

— VALMONT —  
BARCELONA  
**BRIDAL**  
FASHION WEEK

DOSSIER DISEÑADORES

| 2020 collections |



**Fira Barcelona**

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## **BARCELONA BRIDAL NIGHT**

MARCHESA

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LORENA PANEA

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# DESIGNERS & BRANDS

— VALMONT —  
BARCELONA  
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# AIRE

BARCELONA

Aire Barcelona was born in 2004 as a breath of fresh air in the world of bridal fashion, endeavouring to offer exquisite designs and patterns for the most demanding of brides, but always at affordable prices. The firm consolidated itself within the market as a brand of bridal gowns and party dresses with modern, stylish designs. They offer on-trend, high quality products which stand out among contemporary styles.

## Collection 2020

The first catwalk collection from this firm offers a fresh, trendy look for the free-spirited bride who dreams of a dress personalised to her. Cotton lace edges and crochet enrich these highly romantic designs with an ethereal sensuality.

The bodies of these dresses are almost transparent due to their combination of different laces, adding even more sensuality to these profoundly sexy dresses. Strikingly voluminous skirts combined with smaller bodies create a look which is both daring and modern. The variety of sleeves used give a touch of the fantastical and are a bold choice which make this new collection really stand out from the crowd.

AIRE  
BARCELONA



# BEBA'S

Beba's has successfully positioned itself as one of the key bridal houses, both within and outside

Spain. They create jewelled dresses which break tradition and are worthy of the dreams of women who wish to step outside the norm. Belén Barbero, creative director and founder, is at the head of the firm. The company was born from her childhood fantasies, when she dreamed of creating an atelier of dresses in the style 1950's studios which her grandmother used to frequent. And so the seed was planted for this great project, which would not take shape until many years later when, after living in cities like New York, Mexico City and London, Belén decided to pursue her dream.

Finishing her fashion studies at the IED Italian fashion institute, and after working at Miguel Palacio's studio, Belén opened her own atelier in Madrid, presenting her collections at Madrid Fashion Week. Highlighted among her accomplishments is the international "Next Generation" prize, as well as being named a WGSN trending design house.

The brand's atelier has become what Belén always dreamed of: "Our atelier in Madrid is our little refuge, our corner of the world where we work every day on that which inspires and moves us".

Fifteen years later, thanks to a strong brand identity and an exceptional team, the firm is present in six countries and continues to grow both locally and internationally. This growth carries with it the goal that every bride who falls in love with a Beba's dress is a Beba's bride. With this idea in mind, in 2018, the Beba's Curve line was born, because when it comes to dreams, size doesn't matter.

## Collection 2020

*"I want to turn towards the light, face fate, explore my curiosity, open myself up, shatter preconceived ideas,  
exorcize fear from the world.  
Perhaps I have a choice? I've decided that I do!"*

-Raymond Depardon, Errance, Éditions du Seuil, 2000-

*The Unexpected* by its very name, is a tribute to that which we don't expect, an invitation to open oneself up to fate, to lose control and to allow the unexpected to occur. Described by Walter Benjamin as Like the wanderer, from the poetry of Charles Baudelaire, it wanders the streets of Paris without any particular destination or aim in mind, open to all the challenges and influences it encounters. Or like Dorothea Tanning's doors which lead to other doors: an eternity that invites you to "look beyond" into a space where the everyday and the extraordinary converge.

The designer assembles this collection around the idea of the unexpected.

The materials are derived from common places: the classic Japanese crepe joins the stroll, as do geometric voilettes which float along, almost unseen. There is chiffon with little sparkles of light along the border, cotton netting where a small flower grows at each intersection and flower gardens which come into full view when we least expect it.

White is overtaken by unexpected colours: The white slowly opens itself up to the unknown and, almost without realising, colour begins to sneak in, first in the form of little glints of golden light, which gradually give way to the first timid and translucent dusty pink. The mystery is subtly revealed and midnight blue, lavender and even yellow, along the detailed, hand-crafted borders, take control of the collection with a palette which is unexpected in the world of weddings. Sweet patterns hide powerful volumes of material: Flowing crepe silhouettes contrast with opulent, voluminous sleeves, successfully creating a pairing of delicacy and strength; the finishing touch. Material which flows gently to the feet makes it surprising to discover striking shoulders and structured, voluminous, floating sleeves made from semi-transparent tulle, which are delicate yet bold.



# CARLO PIGNATELLI

The world-famous designer Carlo Pignatelli is especially renowned for his men's formal attire.

50 years have passed since he began his career in the studios of well-known tailors, learning the art of couture. Tailoring is undoubtedly the keyword that best interprets and defines the Carlo Pignatelli brand identity. A distinguishing quality and the genuine plus of made in Italy mark the history of the brand since the creation of its very first men and women's collections for formalwear, until the contemporary stylistic evolution.

Applied also to other types of products - from accessories to shirts, from children clothing to the home collection - this value declines as the maximum attention to the quality, passionate care for detail, constant search of exclusivity.

The ongoing commitment to reinterpreting, reinventing and even revolutionizing the concept of formal wear plays a major role in the Carlo Pignatelli DNA, so as to adapt it to the fluency and dynamism of our time, with innovative interventions on stylistic content of the collections and the processes of garment construction.

Today, the fifteen Carlo Pignatelli collections, embrace both men's and women's worlds.

*"In each of my collections you will find a part of my formation, the art of haute couture, the careful search for quality and innovation, basic principles of this Made in Italy of ours".*

## Collection 2020

### *Ceremony*

The imagery of Carlo Pignatelli explores the interior design of the noble mansions, the noble royal palaces and s, the weekend mansions luxurious holiday homes. Stuccos, decorations, frescoes, painted and sculpted vaults are revived through in the processing of processes using fabrics and accessories, making them precious and unique.

It feels Atmosphere of like a “chamber of wonders”, with for decorations and fantasies leading that lead to a dimension suspended between fiction and reality. The “storia di un sogno”(story of a dream) continues transporting to transport the observer into a magical world where everything seems possible and originality defines the person people are defined by originality.

### *Couture*

In the Carlo Pignatelli Couture collection, the bride is naturally sophisticated, preferring dreamy whimsical creations declined draped in fine fabrics. The unique crafts workmanships, with an extraordinary visual effect which looks extraordinary, are able to interpret and personalize allows these wedding day pieces to transform into something personal, without losing any of their the refined elegance of the proposal for the wedding day. The clothes become true sartorial works of art that preserve the DNA origins of the maison while delicately renewing them but renew it with delicacy. Priority is the aAttention to detail is a prioritys, sometimes drawing inspiration stolen from the male wardrobe before revisiting the mand revisited.. Classicism becomes a statement to be investigated with The perfect and precise cuts that create definite lines are evocative of the classics.: Each garment is a small sculpture, light and ethereal to the touch, wheithre transparenciest elements and details enhanceing its their femininity. The mMaterials vary with each from item to item application: jacquard georgette, cloquet, fil coupè, opalescent organza and double satin, reinterpreted through plissé soleil, flat folds and sumptuous embroideries exquisite embroidery made with done using semiprecious stones, pearls and Swarovski crystals. The aesthetic codes rules of haute couture are celebrated with through exclusive and custom-made bridal dress, capable of combining which, thanks to the addition of a tailor, successfully combine the art of couture with individually customised customizable trendy styles contents thanks to the plus of the tailor made. E: each dress is unrepeatable one-of-a-kind, unique and , splendid .elegant.

### *Fiorinda Le Spose*

The Fiorinda Le Spose di Carlo Pignatelli collection was born under the sign of modernity, extremely fluid and modern from modernity and adaptability. C: classic tulle dresses alternate with contrasted with trouser suits with trousers, skirts, jumpsuits, short dresses, blouses and lace kimonos.; The details are hyper-feminine, they play with the playing with marabout inserts, the embroidered straps, the vintage bon ton edges and yet the transparent elements.; The sleeves know unpublished volumes come in various volumes,; puffed, gloved, with mantles.; materials punctuate the rhythmThe materials are surprising too, envers satin with an blur almost sablè blur, georgette, rebrodè lace, full pailletted, macramé edges, nappa fringes, and embroidered inlays. The effect is young, sometimes androgynous, when it recalls reminiscent of men's suits and vests markedly masculine vests, and refers to bringing a fresh sensuality to the table.



# Carla Ruiz

Carla Ruiz was born fourteen years ago at the hand of Rocío Ruiz, who at just 36 years of age has already presented her creations on some of the most prestigious catwalks in Spain. She celebrates culture, elegance and feminine beauty in her attempt to fulfil an increasingly dynamic demand. She pays special attention to details when designing and creating her collections, whilst continuously working to adapt to new trends.

Carla Ruiz offers a beautiful balance of colours, fabrics and shapes to dress women who value and appreciate originality and refinement. The Spanish dressmaking firm currently has over 1500 clients, both nationally and internationally, and is included in the best fashion trade shows in the industry. Its first step onto the catwalk took place when its 2012 spring/summer collection appeared on the Gaudí Catwalk during Barcelona Bridal Week.

The innovative and creative spirit of this company's pieces allows Carla Ruiz to position itself as one of the leading brands in the fashion industry, dedicated to party, cocktail and celebration dresses.

*Carla Ruiz*

## Collection 2020

### *Birds of Paradise*

“Birds of Paradise” is the title of the new collection from designer Rocío Ruiz. A paradise filled with colour and fantasy in which the designer has found an inexhaustible source of inspiration.

