



25 – 30 April 2017
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With more firms than ever on the catwalk and in the trade fair, where 65% of the exhibitors are international

Barcelona Bridal Fashion Week is celebrating its most international-ever event

Barcelona Bridal Fashion Week will be the centre of attention for the world's bridal fashion market between 25 and 30 April, with the twenty-seventh edition of the event in Hall 2 of Fira de Barcelona's Gran Via exhibition centre. With catwalk shows by 25 leading firms, more than 300 brands, 65% of them international, over 800 key buyers from 70 countries and the presence of international fashion stars such as Ángel Sánchez and Galia Lahav, the show is set to host its most international-ever edition.

The BBFW catwalk will be the main scenario for the new designs of 25 leading national and international firms, which will be presenting their 2018 collections of wedding dresses and accessories, grooms' attire and ceremonial wear to influencers, buyers and the media from all over the world. Rosa Clará will open the fashion shows on 25 April, followed through to 28 April by Studio St Patrick, of the Pronovias Fashion Group, making its world debut at BBFW; Jesús Peiró; Cristina Tamborero; Sophie et Voilà Collection; YolánCris; Isabel Sanchís; Inmaculada García; Ángel Sánchez; Marylise & Rembo Styling; Isabel Zapardiez; Ana Torres; Raimon Bundó, celebrating the company's 50th anniversary; Jordi Dalmau and Matilde Cano; Marco & María; Cabotine by Gema Nicolás; Galia Lahav; Cymbeline; Ramón Sanjurjo; Carla Ruiz; Sonia Peña; and Morilee Madeline Gardner and Demetrios, two North American firms showing at BBFW for the first time. On the evening of Friday 28 April, Pronovias will bring this year's catwalk shows to a close.

International business at the trade fair

The trade fair will coincide with the catwalk when it opens on 28 April and run until 30 April. The trade fair this year will feature more than 300 brands, 78 of which are taking part for the first time. International brands represent 65% of the total, from 25 different countries, primarily the United Kingdom, USA, Italy and France. This is the biggest percentage and also the largest number of international firms in the show's 27-year history. In the last three years, BBFW has recorded a 13% increase in the number of firms, and this year the numbers are up by 15% compared to 2016.

Notable names taking part in the show, as well as those appearing on the catwalk, are the Italian designers Alessandra Rinaudo, Nicole Spose, Pat Maseda and Cleofe Finati; US firms Justin Alexander,

BBFW hits a record number of international brands

There will be 25 firms on the catwalk and over 300 brands at the trade fair

The number of exhibitors has jumped by 15% compared to 2016

Morilee, Demetrios, Allure, Maggie Sottero and Sachin & Babi; David Fielden, Charlie Brear and Ellis from the UK; Marylise, from Belgium; Leila Hafzi, from Norway; Reha Costa and Ersat Atelier, from Romania; and Greek firm Atelier Zolotas, amongst many more. Even Randy Fenoli, the famous US television presenter from the programme 'Say Yes to the Dress', will be exhibiting his own line of bridal dresses at the show.

Barcelona Bridal Fashion Week, organised by Fira de Barcelona, will also welcome more than 18,000 visitors and 800 key buyers – double the numbers of 2016 – who have been contacted directly by the organisers. These *key buyers* come from 70 countries, mainly the USA and Europe, joined this year by Latin America and Asia, especially Mexico and Japan. Buyers who have confirmed their attendance include Bergdorf Goodman, the legendary fashion store (and flagship of the chain of the same name) from New York's Fifth Avenue, founded in 1899; the iconic Neiman Marcus, with 19 establishments in the USA; Kleinfelds – the set of the *reality show* 'Say Yes To The Dress' – and Japanese retailers Hatuasko Ento and Matsuo International, two real magnets for Japanese brides looking for top quality Western-style dresses.

Barcelona Bridal Night

Among the major companies presenting their collections this year is Ángel Sánchez, the famous New York-based Venezuelan-born designer who is a favourite of celebrities like Beyoncé, Meryl Streep, Eva Longoria, Salma Hayek and Giselle Bündchen. Sánchez will be presenting his creations to the backdrop of Barcelona Bridal Night, the show's gala evening that takes place on Wednesday 26 April in Pedralbes Palace. There will be plenty more activities, such as the *soirée* offered by Rabat – the official jeweller for BBFW – at their premises at Paseo de Gracia in Barcelona, which will star the famous Israeli designer, Galia Lahav. Meanwhile, the main entrance of the Gran Via venue will be taken over by Hola magazine which, in collaboration with BBFW, will be setting up an exhibition of some of its most iconic front covers featuring portraits of celebrities over the last few decades on their wedding day.

