the label's designer and creator, has dressed numerous *celebrities* such as Jennifer López, Australian model Dani Lawrence and singer Jana Kramer, helping them to shine at the altar or on the red carpets of the world.

The designer, originally from Russia and now settled in Tel Aviv (Israel), has many stores across the world. Her creations have an unmistakable style that combines the latest fashion trends with exceptionally luxurious detailing. She will be presenting her collection of bridal dresses known as 'N.2 of GALA by Galia Lahav' on the Barcelona catwalk, featuring an urban, romantic style. She will also be showing these new outfits and the 'N.1 of GALA by Galia Lahav' collection on her stand at the trade show.

BBFW continues to be committed not only to attracting designers but also buyers, journalists and distributors, especially from the USA and Europe. Estermaria Laruccia, the show's director, confirms that 'at present we are focusing on the USA and Western Europe to consolidate the show in these regions of particular interest to the bridal industry, which in turn attract other regions around the world, and later on we will be expanding our field of action. Our goal,' adds Laruccia, 'is to turn Barcelona into the international capital of bridal fashion.'



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Naeem Khan and Galia Lahav stand out among the international firms

The Barcelona Bridal Fashion Week catwalk showcases the 2017 collections of 21 firms

From 26 to 29 April, 21 bridal fashion firms will be showing off their Spring/Summer 2017 collections on the Barcelona Bridal Fashion Week catwalk. Big names from the haute couture segment such as Indian-American Naeem Khan and Israeli Galia Lahav are taking part for the first time, alongside prestigious *bridal* firms such as Pronovias, Rosa Clará, YolánCris and Jesús Peiró, who will be showing more than 500 outfits on the show's runway.

Rosa Clará kicks off the catwalk shows on the evening of 26 April. The following day it's the turn of Jesús Peiró; Cristina Tamborero; YolánCris; Isabel Sanchís and Inmaculada García. This day will be closed by Naeem Khan with a showing of his latest bridal and evening wear creations. Khan will also be one of the guest designers at the 'Barcelona Bridal Night' event after his catwalk show, which will be attended by trade professionals and the specialist media.

Thursday is the turn of the collections from Marylise & Rembo Styling, which is taking part for the first time; Isabel Zapparadiez and Ana Torres; and Israeli designer Galia Lahav, with her bridal collection entitled 'N.2 of GALA by Galia Lahav', in a romantic urban style. She will be followed by Jordi Dalmau and Matilde Cano; M&M; Patricia Avendaño and finally US designer Justin Alexander.

The final day is the turn of French designer Cymbeline and Ramón Sanjurjo, who is showing for the first time on the Barcelona runway to present his collection of grooms' attire. Carla Ruiz and Sonia Peña will be responsible for the final shows of the afternoon. That night, Pronovias will be the star turn, bringing the 2016 Barcelona Bridal Fashion Week catwalk shows to a close.

Modern brides featuring layered skirts and pantsuits

Some of the main trends for the upcoming season are purer lines, less sparkle and fewer embellishments. Sensuality is still a major factor thanks mainly to the use of lighter, floatier fabrics and more pared-down silhouettes.

For the bolder and more original bride, various firms are offering boho-chic dresses, short skirts and even pantsuits, as well as two-in-one models that combine a mini-dress with layered maxi skirts, bodies and jackets so the bride can easily change her look by just adding or removing a piece to suit a religious ceremony, cocktails or a party.

Another increasingly popular trend is to have not one but two wedding dresses – a classic one for the ceremony, especially if it's being held in a church, and another less formal one for the dancing afterwards.

Barcelona, April 2016



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Barcelona Bridal Fashion Week 2016 catwalk shows

Show venue: Hall 8, Montjuïc Exhibition Centre, Fira de Barcelona (except Pronovias)

Tuesday, 26 April 2016

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

Wednesday, 27 April 2016

12.00: Jesús Peiró – Bridal

13.30: Cristina Tamborero – Bridal

16.00: Yolán Cris – Bridal

17.30: Isabel Sanchis – Occasion wear

19.00: Inmaculada García – Bridal

21.30: Naeem Khan – Bridal and occasion wear – By direct invitation from the designer

Thursday, 28 April 2016

10.30: Marylise & Rembo Styling – Bridal

12.00: Isabel Zapardiez – Bridal and occasion wear / Ana Torres – Occasion wear

13.30: Galia Lahav – Bridal

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: Justin Alexander – Bridal

Friday, 29 April 2016

10.30: Cymbeline – Bridal

11.30: Ramón Sanjurjo – Groom's suit

13.45: Carla Ruiz – Occasion wear

16.00: Sonia Peña – Occasion wear

20.30: Pronovias – Bridal – By direct invitation from the designer