Exotic birds in thousands of colours fly around freely, forming evanescent silhouettes in overlapping natural silk chiffon. Feathers with borders of paillettes contain evocative and discrete transparent elements, opposite more ornate details of draping lace and silk and bolder waists.

All of this evokes the majestic flight of the birds. A prelude of colours which begins with the subtlety of dusty pinks, turning into fuchsias, oranges and violets, until we reach the most intense greens, ending with a few unique prints which successfully carry us into paradise.

*Carla Ruiz*  
COLECCIÓN



# Cristina Tamborero

Cristina Tamborero is a breakout designer of wedding and party fashion.

This young entrepreneur has quickly established herself with a most solid proposal for the brides of today: women who demand a contemporary and romantic style for the most important day of their lives.

Her passion for fashion and concern for the smallest of details have inspired her to design her precious dresses, which she does with the thrill of making her dreams into reality with needle, thimble, and thread. The unbridled creativity that this young designer pours into her creations is projected in every piece of her work.

Her collection captures woman's femininity through the detail, purity, and quality of her couture. With their clean contours and deep romanticism, her simple designs envelop and beautify the woman, bringing out the best in her.

Cristina Tamborero's craftsmanship reflects her philosophy as a designer, giving great importance to finishing touches and placing emphasis on the smallest and most painstaking details to create dream dresses in the finest of fabrics with exquisite hand embroidery.

## Collection 2020

### *Five*

This designer's new and highly anticipated bridal collection revisits the firm's most iconic models, adapting them to current trends for future brides.

Jewelled embroidery, organdie, tulle and crepe give life to a few unique and delicate designs which highlight the female silhouette like never before.

Five Bridal Collection is the result of five years of dressing women who are looking for the most special details for their wedding dress.

The new 2019 party collection, Dress Me, is inspired by Parisian haute couture of the 20th century and the fashion icon of the time, Coco Chanel. The dresses in this collection stand out due to their daring colour palette and fabrics. Tones of blue, green and pink are emphasised in the velvets, crepes and silks which the designer has chosen to highlight the beauty of each design.

Adornments of feathers, jewels and embroidery showcase the effervescence and sophistication of this highly fascinating time, revisited by Cristina Tamborero for her new collection.



*Cristina Tamborero*



# CYMBELINE

PARIS

For more than 40 years, the story of love and passion crafted by our designers, pattern makers, toile makers, seamstresses, laces and fabrics... Cymbeline workshops are recognized for their exceptional expertise and a constantly renewed creativity. A French base does not prevent an international positioning, and a presence on worldwide catwalks. Cymbeline is unquestionably one of the leaders of the bridal industry in Europe with excellent images of unrivalled expertise.

Cymbeline is present in some of the largest bridal stores, exhibiting their new 2020 collection at all the international bridal shows including Paris, Barcelona, Milan and Düsseldorf. The highlight of the Barcelona Bridal Week is Cymbeline's catwalk Fashion show.

Symphony of experience and French elegance, delicate lace, rustling taffeta and trimmings, captivating and intoxicating silk that captures our emotions. The silk threads of bridal laces and embroidery threads for the evening gowns all came together for this new collection.

## Collection 2020

*"I met his gaze quite by accident and was immediately captivated by the deep blue of his eyes. Enthralled by Egyptian blue, I was definitively captivated by the intensity and depth of the blue used by Barcelona's master artist: Miró".*

The designer therefore made the decision to make blue a common theme in this collection.

Strokes of blue on delicate, white silk and lace add strong lines and highlight the charming silhouettes. Carefree Parisian brides will become bewitched by the hallucinating powers of Miró. The painter's studio guides this couturier's imagination, making this 2020 Bridal collection a unique and carefree contribution to fashion.

CYMBELINE  
PARIS



# DEMETRIOS

With a brand portfolio that includes wedding collections DEMETRIOS, PLATINUM, COSMOBELLA, OREASPOSA, DESTINATION ROMANCE, and METROPOLITAN, an evening line and special collaborations and projects, Demetrios James Elias is one of the bridal industries most prominent designers.

With 40 years experience in design and authorized Demetrios retailers present in more than 80 countries worldwide, the brand's main focus is designing high-quality and show-stopping gowns. The collections are a reflection of the diversity of Demetrios brides – their unique styles and personalities. These brides that have been dreaming of their wedding day since they were little have been and always will be the designer's greatest source of inspiration. All brides have that one thing in common: finding the dress. It is one of the most important days of their life and this will be reflected in their choice of gown. Demetrios is fully aware of the importance of this and strives every season to create the most beautiful, eclectic and breathtaking dresses.

# DEMETRIOS

## Collection 2020

### *Platinum*

Free-flowing exuberance, sensuous silhouettes and cosmic femininity embody this collection. Embracing refined glamour and a new level of extravagance, this line of enchanting designs incorporates dramatic and bold shapes with fanciful embellishments and detailing. A radiant elegance shines throughout the Modern Royale Collection.

DEMETRIOS



# ESTHER NORIEGA

The Esther Noriega firm is named after its own designer and was established based on the idea of a contemporary atelier. With fifteen years of experience under her belt, Esther Noriega creates hand-made, stylish, seasonal collections for women who are young and demanding, created using a blend of textures in various premium materials.

The designer has participated in five editions of the Mercedes Benz Fashion Week and this will be the second year in a row that she will appear at the Valmont Barcelona Bridal Fashion Week.

Through their participation in the last edition, the firm has achieved significant success within the Chinese market, producing results this year through an alliance with a local brand. This past January, coinciding with the China Wedding Expo trade show, the firm presented its 2020 bridal collection called SERENDIPITY by Esther Noriega to Asian buyers in Shanghai, with whom they established business relationships.



## Collection 2020

### *Magical*

The new line is inspired by the magic within the castles of the province of Valladolid, medieval fortresses which house thousands of secrets. Witnesses have spoken about the mysterious occurrences within and, despite the fact that they are now empty, uninhabited or in ruins, this latent magic still lingers.

“The physical and the ethereal, the castles and the ruins. These half-ruined surroundings which your mind recreates, even when you don’t even expect it.

Imagine, for a moment, that you are walking through the ruins of an ancient fortress, surrounded by vegetation and historic remains, the wind is blowing hard and you close your eyes. What do you see? An unusual energy seizes your body, and your mind drifts far away, creating stories, imagining events which happened on the earth where your feet now walk.

What these places hold almost inspires you to dream, to imagine, to recreate, enveloping you in their magic. An energy halfway between the mystical and the historical, which transports you to a time of great splendour, to the thousands of stories that happened there, and to the plethora of garments and clothing that the protagonists of these stories wore, giving them colour and glorifying them with textures.”



# Fely Campo

Fely Campo is a very personal firm with the creative work of the designer at its core. Their knowledge of pattern design and how to create volume using fabric brings a unique stamp to the brand. It is an individual line which possesses the characteristic spirit of its home, always focusing on women's figures and looking for shapes which best highlight their bodies.

The firm is currently sold at over 200 national and international sales points, with their Atelier and own shop in Salamanca and Oviedo, as well as permanent showrooms in Italy (Milan and Rome) and the United Kingdom (London).

A stylized, handwritten signature in black ink that reads "Fely Campo". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

## Collection 2020

### *Introspection*

Introspection is a creative journey inward which fuses passion with commitment and strength, to create a design inspired by a medley of materials, textures and colours. It looks deeply at the expertise involved in the profession, where patterns are of the utmost importance in imagining how it feels to touch the fabric, to see it moving on the body of a real, individual woman, celebrating her femininity which merges with the dress. The designer is striving for subtlety, sewing a line which is very personal and filled with nuances. It is elegance balanced with endless simplicity. This collection radiates magic and sums up the soul of its designer.

Fely Campo





# FLORA

Based in Haifa, a beautiful part of Israel. FLORA is synonymous with passion. The brand is founded with great emotion and sentiment.

We think and create with our hearts, and passion is a key word of our business. We love fashion, people and creating beautiful enhancing dresses for great women. We are working with devotion on our bridal collections for almost ten years and every year we are re-inventing our look in bridal.

FLORA is fresh, elegant, effortless and fashion based using thoughtfully sourced fabrics and laces for beauty and comfort which is very important in our design.

Our first thought will always be to make the women wearing our beautiful designs, feel like the most beautiful women who are ready to conquer whatever they want, with great passion.



## Collection 2020

### *Whispers*

The 2020 collection from the firm combines gentleness with daring, elegance with personal touches. All women have unique personalities and the right dress can strengthen this uniqueness. Flora presents a collection for all women who want to be daring, elegant, modern and a version of themselves.

The soft textures and new silhouettes will create Whispers, which the whole world wants to hear and see.





# inmaculada garcía

## BARCELONA

The professional journey of Inmaculada García (1973) has developed slowly in terms of personal growth and recognition, both nationally and internationally; this has been the key for this brand in positioning and identifying themselves as an innovative and distinctive firm within bridal fashion.

After several years of working freelance as a designer of hand-sewn pieces, Inmaculada García began working professionally in 2003, opening her first atelier in the Sants neighbourhood of Barcelona and creating her own collection of Bridal and Party dresses. In 2007, she moved the atelier to the northern part of Barcelona, moving within the bridal fashion circuit. She began manufacturing multi-brand dresses, whilst also providing her clients with a highly personalised service. In 2011, she presented her collection for the first time on the Gaudí runway, currently VBBFW, undertaking a new challenge by manufacturing her collection for multiple international brands.