'The atmosphere at BBFW 2017 will be more cosmopolitan than ever', says Ester Maria Laruccia, the show's director. *'The attendance of the leading Spanish and international firms put BBFW on the world's 'front row' of events in its sector, so the objective of this edition is none other than to continue our process of internationalisation to consolidate BBFW as the hub of the international bridal fashion business and turn Barcelona into the world's bridal capital, strengthening the international expansion strategies of the brands that take part in the show.'*

From the results of the study *'Millennial Brides, Born in the 1980s, Getting Married Today'*, commissioned by the show in 2016 to IESE Business School professor José Luis Nueno (an expert in the fashion industry with a PhD in Business Administration from Harvard), it transpires that the bridal sector in Spain posted a turnover of around 1,300 million euros, representing 12.9% of the textile sector as a whole. The sector has a network of 700 companies, provides employment for more than 6,000 people, produces 755,000 wedding dresses every year and is the only Western country whose production exceeds domestic demand. Indeed, Spain is the world's second exporter after China. In this respect, Catalonia accounts for 41.6% of the total. Thanks to the internationalisation strategy of the sector's biggest brands, exports account for 40% of the turnover in made-in-Spain wedding dresses. According to data for last year, provided by the Textile and Clothing Information Centre (CITYC), Spanish exports of bridal fashions (which include wedding dresses, grooms' attire, party wear, accessories, etc.) increased by 11% in 2016 compared to 2015. Meanwhile, the huge impact of the digital revolution on the retail channel is set to be one of the major challenges facing the sector.

Barcelona, April 2017

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Fact Sheet

Barcelona Bridal Fashion Week

Edition
27th

Dates
Catwalk shows: From 25 to 28 April
Trade Fair: From 28 to 30 April

Trade fair opening hours
28 and 29 April: 10.00 to 20.00
30 April: 10:00 to 19:00

Location
Hall 2 – Gran Via 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
308

Number of firms in the catwalk shows
25

Organised by
Fira de Barcelona

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His first show in Europe

Ángel Sánchez presents his latest collection, 'Rose Mist', at Barcelona Bridal Night

Venezuelan by birth and based in New York, Ángel Sánchez is one of the world's most outstanding designers of bridal fashion and party wear. The creator of looks for international celebrities such as Eva Longoria, Sandra Bullock and Meryl Streep, Sánchez is taking part in Barcelona Bridal Fashion Week this year and will be one of the stars of Barcelona Bridal Night, the show's gala with a catwalk show – his first in Europe – featuring the creations from this latest collection, 'Rose Mist', plus a selection of some of his favourite pieces from his previous bridal and ceremonial wear collections.

Ángel Sánchez (Trujillo, Venezuela, 1960) started designing at a very young age in the atelier of his dressmaker mother, in Valera, a town in the state of Trujillo, Venezuela. However, he soon opted for architecture, a discipline he studied and practised professionally until returning to his roots: fashion. He established his own firm as a designer and rapidly expanded in Latin America, captivating the most elegant women in the southern hemisphere.

He then expanded his business by opening an atelier in New York in the 1990s, since when his success has continued to flourish. A member of the Council of Fashion Designers of America (CFDA), he is today one of the most outstanding designers on the international scene and a firm favourite of celebrities such as Beyoncé, Meryl Streep, Eva Longoria, Salma Hayek, Giselle Bündchen, Elizabeth Hurley and singer Thalía, who wear his gowns on the red carpet or at their weddings, a case in point being US actress Sandra Bullock.

Sánchez's style reflects his passion for highly structured architectural forms as well as being both contemporary and feminine. His creations, which are recognised and admired worldwide, are distributed in the finest stores in America, Asia and Europe. At Barcelona Bridal Night, the show's gala evening which takes place in Pedralbes Palace on 26 April, Sánchez will be presenting his new collection, 'Rose Mist', which conveys cool in every detail, from the selection of the materials and veiled embroidery through to the range of colours in his palette, in which every shade of white shares centre stage with soft tones of blue and pink. He will also be showcasing some of the most iconic pieces from his previous collections 'Moonlight Romance' and 'White Garden'. This will give the audience a more comprehensive overview of his work as a designer of wedding dresses.

Sánchez says he feels 'really excited at the chance to bring my collections to one of the most internationally prestigious bridal events, BBFW, and so happy that it's in Barcelona, such a creative city and the capital of design and architecture, another of my passions. I've been here several times and it's an honour to be showing here for the first time in Europe on a catwalk in this city, which has unquestionably become a major point of reference in the international bridal fashion world.'

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Barcelona Bridal Fashion Week analyses the future trends defining the sector

Technology will be transforming bridal fashion boutiques in their adaptation to millennial brides

Bridal fashion boutiques have a major challenge ahead of them: adapting to the tastes and new search and shopping habits of young millennials. Barcelona Bridal Fashion Week, steered by IESE Business School professor José Luis Nueno, points to the main trends of the future, when new technologies will play a leading role.

