



From 18 to 22 September 2020
www.barcelonabridalweek.com



The event hosts the fashion shows from 24 major national and international firms

Valmont Barcelona Bridal Fashion Week includes around 100 firms and 24 fashion shows in its digital event

Nearly 100 firms, 64% of them international, are participating in VBFFW 2020 organised by Fira de Barcelona and a world-renowned event in this speciality. The show, is launching a new digital format with the aim of ratifying its role as the main meeting point and driving force for business in the bridal industry in the world. The broadcasting of the fashion shows can be visualised through the website and the VBFFW App, the digital platform designed with the collaboration of La Fura dels Baus allowing brides-to-be and fashion lovers from all around the world to see the latest collections as well as facilitating connections between companies and professionals of the bridal industry on a global level.

From 18 to 22 September, the leading event in bridal fashion, with support from the Ministry of Business and Knowledge of the Catalan Government returns through its new digital space designed to promote connections and business opportunities among brands, buyers, operators in the industry, brides-to-be, as well as communication professionals and wedding planners. Through this App, professionals will be able to visualise the content and connect with the nearly 100 brands, more than half of which are international, who are participating in the VBFFW Trade Show and from any device (mobile phone, PC, tablet). They will also be able to follow the fashion shows which will take place on an immersive stage carried out with the collaboration of the theatrical company specialising in performing arts, La Fura dels Baus.

According to Estermaria Laruccia, director of the event, *“the digital transformation of the show has been an exciting challenge because it proposes a new and disruptive language that involves a readjustment of ‘how’ to connect the different protagonists of the industry with one another. The concept of a global platform to publicise the innovations and contents of the bridal fashion brands and to connect with professionals has not changed, but the communication channel has, and moreover, it enables us to reach an even larger audience and, above all, for brides-to-be, so they can enjoy seeing the latest trends too.”* Laruccia concludes, *“In short, this edition is not ‘business as usual’ adapted to the circumstances, but rather an innovative commitment to promote connections between professionals in the industry.”*

The latest trends are revealed in the fashion shows

24 different firms are participating in the fashion shows. To be highlighted among them are Pronovias and other brands of its group such as Nicole and St. Patrick, as well as other Spanish market leaders such as Jesús Peiró, Yolancris, Sophie et Voilà, Isabel Sanchis and Higar Novias. Various international brands will also present their collections in the fashion shows, including the Korean brand Vestal; The Atelier, the Malaysian firm directed by Jimmy Choo; Flora, from Israel; the French firm Cymbeline; the American firms Demetrios and Yumi Katsura; Marylise & Rembo Styling, from Belgium, and the Italian firms Valentini, Bellantuono and Amelia Casablanca, as well as the ‘new talent’ Lorena Panea, Olga Macià, Léonie Bridal and Poesie Sposa. In addition, VBFFW is launching new formats such as that of the Italian firm Antonio Riva which, exclusively for this event, will open the doors of its ‘maison’ and present the new creations of its world and its new collection, Étoile 2021.

At the same time, the platform hosts the 'trade show', a digital showroom exclusively for professionals, with the brands proposals in the fashion shows with a total of almost 100 brands, 64% of which are international, including Watters (USA), Atelier Emelia (France), Ersá Atelier (Romania), Talbot Runhof (Germany), Madi Lane (Australia), Gali Karten (Israel), Petrelli Uomo (Italy), and the Spanish firms Marco & María, Serena Whitehaven, Ramón Sanjurjo, Inuñez, Sedomir Rodríguez de la Sierra, Pol Nuñez and María Barragán, among many others. This space of the application will remain active until October 18.

The digital application (the VBBFW App) can be accessed through the trade show's **website** www.barcelonabridalweek.com and entering the registration codes. The fashion shows will be broadcast on the digital platform and will be open to a global audience, in other words, brides-to-be and fashion lovers who are interested in the latest trends in bridal fashion from all over the world, who will also be able to express their likes and preferences regarding the different outfits at the end of each fashion show. The brands and buyers will have access to their opinions, thus obtaining important information to make future decisions regarding their business, both in terms of purchases and production.