The firm considerably increased their list of clients as a result of this new venture and, consequently, their volume of work. In fact, they doubled their workforce of pattern designers, dress makers, stylists, administrative staff and also created a quality control department. In 2018, they opened a new space in the most central part of Barcelona (Casp 52). It was larger in order to be able to house both the factory and shop, as well as deal with logistics involved in these.

Today, the company is still working towards strengthening the Inmaculada García firm, with 70 national and international multi-brand points of sale. It is undergoing a period of growth in all areas of the business as a result of the expansion plan to open franchises over the next 3 years.

The designer's main philosophy is to bring the studio's ideas to the world and to be a select firm within the industry which both designs and manufactures within Barcelona.

## Collection 2020

### *Cathedrals*

The designer's passion for beauty and harmony have led her to draw inspiration for her 2020 collection from cathedral architecture, specifically the brilliance and solemnity of the artistic creations that are stained glass windows.

Trend cycles throughout the history of fashion have shown us that styles come and go. Haute couture, however, always endures despite the trends, as the need to create exquisite, delicate and elegant designs returns in every era.

With this idea in mind, the designer pays homage to classic dressmaking, hand-making the fabrics, layers and patterns. She uses these to depict her spirit of being an "Atelier for the world", a designer who creates styles for different women, both the contemporary bride who wants to show who she is, therefore ordering a personalised dress, and the fresh, easygoing bride who seeks fluidity and spontaneity.

Natural fabrics are used in this collection, a common theme in the collections of Inmaculada García. She uses floral patterns, appliqués created in the same fabrics as the dresses and, as a novelty, she introduces taffeta in the bridal gowns, overlapping it for a 3D effect. Materials such as chantilly, plumetis tulle, flocked tulle, organza, gazar, paillettes, lace and feathers are used to create different levels of volume, encrusted with hand-made gemstones.

The designer is reclaiming the word "honour" in her designs, using special features such as sweetheart necklines, corsets, boned bodies, small gloves, sleeves, vertical lines and plunging necklines in the front and back; ample attention is always paid to the back of the dresses.

In this collection, the designer highlights the movements in the skirts, which are made voluminous from the inside of the dresses, without using too many transparent elements. She presents a mermaid dress with an overskirt and dresses which come in three different positions, comprised of pleats, taffeta and draping bodies.

Her two most remarkable lines are still the Romantic, the essence of the firm, with harmonious and balanced dresses, and the Gold, in which the designer presents a highly creative version of the firm's commitment and excellence.

As for the colour palette, she proposes a two-toned bride for the first time in her collections, using champagne tones in combination with clear textures and dusty pink.

inmaculada  
garcía

BARCELONA



# ISABEL SANCHIS

Isabel Sanchís was born in Valencia in 1956. As a young woman, she started creating various designs for her friends and soon opened a small studio where she designed and sewed tailor-made pieces.

In 1990, she presented her first collection and began working with shops near her home. Soon after, she successfully began expanding on a national scale and her pieces were being offered in more and more specialised boutique stores.

Currently, her brand is present in over 40 countries including Italy, France, Switzerland, the USA, Singapore, Panama and South Africa, among others.

Isabel Sanchis uses traditional techniques with a modern touch, creating highly feminine pieces for the contemporary woman.

The aim of Isabel Sanchis Couture has always been and will continue to be magnifying femininity whilst working with lovingly chosen, top quality materials, with exclusive finishes and detailed patterns. Artistic voluminous fabrics and the female silhouette are characteristic features of the firm.

Isabel Sanchis designs are sewn in her own studio which has over 40 employees. Their collections have an air of fantasy and are created and adapted for every type of woman, all the while maintaining elegance and sophistication. One of the brand's goals is to make people appreciate the value of well-made pieces.

The company's headquarters are in Benaguasil, Valencia, where the designs are developed, manufactured and delivered. Each design is personalised for the individual client and they offer a carefully monitored, finished and immediate service.

Excellence, exclusivity, harmony and femininity are unequivocal features of these exquisitely sewn and finished pieces.

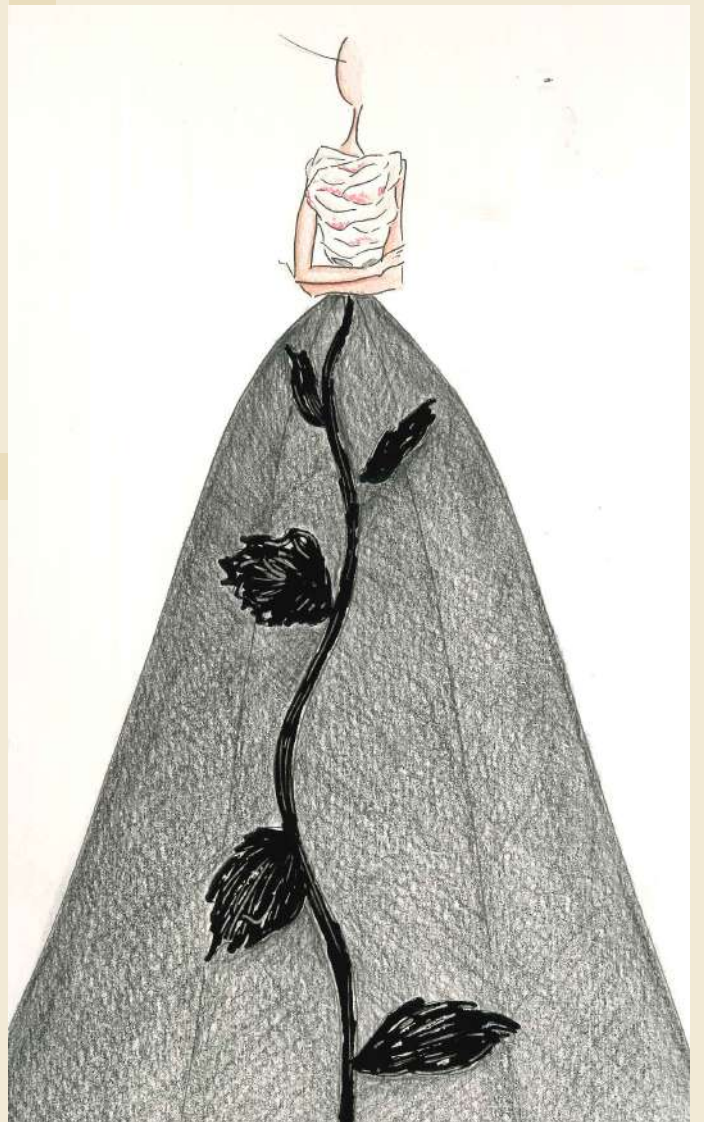
## Collection 2020

This firm can be characterised by its use of volume and the importance it places on the female form. For this 2020 collection, inspiration comes from Asian cultures; voluminous materials create bows and long dresses with detailed pattern designs; delicately hand-embroidered dragons combined with embossed red flowers transport us to another continent.

Solid colours like yellow, pink, red and blue are played with, representing a strong and modern woman. These colours remind us of the butterfly, a symbol of freedom and the constant transformation and change of the 21st century.

This results in dresses which are closer to haute couture than off-the-rack, endeavouring to show us and make us feel the importance of well-made pieces.

ISABEL SANCHIS



# ISABEL ZAPARDIEZ

## HAUTE COUTURE

Isabel Zapardiez is a brand entrenched in Haute Couture, synonymous with exclusive design and hand-made, custom-fitted dresses. Their pieces are unique; each one is an original creation, down to the last detail, for the woman who is going to wear it.

Their designs are created using style techniques elaborated with the direct involvement of the designer. Among their distinguishing features are the use of a wide variety of fabrics and materials, the reinterpretation of classic Haute Couture patterns and innovation. Their signature look comes in the form of seasonal designs which stand out because of their elegance and modernity, along with a subtle infusion of traditional and trend-setting elements.

The firm is inspired by fusing difference, bringing contrasting worlds of style together. Their individuality has become a recognised, unique model to follow. Their eclectic style is a true reflection of the modern woman in all her complexity. In their collections, both diversity and the individuality of each person are emphasised. Bridal, guest and ceremony designs are naturally mixed together, highlighting the idea that the character of each piece is defined by who is wearing it.

Their designs address the female image from a global perspective, attempting to bring a sense of the world of Couture to women's wardrobes and reinvent the cosmopolitan city woman. The firm's innovative focus evolves as the needs and vision of women in the world of design change. The fashion they are displaying on the runway rekindles hope for originality.

The brand carries out their work from their studios in San Sebastian and Pamplona, which are their main headquarters. Both studios are creative spaces where the processes of designing and sewing dresses are experienced simultaneously. The brand's presence is continuously growing across new national and international locations thanks to strategic collaborations.

Isabel Zapardiez designs are appearing at leading international events and runways, contributing their unique vision. They are part of a group of brands which, from season to season, are paving the way for new trends.

## Collection 2020

### ***BRAVE!***

*Brava is a homage to women and bravery; it is a resounding applause, a cry of encouragement. Brava means taking life by the reins and riding to the edge of your limits. Being prepared to jump over obstacles, to fall and get back up again a thousand times. Brava is the freedom to gallop defiantly with your hair in the wind. It means enduring the cutting wind and also surrounding yourself with a light breeze. Putting up with downpours and then drying off in the relaxing sun...with the endless feeling that the horizon is yours. It means taking charge of the journey's destination, sometimes with a steady hand, other times shaking, but always holding onto the reins.*

The 2020 collection from Isabel Zapardiez is inspired by the world of the horse. Nobility is at the heart of this inspiration, providing the silhouette, and respect for the animal in its environment, completely free. There is also the primitive connection with humans who lived in early times.