'We often assume that bridal boutiques, the shopping experience, the services and products they offer and the whole purchasing process has remained unchanged over the years and will continue to do so, but this is not true. Bridal boutiques and the bridal sector are facing a unique opportunity to transform themselves with new technologies to adapt to the brides of the present and future and open up new business opportunities,' claims professor José Luis Nueno, an expert in the fashion industry with a doctorate from Harvard.

Indeed, the *'shopping journey'* of the millennial bride has already started changing. According to the study *Millennial Brides, Born in the 1980s, Getting Married Today*, prepared by Nueno for Barcelona Bridal Fashion Week, the process starts ten months before the planned wedding date, with most brides choosing an online search and an offline purchase. In 2015, the main source of information was already the internet, being used by 99% of future brides to find out about dress styles (65%), a specific designer (62%) or a particular boutique (36%).

But the next step, according to professor Nueno, is to break away from the classic bridal boutique and go much further in the search for somewhere to try out and choose a dress. He outlined four key trends that will change the current shopping model. The showroom is going to offer more than just dresses and extend its range of products to the entire bridal universe. The online channel will go from being a simple source of information to somewhere to preselect a model that will culminate in a physical establishment. Boutiques will be strengthened as an experiential platform as well as expanding their services and options. And finally, the different forms and channels of information and influence will multiply, both online and at the point of purchase, turning the whole process into a completely interactive and personalised event.

In this respect, professor Nueno notes that *'the future bridal boutique will include digital showrooms, interactive dressing rooms, tactile screens featuring the collection, virtual reality and many other services and products, becoming a place where technological possibilities will take the future bride's shopping experience much further than anything we could have imagined up to now.'*

Barcelona Bridal Fashion Week, along with professor José Luis Nueno, will be exploring these trends in greater depth as well as the possibilities that new technologies offer both the sector and consumers in a new study that will be presented at the 2018 edition of the event.

Barcelona, 20 April 2017



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Barcelona Bridal Fashion Week 2017 catwalk shows

Hall 2 at Fira de Barcelona's Gran Via Exhibition Centre (apart from Pronovias and Ángel Sánchez)

Tuesday, 25 April 2017

18.00: Rosa Clará – By direct invitation from the designer

Wednesday, 26 April 2017

10.00: Studio St. Patrick – Pronovias Fashion Group
12.00: Jesús Peiró
13.30: Cristina Tamborero / Sophie et Voilà Collection
16.00: YolanCris
17.30: Isabel Sanchís
19.00: Inmaculada García
21.00: Ángel Sánchez - Barcelona Bridal Night - Palau de Pedralbes

Thursday, 27 April 2017

10.30: Marylise & Rembo Styling
12.00: Isabel Zapardiez / Ana Torres
13.30: Raimon Bundó
15.30: Jordi Dalmau / Matilde Cano
17.00: Marco&María
18.30: Cabotine by Gema Nicolás
20.00: Galia Lahav

Friday, 28 April 2017

10.30: Cymbeline
11.30: Ramón Sanjurjo – Groom's suit
12.30: Morilee Madeline Gardner
14.00: Carla Ruiz
16.00: Sonia Peña
17.30: Demetrios
20.30: Pronovias - By direct invitation from the designer



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3D embroidered flowers embellish the most spring-like dresses

Romanticism, elegance and sensuality define the trends for 2018

Bridal dresses for the 2018 season combine the free-spiritedness, delicacy and sensuality of millennial brides, who are looking for the 'perfect' dress that is able to reflect their own personality while enhancing their femininity and beauty.

Multiple layers, mermaid and princess shapes, plunging backlines and exposed shoulders will be a feature of many of the wedding dresses for the Spring/Summer 2018 season. There will be no shortage of bead-embroidered tulle and gauzes alongside more structured gowns in soft and sophisticated lines produced in Mikado silk and organdie.

There will be a lot of pleated fabrics, interior corsets and body-hugging bodices, and 3D embroidered flowers, especially for brides getting married in summer. For winter weddings, long, wide sleeves come into play along with taffeta skirts, palazzo pants and capes.

Tulle, lace, gauze, muslin, silk and jacquard are all used in a plethora of different designs which guarantee both contemporary elegance and comfort. The colour palette ranges from pure white to ivory and even includes soft blues and pinks, with metallic and golden detailing.

The 25 designers appearing on this year's catwalk have found inspiration in a wide variety of sources: a trip to Japan, a silhouette from the 1940s or 1970s, or the colours of dawn, yet all of them share the same goal: to create flattering gowns that enhance the bride's natural elegance and always exude a sense of sensuality.

You can download the descriptions of the catwalk collections from the Press section of the website www.barcelonabridalweek.com – Dossier of 2018 trends

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