Beyond fashion

Faithful to its commitment to a more ethical and sustainable world, the trade show has signed an **agreement with the NGO Save the Children to run the "Stop Child Marriage" project.** The programme, which is being implemented in Sierra Leone, aims to empower girls by encouraging their schooling and entry into the world of work. **The challenge will be to raise €50,000 through donations which can be made through a link available on the website and on the show's App.**

VBBFW will also be the framework for activities that will be carried out in collaboration with various companies and entities such as the Design Institute of Spain, Wedding Media International, and the Istituto Europeo di Design (IED), among others.

In this context, art and beauty will merge together on the App that the luxury cosmetics firm Valmont has created to disseminate exclusive content dedicated to brides-to-be and art lovers.

In addition, in accordance with its mission as a centre for the dissemination of content of interest to the industry, VBBFW will present the study prepared for the show by Professor José Luis Nueno from the IESE Business School, **"Bridal Fashion, Sustainable Style, Conscientious Business", which analyses the future challenges for the industry in a post-covid environment and the role of sustainability as one of the keys to the development of the industry. All these activities can be followed on demand through the show's App.**

The show will also present a new edition of the Elle International Bridal Awards event, which will once again recognise excellence in the bridal world in various categories. The ceremony will be broadcast live on 21 September on the VBBFW digital platform.

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M^a Gloria Dilluvio
+34 609 73 47 70 - +34 93 233 21 72
gdilluvio@firabarcelona.com

Eva Martín – XXL
+34 93 452 65 00
eva@xxlcomunicacion.com

Mario Valverde
+34 674 31 13 55 - +34 93 233 20 89
mvalverde@firabarcelona.com



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The leading bridal fashion show is transformed through a digital and interactive platform

Valmont Barcelona Bridal Fashion Week adds the creativity of La Fura dels Baus to its proposal

A semi-circular stage surrounded by 7-metre high screens host the Fashion Shows at the Valmont Barcelona Bridal Fashion Week, which celebrates its 30th event from 18 to 22 September with a new virtual format. The Show is relying on La Fura dels Baus and its Épica Foundation, to transform the **fashion shows and the commercial offer from Barcelona's bridal wear fashion week into an immersive space, virtually connected with the bridal industry's operators from all over the world.** Thus, VBBFW is once again revitalising the market by launching the latest features and trends in **bridal fashion, with disruptive scenarios and new ways of connecting with the sector's professionals and promoting business.**

The leading international show for bridal fashion organised by Fira de Barcelona together with support from the Ministry of Business and Knowledge of the Catalan Government, presents the fashion shows put on display by 24 of the bridal industry's leading national and international brands, on an innovative 400 m² stage, consisting of 7-m high and over 20-m wide LED screens, capable of adapting to the artistic needs of each designer and thus creating an immersive and unique experience for each presentation. The fashion shows have been pre-recorded with the necessary safety measures in place and are being broadcast on the VBBFW Digital Experience App between 18 and 22 September. They are open to a global audience, which makes it possible to experience the show interactively. Thus, the fashion show offers revolutionary and innovative staging through the unmistakable language and aesthetics of the La Fura dels Baus theatre and show production company.

Fashion, creativity and new technologies

Similarly, the event also features a digital showroom that provides a new environment to showcase the collections of around 100 firms in the bridal industry, 64% of them international, to buyers from around the world, thus generating multiple connections and commercial agreements on an international level. The VBBFW App is designed in a simple and intuitive way so that buyers and influencers can browse, chat and meet up with brand representatives in a virtual way, at any time and from anywhere, via a mobile phone, tablet or a computer.

The artistic director of La Fura dels Baus, Pep Gatell states, *"we are really excited about this new project which allows us to bring our creativity, along with technology, R&D, engineering, art and now also business and networking all on the same platform. In the virtual dimension, the fashion show stage surrounds the viewer with images, lights and sounds, giving a whole new perspective of the shows, offering the industry a new way of connecting with the global audience, offering them a completely new experience of feeling and absorbing fashion."*

As for the director of VBBFW, Estermaria Laruccia, she highlights that *"this partnership with the wonderful team from La Fura dels Baus is key in the future strategy of the event. It allows us to add creativity and technological innovation to overcome the limits put on us from this new context thanks to the creation of a*

digital space to reconnect the leaders of bridal fashion and revive the passion of our industry in a distinct global scene.” Laruccia adds that “VBBFW aims, more than ever, to provide the industry with all the support possible in order to relaunch business at a particularly complex time.”