With regards to aesthetics, the pieces traditionally unite the equestrian world with clothing from the time of horseback riding, adapting and integrating the designs with a breath of fresh air. This is where the bolero comes in, combined with asymmetric skirts, trousers and dresses.

Silhouettes are formed from bold shoulders and tight waists, widening towards the sleeves, causing a curved effect. The volumes of skirts and dresses are varied and changing. Sometimes, they start from the chest, like a deep sigh, losing the contours of the dress. To achieve the architectural shapes, the clothing is structured from the inside with a technique which reinforces the seams.

This collection truly showcases the great splendour of fabric variety, integrating a wide range of materials. From light natural silks and heavier fabrics, to technical fabrics which look like wool or hair. There is an abundance of embroidery and jewels.

The design continues by going deeper into new embroidery techniques. It is innovative in its designs which cross the borders of what is expected - in textures of tulle and satin - to successfully create a new type of unprecedented fabric. Fringes and patterns bring movement to the fabrics. The colour palette focuses on the natural tones of horses, such as whites, beige, browns and chocolates.

For novelty, the bridal look is completed by haute couture gloves with hand-sewn embroidery, flat boots which combine elegance and practicality and modern riding bags.



ISABEL ZAPARDIEZ

HAUTE COUTURE



# JESUS PEIRO

Founded in 1988, the firm is celebrating 30 years of being exclusively dedicated to the creation of bridal dresses for clients all over the world.

The brand creates its bridal dresses with the same determination as a fashion house. All phases of manufacture are carried out in the brand's studios in Viladecans (Barcelona), where a team of petites mains, dress makers and highly specialised pattern designers work under the creative management of designer Merche Segarra. The workshop maintains the traditional artisan processes of bridal gown creation, including hand-sewn details and tailor-made pieces for each order they receive. They also collaborate with external tailors, always within Spain and always highly qualified.

The firm's style is clean and polished. It can be identified by the lightness of its pieces, even those with large volumes of fabric.

The collections are targeted towards women who demand quality and details, and who know how to choose and wear a bridal gown that highlights their personality.

Sophisticated, romantic or showy, their pieces are all unique but always carry that little something that makes them personal.

To complement their collections, they also offer a collection of hand-made accessories, from overcoats to hair pieces.

The firm has their own shop in Barcelona (Provenza, 304), which is making its debut, and six franchises, as well as over 47 points of sale in multi-brand stores in Spain.

At a time when the Spanish bridal fashion industry is enjoying growing international prestige, the team is committed to making their brand even more exciting and to continuing expanding internationally.

## Collection 2020

### *CALA*

A journey to Paris, a photo by Brassäi, a revealing walk by the Museum of Orsay. Contemplate the biggest collection of impressionist paintings in the world and feel the misfortune of Stendhal. Be swept off your feet. Through femininity: life, intimacy, beauty. Through light: white images, gleaming sunlight. Stolen moments, like photos. Through details: Gestures and looks. Conversations, company, complicity. Through scenery: at the theatre, in the park, in the bedroom. In gardens. And after all of this, a flower becomes instilled in memory: the lily. From the lily, a white thread emerges, which Merche Segarra weaves to create the brides of 2020. A flower in the shape of a cup, one of the impressionists' favourite, is the inspiration for the firm's new collection.

Its organic profile, the impulsive undulations in its shapes. The mysterious introspection of its beauty. The elegance in its lines. Its delicate, yet firm, texture. Its unruly sobriety. It is all an expression of femininity. Subtle. Sometimes voluminous, other times slender. Always light.

The beauty of the lily influences Jesús Peiró's bridal collection and brings luminous whiteness to its pieces.

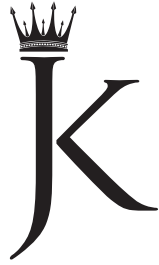
# JESUS PEIRO



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J U L I A   K O N T O G R U N I

*"Skill/Talent and hard work are never enough, vision is needed too."* -  
Julia Kontogruni

This is not just a quote, but also the mission, vision and religion of the Kontogruni family. Julia Kontogruni is an established, privately-owned fashion house with over 15 years of experience. Their reputation precedes them when it comes to designing and manufacturing exclusive bridal gowns. The company collaborates with partners all over the world. Julia Kontogruni has managed to extend the spirit of their house throughout Italy, England, China, Spain, Bulgaria, the Netherlands, Germany, Russia and the United States. Julia Kontogruni's bridal gowns have become a symbol of high fashion and their quality and craftsmanship are worthy of European standards. From boned corsets to highly detailed and exclusively developed pieces, Julia Kontogruni gives a personalised touch to each of her creations. The hand-sewn, lace appliqués and sophisticated beaded details give each gown an elegant and unique finish – they are not just dresses, but, in fact, real jewels. Using both precision and a lot of risk to remake the traditional bridal gown, Julia Kontogruni has succeeded in providing a new vision of what a wedding dress should be - stylish, exclusive and ahead of its time.



JULIA KONTOGRUNDI

## Collection 2020

The designer challenges the senses again with her new collection. Luxury embroidery and French lace used in unique design of the corset, combined with hand made flowers and decorative elements in one masterpiece gown to recreate the first day of Spring.

Julia Kontogrundi will take you back to the world of tales where every bride deserves to be a princess.



For over twenty years, Maggie Sottero Designs has honed its craft and technology to create designs that capture the imagination and inspire beauty among brides around the world.

Launching with our signature corset closure in 1997, we have continued to expand and innovate our selection of fit and construction features—known in the industry as “Maggie Magic.”

At the heart of our brand, the Maggie Sottero line caters to the graceful and romantic bride with a personalized vision for her wedding. The Sottero and Midgley line, launched in 2006 as a complement to our core brand, offers high-end gowns to the chic and statement-making bride.

With the 2016 debut of our budget-friendly line, Rebecca Ingram, we deliver captivating styles to brides at a greater variety of price points and aesthetics than ever before.

*The Lucienne Collection by Maggie Sottero* features elegant and romantic gowns with a fresh, contemporary aesthetic. We’ve created covetable styles in an array of colorways and fabrications, as well as a brand-new selection of “Curve” styles, offering additional coverage, support, and boning to flatter a bride’s natural figure.

## Collection 2020

This season collection was inspired by the an admiration of the modern woman. Women today are more confident and empowered than ever, and are truly embracing being feminine. The brand wants to celebrate the strength and beauty in femininity. These celebration is expressed through the soft, romantic layering—a beautiful combination of exquisite lace, luxurious fabrics, and delicate sparkle adorning which adorn stunning silhouettes.







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# MARCO & MARÍA



The designers Marco Marrero and María Díaz began their professional journey in 1990 when they established their design and dressmaking studio in Puerto de la Cruz, Tenerife.

In 1998, the firm became part of the Tenerife Fashion collective, an advertising platform for the fashion industry of Tenerife, enabling it to make its first launch onto national runways. Just one year later, they appeared in Cibeles and in 2000, they broke boundaries by presenting their bridal collection in Paris.

The brand has stood out from the beginning due to its unique style, vintage touches and theatrical approach in its collections, which have become the signature marks of the brand. The designs encompass two styles, Bridal and Party, which gain prominence thanks to their exclusively created and exquisite fabrics.

Far from the automated processes of mass production, the firm personalises each of their designs with hand-sewn finishing touches. They manufacture all of their pieces in Spain, without neglecting even the smallest detail.

Nowadays, their collections are available in specialised bridal stores in over 30 countries.

## Collection 2020

### *Memories of a Needle*

The source of inspiration for this collection goes back many years. Pieces from bespoke fashion designers of times gone by help us learn what our vocation was like back then.

These fashion designers, with their skilled, delicate hands, placed their pieces on their knees and carried out their work with loving care: fasteners, cover stitches, loose tacking stitches and cuffs.

The 2020 collection from Marco&Maria unites the admirable deed of making dresses by hand with a heart entrenched in the work of each piece, not without a hint of craftsmanship.

There is an exceedingly inspirational legend about hand-sewn dresses. Inside, you may find secret messages, love messages, messages filled with devotion, which may only be deciphered by the person who will see the final dress. These secrets can only be hidden inside hand-sewn dresses, concealed among their threads and fabrics, between stitches.

This fascinating legend has been the main leitmotiv of the firm's work in this latest collection.

Embroidery, frills, chiffon, tulle and bows come together in harmony in each piece. Gentle colour palettes are seen beneath shining jewels sewed onto the fabrics. A series of dresses made using evocative cuts come together to form a luxurious and nostalgic collection, reminiscent of dressmaking from former times. The dresses are highly sensual, sophisticated, with touches of lingerie and unexpectedly voluminous fabric. Suggestive and light bridal gowns with embroidered appliqués and inlays bring life to the main fabric.

Marco Marrero and María Díaz put their name to a collection which is highly elaborate but still preserves that magical air which is so characteristic of the firm.



# mari<sup>v</sup>asalas

María Salas is reinventing bridal fashion by casting stereotypes and rules aside to bring life to the figure of a woman who is ready to radiate her full beauty and strength on her wedding day.

Born in Seville and raised in Madrid, the designer began her professional journey in her mother's studio, over 20 years ago. She took her first steps in Collado Villalba, Madrid, where she currently leads the firm's main atelier which has over 35 exclusive points of sale across Spain and the rest of the world.

After a lifetime of dedication to brides, her creative curiosity and love for style fortify her designs with originality, romanticism and fineness, whilst seeking authenticity for each woman. Exclusive fabrics, feminine silhouettes and meticulously crafted details make her collection a dream come true.

## Collection 2020

### *Magic*

*"I will try to discover what magic means to me, because I think there is magic in everything around us"*

*"The secret garden" (1911), Frances Hodgson Burnett*

Inspired by the unexplainable things in life, María Salas scrupulously examines life's most well-hidden mysteries, using pure artistic expression to transform them into fabric.

This is how her latest collection, Magic, was born. Each design studies the female form down to the last detail, giving meaning and recognition to each curve, each gesture and each personality. These little details are then combined with a selection of the most exquisite appliqués, embroidery and fabrics; what a bride's dreams are made of.

In this way, each dress becomes filled with character and style, representing the woman who chooses it for her big day with distinguishing elegance; the details mark the differences in each piece. Adivina [Guessing], Alquimia [Alchemy], Abracadabra..., a total of 28 magical and exclusive pieces which make this collection a dream come true.



M A R Y L I S E

Rembo styling -

Marylise and Rembo Fashion Group is a Belgian family business that has specialized for decades in the design and production of high quality wedding dresses. Starting as a hat shop in 1926, and subsequently evolved into a wholesale bridal accessories company with its own small bridal collection, it then expanded to the company that we know today; a respectable family company and the driving force behind the two Belgian bridal brands Marylise and Rembo Styling. The company has both the knowhow and expertise in-house from design to production and sales. In 2018 there are 629 bridal boutiques in 20 different countries from Europe to America, Russia, Australia, China and Japan, with 29 stores in Belgium. The family business currently has 84 employees and recently the fourth generation of the family took the helm of the company.

Apart from the various creations that can be found at Marylise and Rembo Styling, all of the wedding dresses bear the mark of unique craftsmanship; they are individually produced in the traditional way, and with lots of love, by highly skilled seamstresses in Portugal. The Portuguese workshop is the heart and soul of MRFG and acts as a well-oiled machine. Because the fashion company has this expertise in their own hands, it's able to respond quickly to new demands from the market with both brands.

The mission of Marylise and Rembo Fashion Group is to inspire brides worldwide and to help to provide them with an unforgettable day. To achieve this there are a number of relevant building blocks needed in a company. For example, team spirit and creativity are essential, two of the six major values of the MRFG company. Werner De Vlieger, CEO of MRFG, continues:

*"The team spirit within the company is huge. Everyone always give the best of themselves at all levels of the company. Creatively we work with a group of designers. This pays off: with capsule collections of celebrated (guest) designers, each year MRFG shifts the creative boundaries of bridal fashion. Designers are in close contact with each other and there is a productive interaction. Combining the creative forces not only ensures that the group MRFG remains stronger, but also that the bridal brands have become more progressive. Currently the team spirit is stronger than ever and everyone gives 100% to achieve our"*



## Collection 2020

A pastiche of materials and styles. Boho chic is a popular style with brides and so, for their 2020 collection, Rembo Styling's design team has translated that look through an assortment of different materials and styles. Freedom is the message; the freedom to express yourself. The Rembo bride does not want to tie herself to rules, she wants to play with them and show who she is. The fabrics and borders are particularly interesting. The brand is constantly looking for novelties, things that are not easily found in bridal fashion. Rembo also pays attention to where materials come from; they want to create pieces which are as environmentally friendly as possible.

### *Studio Rembo*

For our 2020 collection, the brand is proposing a capsule collection called Studio Rembo. Studio Rembo represents originality and creativity. Studio Rembo designers are hoping to appeal to the bride who just wants to be a little bit more daring and for whom high quality is of paramount importance. The designers had the freedom to design a dozen dresses without any restrictions.

### *Marylise*

Sophisticated simplicity - customisation and striking details for the contemporary bride. Clean and simple. That is Marylise in a nutshell. A well-fitting dress that accentuates the female form and places importance on elegant necklines. The collection includes dresses with both voluminous skirts and fishtail skirts. Beautiful ball gowns are also coming back into fashion with the current trend of royal simplicity. This means refined customisation and attractive decorative elements such as self-drawn sides. Do not be fooled by the word "classic", because the simple lines and stylish details in these creations make them modern and fresh. The materials used for Marylise are more classical, embodying an air of nobility and sitting well on the body. A lot of lace has been used.

Some of the materials were made by the designers themselves to guarantee their exclusivity. The brand has also appealed to local suppliers in Portugal who embroider lace and ribbons for them.

MARYLISE

*Rembo styling -*



BUTCH D.

*Rembo styling -*



BUTCH D.

# MORILEE

## MADELINE GARDNER

Morilee has been a leading brand in bridal fashion and evening wear for over 60 years. Designed by the award-winning Madeline Gardner in New York, the collection is well known for its on-trend designs with amazing embellishments and a romantic, feminine flair.

Morilee's collection includes Morilee; its namesake collection of the most on-trend designs, Julietta; its popular plus size collection, Voyage; lighter fabrics designed to travel well for those jet setting away for their weddings, Blu; for the more budget conscious bride and AF their signature couture collection.

Known for exceptional customer service and high-quality production, Morilee customers are happy to know they are in safe hands when helping brides' dreams come true.

## Collection 2020

The collection by New York based designer Madeline Gardner is inspired by Desert Dreams.

In the words of the designer:

*"I'm excited for the launch of this new collection and can't wait for everyone to see it. I was inspired by wilderness landscapes; the amazing geometry of nature, flowers and smooth shapes of the sand dunes which are all reflected in the sleek silhouettes and lace detailing of the gowns. The collection is totally dreamy, featuring floaty satin and delicate sequined net skirts accompanied by jaw-dropping, highly decadent trains. Textured, dimensional beading will reflect in the light, as layers of tulle and organza reveal decadent depth and dimension. The silhouette of simple, structured shapes will capture the natural spirit of the bohemian bride. You can expect to see lots of nude net bodices and backs, as well as plunging and peekaboo necklines."*



# PRONOVIAS

## BARCELONA

The firm started as a family business over 50 years ago. The brand originated in 'The Swiss', a prestigious Barcelona store which specialises in high quality lace, embroidery and silk fabrics, founded by Alberto Palatchi Bienveniste in 1922. In 1964, the company presented a collection of off-the-rack wedding dresses for the first time in Spain; this is when the Pronovias firm was born.

The firm evolved in Spain throughout the 70s and 80s, establishing itself as the go-to distributor for bridal fashion, with large stores in the country's main cities. In the 80s and 90s, international growth accelerated through exportation, primarily in Europe, thanks to an increase in the distribution network for all of the company's brands. Since the year 2000, international growth has increased around the world, opening flagship stores in cities such as Milan, London, Paris, New York and Lisbon.

For over five decades, Alberto Palatchi Ribera has presided over and led the company and its growth, sharing his philosophy of quality and design which characterises their work. In July 2017, the BC Partners group became a shareholder, with the aim of continuing to drive growth on an international scale.

The brand is currently present in more than 105 countries, with 155 shops and more than 4000 points of sale. Their aim is to continue expanding and opening shops, both in the countries where they are already present and in new markets.

Recently, flagship stores have opened internationally in cities such as Paris, Mexico City, Rome, Brussels, Berlin and Shanghai. Nationally, the company has recently opened new concept boutiques in Madrid, Seville and Bilbao, among other cities.

Today, Pronovias Fashion Group is the world leader in bridal distribution with prominent presence across the five continents.

## Collection 2020

### *Cruise*

Hervé Moreau has created the Cruise collection from unique pieces of art, works of exceptional craftsmanship. The dresses show his passion for innovation through their shapes, fabrics and details, setting trends with a wide variety of different silhouettes.

The inspiration for the firm's High Couture collection comes from famous paintings which portray the night sky, the moon and the stars. Metallic styles are brought to life through gold, platinum and silver brocades, fringes, transparent elements and invisible seams, all of which emanate an aura of beauty and femininity.

Atelier Pronovias dresses can be fully personalised and are ready to turn the dreams of trend-setting, stylish brides into reality.



PRONOVIAS  
BARCELONA

*Atelier*  
**PRONOVIAS**  
BARCELONA



*Herve Jean*



# RAMON SANJURJO

Ramón Sanjurjo was born holding a needle and thread, with a love for traditional dressmaking. This firm's main priorities lie in the details, contemplating how to create the most perfect finishing touches and satisfy their clients' concerns: quality, style and design.

Behind the name, there is a group of people with ample experience and a common goal: offering excellence to clients. Season after season, they make magic possible: ready-to-wear fashion for special occasions for the urban man, who is demanding and who cares about his style.

The firm was established in 1992, under the name of Ramón Sanjurjo Design SL, when the company's namesake launched it into the market after years of experience in the industry. It started out in Coruña, Spain and this is where its central headquarters are located today.

The firm, which has been dedicated to men's fashion since the beginning, decided to make a change in style and quality in the year 2005. They started incorporating luxury materials and ground-breaking designs, still stylised, which would become the signature feature of the brand. From that moment, Ramón Sanjurjo became part of the luxury fashion industry in Spain, Europe and Asia, through multi-brand stores and highly select shopping centres.

## Collection 2020

### *La Revolution*

“French eternity” comes alive in this new wedding collection which recalls a momentous time in the history of France; a time when change was in the air. Inspiration comes in the form of new styles coexisting with the old, the avant-garde with the vintage. The dress coat, waistcoat and culottes from former times are transformed into modern day jackets, blazers and trousers.

This collection is bursting with energy and honours The Revolution, combining both the elegance of the bourgeoisie and the sophisticated airs of the nobility. In true Eugène Delacroix style, the pieces come in tones of green, blue and burgundy. The carmagnole is given a new lease of life and a new jacket is created, all the while maintaining the essence and sophistication of this firm.