About La Fura dels Baus and the Épica Foundation

La Fura dels Baus interdisciplinary approach has led to an amalgamation of ritual and atavism with hyper-**technological staging: from the initial impact of La Fura’s proposals, through Olympic ceremonies, opera stagings and online productions.** Since 1979, the company has also studied methodologies for collective creations and consolidating new stage discourses. Although since its origins the theatre company has aimed to stir up consciences with its subversive theatre, with the Épica Foundation, a non-profit organisation is created that seeks to be a multi-disciplinary learning space based on the performing arts, linking together humanities, art, science and technology.

About VBBFW

Valmont Barcelona Bridal Fashion Week, the leading world bridal fashion show organised by Fira de Barcelona, is the first in the schedule of events the institution is holding in a virtual format adapted to the current circumstances.

In this context, VBBFW makes the largest digital platform for bridal fashion available to the bridal community, thereby enabling the generation of new partnerships between leaders in the industry, promoting international business opportunities and connecting brands with industry professionals and a global audience.

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The fair and the NGO unite to defend the rights of girls in Sierra Leone

VBBFW and Save the Children mobilise the bridal fashion industry to combat child marriages

Valmont Barcelona Bridal Fashion Week, the world's leading event in its field, and Save the Children, the NGO that has been striving to defend the rights of children for a hundred years, are promoting a partnership to transform the lives of thousands of young and teenage girls in Sierra Leone by means of the project entitled "Stop Child Marriage" to combat forced marriage.

Every seven seconds a girl under the age of fifteen enters into marriage. This situation entails a number of consequences that are difficult to overcome: the girls have to leave school; they no longer receive education and they are more exposed to situations involving domestic violence and abuse. Thus, the project aims to empower girls by through investments, mainly in their schooling.

This partnership forms part of VBBFW's commitment to achieving the United Nations Sustainable Development Goals, placing particular emphasis on Goal 5, "To achieve gender equality and empower all women and girls" and the protection of diversity, integration and inclusion, as embodied in its manifesto entitled "For a different world", together with its undertaking to hold a fair committed to people and their environment, particularly in such a complex time as the one we are currently experiencing.

"Child marriage sets in motion a cycle of marginalisation that denies girls their most basic rights, such as education and freedom itself", states Andrés Conde, Director of Save the Children Spain. "We're excited about this pledge made by Valmont Barcelona Bridal Fashion Week to fight against child marriage, that affect 12 million girls around the world each year", he adds.

The challenge for this collaboration is to raise €50,000 throughout the whole bridal industry; this money will be invested by the NGO in its programme entitled "Stop Child Marriage" in Sierra Leone to allow more than 1,000 girls to continue their education and determine their own futures. Save the Children works closely within the community and with institutions to revalue the role of girls as agents of change.

According to Estermaria Laruccia, Director of VBBFW: *"With this partnership, which we're particularly proud of, VBBFW will become the platform on which Save the Children and the bridal fashion industry can contribute to promoting equality and rights of young and teenage girls and women. It's a unique form of cooperation that's fully in keeping with our brand values, linking them to a cause that we are directly involved in."*

Events and initiatives during VBBFW

All the leaders of the bridal fashion industry, such as business owners, designers, buyers, models, partners and collaborators, have the possibility of joining this campaign by contributing financially through the show's website, www.barcelonabridalweek.com, or through the VBBFW Digital Experience App (in the EVENTS section).

About Save the Children

Save the Children is the leading independent organisation that defends children's rights around the world.

It has been striving for over 100 years to ensure that all boys and girls can survive, learn and are protected. The organisation currently operates in more than 120 countries.

In Spain, it has been working for more than 20 years on programmes to assist the most vulnerable boys and girls, focusing on children at risk of poverty or social exclusion. Through its programmes, it provides comprehensive care for boys and girls and their families to ensure the economic situation or social exclusion they live under does not prevent them from completely enjoying their rights and reaching their full potential.

About VBBFW

Organised by Fira de Barcelona and with the support of the Ministry of Business and Knowledge of the Catalan Government, VBBFW celebrates its 2020 event in digital format from 18 to 22 September with the presence of nearly 100 brands participating in the trade show, 64% of them international, and the fashion shows displayed by 24 firms.

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