# RANDY FENOLI

## B R I D A L

As the most trusted source in the Bridal Industry, it is Randy Fenoli's passion to "Educate, Elevate, and Empower" a bride to choose the most important dress in her life, and to realize her own personal beauty. Now with his own brand, Randy Fenoli Bridal, brides all over the world can experience his signature style and wear one of Randy's own personally designed dresses.

Driven by his fascination for design, and trained at the prestigious Fashion Institute of Technology, Randy brings an expertise and diverse background to the brand's aesthetic. Randy Fenoli Bridal is a reflection of Randy's philosophy that no matter what her size, age, or shape, every woman is beautiful.

## Collection 2020

### *Silver Springs*

The 2020 collection is a beautiful new series of gowns which takes true inspiration from brides around the world. Rich in gorgeous fabrics of luxurious crepe, sequin plaid tulle, and blush floral organza, the Silver Springs collection truly embraces a love for details. Exquisite embroidery and lace patterns are perfectly placed to complement the body, and sensuous sheer backs will have brides looking breath-taking, no matter what angle you see them from. In the newest designs from Randy Fenoli, each bride will be her own “Hello Beautiful”.



# ROSA CLARÁ

Rosa Clará burst into the industry of bridal fashion in 1995 with the opening of her first store in Barcelona. As a female fashion designer and businesswoman, she introduced ground-breaking trends for the first classic bridal dresses and connected with a new generation of women who were seeking greater individuality and style for their big day. Her innovative style and reliance on high quality materials and accessories, along with her collaborations with great Haute Couture designers such as Karl Lagerfeld, drove the national and international expansion of the firm. The firm has become a household name and is currently present in over 4000 points of sale in 80 countries.

## Collection 2020

The new Rosa Clará 2020 collection brings the ultimate sophistication in bridal fashion. Art Déco influence is reflected in linear laces combined with embroidered jewels for modern and glamorous designs. The minimalism turns into crepé dresses that perfectly clings to the body to enhance curves for a flawless silhouette. The seduction is encouraged by deep necklines and subtle transparencies in guipures and macramé details created to bring bride's femininity and a unique personality.



ROSA CLARÁ





# SEDOMIR

RODRIGUEZ DE LA SIERRA

This firm specialises in and focuses its efforts on ready-to-wear pieces for weddings and parties. In 2013, the designer Sedomir Rodríguez de la Sierra created his firm, named after himself, after having dedicated almost 10 years of his life to the world of design.

Following the creation of his brand and then joining the Tenerife Fashion Collective, he nurtured an unparalleled career which has gained him recognition both inside and outside the Canary Islands.

The firm seeks to be different, relying on exclusivity and the creation of hand-crafted pieces which use clean bases and carefully finished details. All of their products are currently designed and manufactured in Spain and they hold the certification and label of Spanish Fashion (Confederation of Spanish Fashion houses).

## Collection 2020

### *Daphne*

The mythical love story of Apollo and Daphne takes shape and form in the latest collection from this designer, comprised of astonishing jewelled dresses with floral motifs and hand-embroidered crystals.

This firm relies on hand-crafted finishing touches in a collection which embodies the soul of its designer. Contrasting fabrics are dominant in these Greek-inspired dresses which are both sophisticated and sensual. Smoothly finished appliqué details are prominent, whilst embroidered glass beads and crystals make the designs shine, resulting in pieces that are almost like jewels themselves. The silhouettes have highly defined waists, volume at the hips, tight-fitting bodies and spectacular necklines. The transparent elements are always sensual and daring, inevitably recalling an ancient time of nymphs and goddesses.

In the colour palette, the designer has only allowed black and midnight blue to be used for evening pieces. Pastel colours and translucent fabrics dominate in the rest of the collection, upon which crystals, flowers and tree branches are embroidered and tulle, chiffon and mikado silk are the main fabrics used. Endless plant motifs connect the pieces in this collection, as it attempts to tell the tragic Greek myth love story; when Daphne, the tree nymph, turned into a laurel to escape Apollo, whose love she detested.

An elegant and feminine collection which is also reminiscent of the golden Hollywood era, a time of strong, powerful women. This designer has always been inspired by independent women who are steadfast in how they want to dress and what they want to do, breaking social stereotypes along the way.



SEDOMIR  
RODRIGUEZ DE LA SIERRA



# S O N I A P E Ñ A

The firm was founded in 1986 and has a distinguished reputation as a Spanish party fashion design house. It is an industry leader in Europe and, with a presence in over 50 countries, offers its collections in Madrid, Barcelona, Paris, Milan and Dusseldorf. Loyalty to its identifying characteristics is important, but it also does not ignore the trends being set within the industry.

S O N I A P E Ñ A

## Collection 2020

### *Thirteen Moons*

An elegant, sensual, mysterious and enigmatic silhouette epitomises the timelessness of the pieces in this collection.

On the catwalk, transparent elements, lurex and sequins give us a hint of the futuristic. The mix of materials are both weightless and rich, with a fantastic balance in how textures are used and how fabrics are treated. Unexpected, overlapping pleats and beautiful silks give an element of fluidity and movement to these pieces. A spectrum of blues and fragmented jewels are like a starry sky, shining from charcoal grey to silver and from black to lunar white.

Metallic accessories, large planet-like earrings and Swarovski jewels compliment the looks. In short, this is a stellar collection.

# S O P H I E E T V O I L À

Brides don't want to be princesses anymore, they want to be themselves: strong, independent women with clear ideas and a love for personal fashion and style. This is the starting point for this firm's ideology. Femininity alongside simple designs and architectural, voluminous fabrics. Subtlety goes hand in hand with the strength of millennial brides.

The designs are characterised by their exquisite style and clean shapes, as well as their perfectly sewn and high quality fabrics.

These characteristics have led the brand's presence in 30 points of sale around the world. From Los Angeles to Tokyo, passing through Paris, the most influential stores in the industry are offering this firm's design among both their bridal and special occasion ranges.

After receiving the Elle International Bridal Award in 2018 for best new talent, the firm has grown and opened their flagship store in Madrid, where they house their full collection for both professionals and non-professionals, whilst still offering their traditional hand-sewn, tailor-made pieces.

## Collection 2020

### *Goal*

The sport of Basque pelota can be summed up by powerful hits and elegant movements in a white outfit. If Sophie et voilà is bringing anything to the gala, it's her origins, land and culture, which emanate from her. It is this timeless culture which, in one way or another, inspires her collections, because she carries it inside her and it is a fundamental part of what makes them what they are.

The new collection from Sophie et voilà is emphatic, powerful and noble, but at the same time feminine, subtle and delicate. Just like Basque pelota.

This Spanish sport is played with strength, sincerity and passion. The players' hands are the only instruments at play, striking the ball. And although the ball moves in an undulating, quick and precise manner, it is almost romantic, achieving nothing less than perfect balance.

Nobility: each player in the game is chivalrous and honest, just like the firm which is firmly rooted in loyalty to its lines and its philosophy. It is important to follow the rules and not to lose spirit.

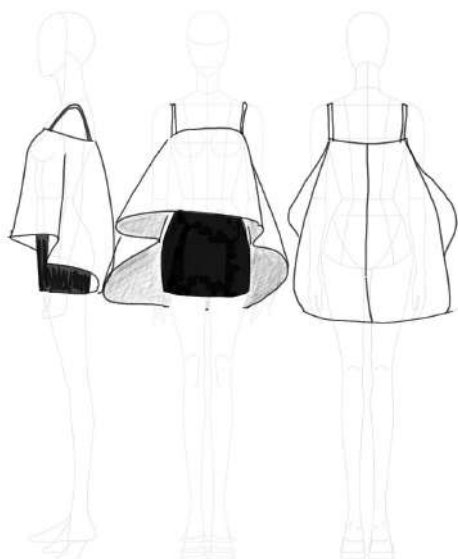
Power: When striking, the player's hand is strong and their body is still, an apt reflection of the conviction in the new collection's designs which has characterised the firm since its beginnings.

Subtlety: The ball, small in size and subtle and dramatic in its movements, represents the intrinsic femininity of our collection. This is key to both the game and the firm.

Enthusiastic fans wait inside two straight, cold walls. Then, the majesty of the game transforms this place into a sanctuary for culture. Simplicity has become spectacular. Players wrap their hands with bindings, an intimate act which involves preparation and concentration; they are making their body their own, in readiness for the game. Like a bride embarking on the most important day of her life, where she is the star.



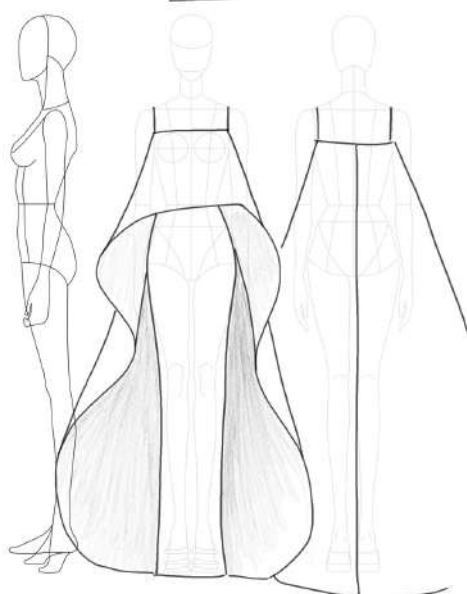
DINATTARCA



DALSAE



DETROIT



DAYA



# THE ATELIER

## Couture

In 2017 Professor Jimmy Choo OBE joined THE ATELIER as design director and creative director, and made its debut at Shanghai Fashion Week with the collection “The Atelier · The Stars” which won a good reputation.

Professor Jimmy Choo OBE is a famous designer in the world, that designed for the late British Princess Diana among the other famous women that loved his brand.

In 2015 this talented and ingenious international shoe master began to turn his attention to wedding dresses. In his view, a wedding dress is more than just a piece of clothing, actually it carries the dreams of every girl, the desire for love, and the expectation of their own wedding and future life. And this concept and idea fully coincides with the concept of the Haute Couture craftsmanship that THE ATELIER has always held. This is how the collaboration between Professor Jimmy Choo OBE and The Atelier started, creating a fusion of wedding culture around the world. THE ATELIER Studio, with its international vision and background, has always inspired the beautiful vision of an elegant bride, remembering the goddess of Athens, or the gorgeous French, romantic and traditional elegance, or the American avant-garde.

## Collection 2020

The Atelier is presenting its 2020 Spring/Summer collection by creative director, Professor Jimmy Choo OBE, taking inspiration from surrealist art as its main theme. The designer has chosen playful surrealist features and designed a series of dream-like fantasy wedding dresses.

Professor Choo uses three-dimensional cutting and embroidered beads to create texture and colour, like an artist creating a painting, as well as folds and many other magical and strange artistic effects. In this new series, he will simply be a link, creating overlapping, interlacing designs that combine colour and collide with one another.

The sacred white veil is adorned with gorgeous diamonds and fascinating designs which break all rules, just like the surrealist paintings of Salvador Dalí.

THE ATELIER  
Couture



THE ATELIER  
Couture

# YOLANCRIS

B A R C E L O N A

A luxury brand specialising in party dresses and bridal gowns, located in Barcelona. Founded in 2005 by sisters Yolanda and Cristina Pérez, their family legacy goes back to 1985 when their mother, a pioneer in dressmaking and the bridal industry, introduced her daughters to the world of sewing.

It was then that an idea was born: revolutionising bridal fashion and dressmaking. After 20 years in the business, and with a team of dressmakers and artists who have been with them since the start, the firm focuses on quality and attention to detail in local, hand-crafted products. And “hand-crafted” is more than just a throwaway phrase: it is their philosophy which they have held onto since opening their own studio and during their recent inauguration as a shop along the Avenida Diagonal 508, both in Barcelona.

## Collection 2020

The 2019 Identity collection explored fashion icons across the ages. Strong women who have felt free to dress how they want and whose style is an integrated, intrinsic part of who they are. Women like Luisa Casati and Grace Jones, Madonna and Elsa Schiaparelli.

The 2020 collection follows the path laid by Identity and explores and celebrates the concept of freedom. It remembers and pays tribute to the times of greatest freedom throughout history, when clothing and style blazed a very important trail which still endures today.

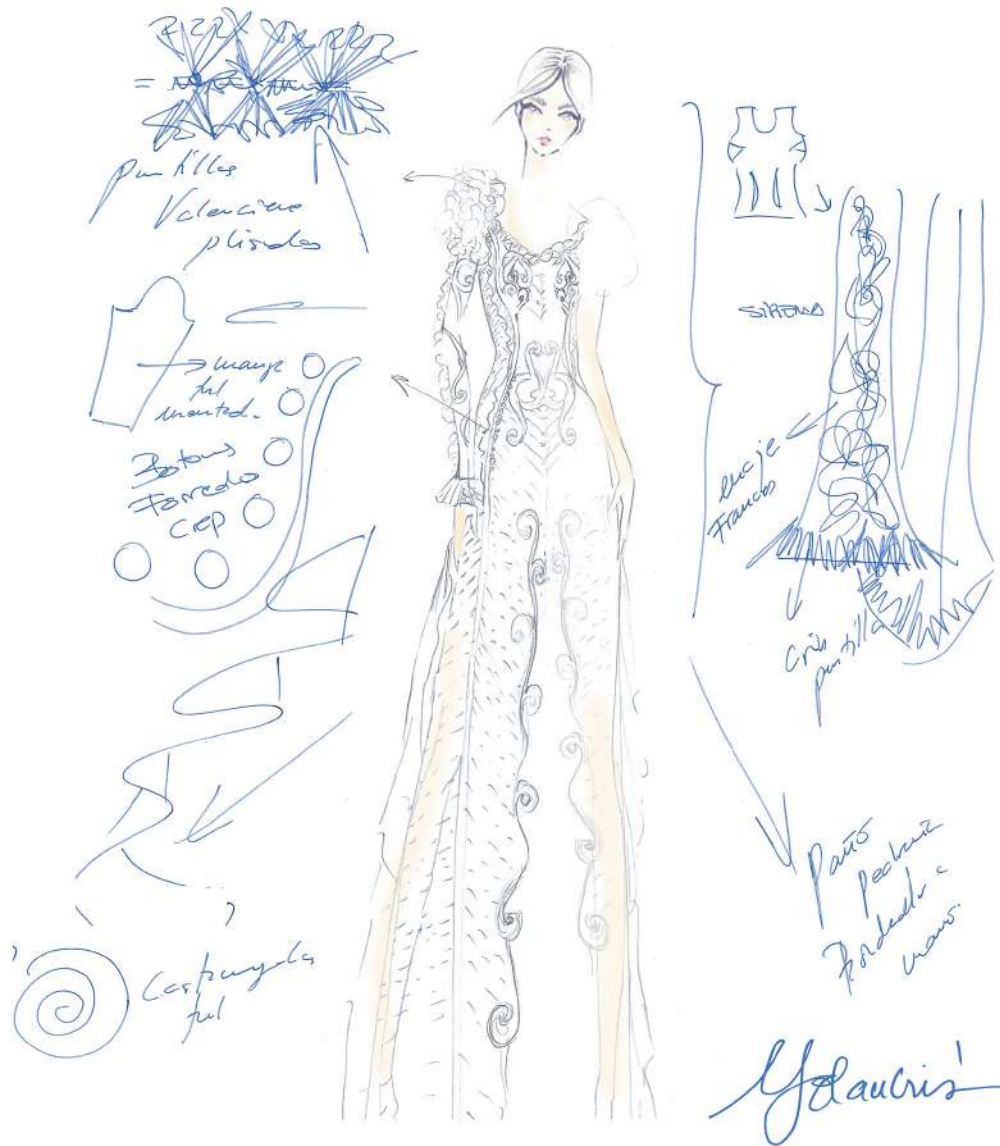
The 2020 collection is Horses by Patti Smith. It is a Jimi Hendrix solo. It's the free jazz of Coltrane. It is the summer of 1969. The trousers of Gabrielle Chanel. It is Billy Elliot dancing down the street. It is a Pollock painting and Surrealist writing. It's Nina Simone playing the piano.

It is individuality as difference, like exploration. Like freedom.

*"Let me tell you what freedom means to me: being fearless".*

**YOLANCRIS**

BARCELONA



# BRIDAL NIGHT

— VALMONT —  
BARCELONA  
**BRIDAL**  
FASHION WEEK



# MARCHESA

Georgina Chapman y Keren Craig, nacidas en Gran Bretaña, han creado una marca de moda global con elegantes trajes de noche y diseños exclusivos de alta costura. El dúo se conoció en Chelsea College of Art and Design en Londres. La experiencia en drapeado y diseño de Georgina, combinada con las creaciones textiles de Keren, dio como resultado la consolidación de Marchesa en 2004. La musa de la compañía es el ícono de la excéntrica marca europea Marchesa Luisa Casati.

La colección diseñada por Georgina Chapman es codiciada no solo por las celebridades, sino también por mujeres de todas las edades. Introducida en 2007, la colección Marchesa Notte brinda a las mujeres la opción de vestir la firma para cualquier ocasión a través de una variedad de vestidos y prendas que se combinan con artesanía, detalle y estética.

Con sede en Nueva York, las colecciones de Marchesa están actualmente disponibles en todo el mundo y durante los últimos 14 años, Marchesa se ha convertido en una marca de estilo de vida. La firma produce varias colecciones: Marchesa Notte, Couture y Notte Bridal.

En 2016 Marchesa abrió su primera tienda física en los Emiratos Árabes en el centro comercial de Dubai. En 2019 la línea Marchesa Notte se expandió para llegar al mercado infantil. La Mini Colección de Marchesa Notte captura la esencia de la marca.

Transformando el romanticismo etéreo de la línea madre en siluetas lúdicas y juveniles. Como resultado del uso dual de los tejidos en ambas líneas, la colección Marchesa Notte Mini es una combinación óptima para un estilo sofisticado de madre e hija.

MARCHESA



# NEW TALENTS

— VALMONT —  
BARCELONA  
**BRIDAL**  
FASHION WEEK

# LORENA PANEA

Genesis chapter 41, Old Testament

And the Pharaoh said to Joseph: “I am Pharaoh, and without you, no-one will set a hand or foot in the land of Egypt”. And he named Joseph Zaphnath-Paaneah, and gave him Asenath as a woman, daughter of Potipherah, a priest of On. And Joseph set forth into the land of Egypt. Zaphnath-Paaneah won the respect of the Pharaoh thanks to his talent of interpreting dreams.

Thousands of years later, his surname still lives and his talent is used to interpret the dreams of women who wish to show their true essence to the world. Lorena Panea, a descendant from the years of Zaphnath, seeks to express the personality of each of her brides and guests as best as possible, looking beyond temporary trends. The art and skill of interpreting this is an innate part of the surname with which the first Panea was baptised all those years ago. A dream can always become reality.

The firm's designs surpass current trends, achieving the perfect balance of originality, elegance and minimalism, whilst always respecting the comfort and needs of modern women by implementing pattern designs which value free movement. All of the dresses are hand-made in Spain using the highest quality materials, including hand-crafted details which respect fair trade laws.

All of the designs are customisable and allow for changes in colour and pattern, combinations of dresses, sizes and details for each woman, depending on her personal tastes and needs.

Sustainability is present throughout the whole manufacturing process, based on the principles of fair trade, local production and respecting craftsmanship. All products are made on-demand, in small quantities and mostly using fabrics with a low environmental impact, without generating excessive stock.

## Collection 2020

### *Kemet*

Kemet is a ritual, a journey into the past which stimulates all the senses. It is a recognition of the diversity and unique essence of each woman. History plays with art to create their own language which can be freely interpreted by each individual.

The ancient Egyptians used the word Kemet to describe their land. With this collection, the designer reclaims the Egyptian origin of her surname, but at the same time retains the originality, elegance and minimalism which characterises all of her designs.

Organza and pleated fabrics are the identifying features of the collection. It has touches of colour, rich but not excessive, and comfort remains fundamental in all of the designs.

The designer's versatility is also reflected in the variety of silhouettes, intended to meet the needs of different women on one of the most important days of their lives.

The crafted fabrics relinquish flowers and natural motifs to give way to geometric shapes. Tulle is embroidered with oval sequins, stones and pearls which reflect the light and different shaped stones are scattered across chiffon, as if the fabric were a painting.

Kemet is a collection which represents modern-day women, those who wish to see a reflection of themselves in their dress, those who wish to feel free on the day to be who they want to be, forgetting about social impositions or trends.

Jewellery is also at the forefront of Kemet, with silver and gold earrings and necklaces which are the minimalist expression of ancient Egyptian culture. Shapes such as solar disks, the ceremonial staff and the triangle stand out among organza and pleats.

In addition, there are two exclusive pearl leather bags which make up part of the first luxury bag collection: one of them is circular in shape with chains and a gold-plated metal handle, representing the Egyptian god Amon-Re. The second, in the shape of a pyramid, reminds us of the pyramids of the great pharaohs.

The designer also adds a few pieces of art as an accompaniment to the collection, created by the craft and terracotta ceramic workshop, finalist in the National Prizes for Craftsmanship, located in Mérida, the birth place of Lorena Panea.





A T E L I E R

“Haute couture created and led by a spirited, creative and passionate young woman”

Mireia is the diamond of Spanish fashion. Effort, work, creativity, ingenuity and risk have polished her work into exclusive, personalised pieces. Rules aren't important to her, size doesn't matter, she doesn't follow stereotypes or styles: she simply creates.

Those who know her say that she can see dreams, that she turns fantasy into reality. She dares to dress the dreams of many women who come to her atelier; her magic wand is a sewing machine, her magical powders are her patterns and her magic words are her designs. The result? A dress of dreams.

Mireia has even surprised Spanish celebrities and posed on the red carpet.

Her designs embody her identity; they are daring, risky and confident. Its these characteristics of the brand which have made this young designer a promising player in Spanish fashion who is stepping onto the runway with confidence.

## Collection 2020

### *Anastasia*

For this collection, Mireia Balaguer has drawn inspiration from the passage of life, the lessons we learn and the decisions we make. Through her collection, we see the evolution of an insecure and unprotected woman who, through good times and bad, has decided to empower herself and become a woman is sure of herself and strong-willed.

The collection endeavours to be seductive through risk and personality but does not forget the romantic and elegant side of all women, who have decided to find love and be happy.

Designs with transparent elements emphasise the sensuality of women, using hand-sewn embroidery which symbolises the suffering and decisions in life. Lace and 3D flowers envisage our desired futures, glints of light reflect our hope and copious amounts of sparkle depict that which all women do: shine.

The collection includes designs using tulle, silk tulle, Italian crepe and acetate. The embroidery is one of the most representative parts of the brand as it is hand-sewn, even the flat, transparent, 3D sequins. These pieces have clearly been created with an abundance of care and charm.





# Olga Macià

Olga Macià is presented as one of the revelation designers of the bridal and party fashion scene. She studied at the Superior School of Design and Fashion Felicidad Duce (FELI). Her first passion as an emotional liberating channel was drawing. After this, dancing gave her sensibility and a vital constancy. After merging these two emotional elements, drawing and dancing, she discovered her vocation for the fashion design, more specifically the bridal's fashion design.

About the firm: amongst the designers who have inspired her conceptually, appears the Italian Elsa Schiaparelli, known for her fans as the surrealist designer for her overlapping garments. Although, in this case, Olga Macià, is guided for these surrealistic lines, rescuing the concept of all-in-one, to create a woman with a complete and sophisticated look, which integrates perfectly the clothes with her personality.

## Collection 2020

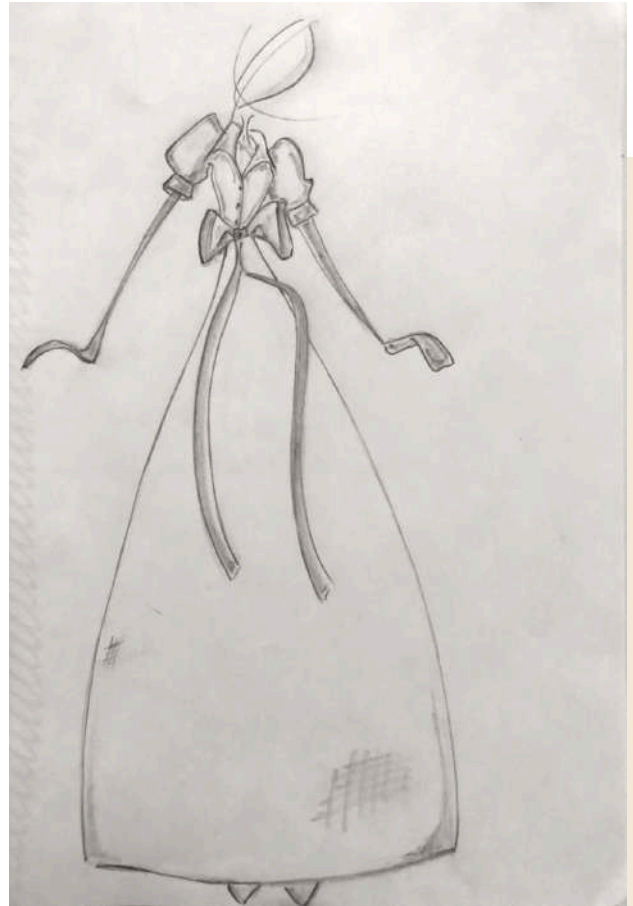
### *A New Bloom*

Olga Macià presents a collection aimed at strong-minded women who know what they want, who seek the little things in life and who are giving love a second chance.

For the designer, it was very important to be continuously seeking inspiration. On this journey, the Goddess of Love and her spiritual souls emerged, bringing the river with them; they are little currents of water which represent happiness, pleasure, procreation, prosperity and love, and which accompany the bride to the altar.

It is a collection created for second weddings, made mostly from fabrics with floral details, gemstones and tulle. Twelve unique pieces covering both bridal and party dresses.

*Olga Macià*



# POESIE SPOSA

Poesie Sposa was born in 1998 from Isabella Taglieferri's passion for Haute Couture, which urges her to travel in search of the most sophisticated collections of wedding dresses. A few years later, the encounter with Elisa Orlandini, an actress with a fine theatre career to her credit, made Poesie Sposa what it is today, a workshop of creativity that feeds on the love for beauty. Isabella and Elisa, the Maison's creative souls, have been able to find a synthesis to voice today's trends, made unique by the Haute-Couture tailoring skills of highly specialized own staff and expression of the best Made-in-Italy.

All collections are inspired by the world of poetry and, through poetry, pay homage to love.

## Collection 2020

### *Letters to Fanny*

“Love is my religion — I could die for that — I could die for you.”

The 2020 collection is inspired by John Keats's love letters to Fanny Brawne, his muse, who was close to him during his most poetically prolific period of poetry. Their engagement was kept a secret until the publication of the letters in 1878, more than fifty years after Keats's death.

The pureness and gracefulness of the fabrics, organza, linen, gauze and lace, mix together to create shapes which are both contemporary and eternal, as are poems when they touch your heart. Just as each letter from this great poet to his beloved one and muse is a sublime message of love, each dress in this collection is a bright star, a messenger of exquisite beauty.

## POESIE SPOSA



# simonemarulli

## MILANO

Simone Marulli designs and produces haute couture wedding dresses and outfits for special occasions. Their workshop is in Milan, where the designer always works hard to pay the utmost attention to every detail.

The firm prides itself on its extremely high quality and Made in Italy is its personal stamp. The work carried out by the dressmakers is a result of their passion and love for creating dreamlike, unique dresses.

The fabrics used for their creations are made in Italy and France and the detailed embroidery is exclusively hand-sewn.

All of the dresses offered by this firm are customisable and each one is adapted in order to satisfy the client's wishes.



## Collection 2020

### *Chapter #6*

In relational art, the moment of creating the piece becomes art in itself. This collection is inspired by the creative moments in which even the designer's smallest gestures shape the artistry of fashion.

A simple needle and thread is the first element in this plot and intrigue. Then, the fabric, an organza trim is added, followed by a silk bow which becomes a dress. And voilà, the artistry of fashion is born; this is what distinguishes this new collection.



