

OCTOBER 2011 PRESS RELEASE

London 2011 | White Gallery

## White Gallery London

### The Premium Platform For Bridal Designers



YolanCris



Amanda Wakeley



Alan Hannah

Leading names in bridal design show their support for White Gallery London, anticipating the 2012 event to launch their 2013 collections at the beautiful riverside venue Battersea Evolution set in Battersea Park, Chelsea. A gorgeous buying environment, inspiring, easy to get to and very time efficient for the world's leading bridal buyers and press that attends.

Launching their collection for the third consecutive season at White Gallery London, **Alan Hannah** comments:

*'The White Gallery in May is the perfect showcase to launch our new collection. The cream of worldwide design talent, the best quality retailers and the world's most respected fashion press come together for 3 days in the centre of London for the premier bridal event of the year. The fashion shows are fantastic and give us the chance to exclusively unveil our new designs to an invited audience of our retailers and the press.'*

Also confirmed for White Gallery London for a third successive year to launch her 2013 collection is Amanda Wakeley:

*'Amanda Wakeley Sposa has exhibited with The White Gallery for the past two years. We have had a great experience with Ocean Media and are looking forward to working together for the next show. The White Gallery in*



INTERNATIONAL BRIDAL DESIGN FAIR  
20 - 22 MAY 2012 | BATTERSEA PARK

*Battersea is a superb exhibition for us and acts a great platform to increase partnerships. Not only do current buyers return to us but there is a strong footfall to pick up new customers, from Italy, Ireland, Belgium and Australia to name a few. The calibre of designers has remained high in the second year, and the change in location has added to the ease navigating the show with all stands on one level in a luxuriously designed exhibition centre. A great atmosphere both to exhibit and buy in. We can't wait for next year.'* **Amanda Wakeley, Amanda Wakeley Sposa.**

Firmly established on the international calendar, White Gallery London is the UK show of choice for international press and brands including hot Spanish design duo **YolanCris** who praised the event:

*'White Gallery London is the perfect bridal show for us to exhibit at in the UK as it allows us to meet with the high class distributors who are looking for quality exclusive designers such as ours. The central London location means it has great transport links for UK and international buyers and visitors to the show and the beautiful setting in Battersea Park is a gorgeous backdrop.'*

Iacobellis Massimiliano of **Just Married** enthuses; *"The White Gallery is amazing and really beautiful, the concept is wonderful. We have been getting a lot of calls from Italian designers asking about the show. There is nothing like this in Europe for the professional designer"*

For more information on attending or exhibiting visit [www.whitegallery.com](http://www.whitegallery.com)

**For further information and images please contact:** Sharon Good or Keleigh Batchelor at Good Results PR:

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**Ends -**

## **VENUE & DATES**

White Gallery London, 20-22 May 2012, Battersea Evolution

## **ORGANISERS**

White Gallery London is part of the Ocean Media Group's Fashion Division portfolio. Ocean Media Group has been established as the leading event organiser and publisher in the European and UK bridal sector with more than 20 years of expertise. It has successfully delivered the bridal trade and consumer shows on its roster alongside leading bridal trade magazine Bridal Buyer. Its full wedding portfolio includes British Bridal Exhibition Harrogate, Modatex, First Look Amsterdam, White Gallery London, [bridalbuyer.com](http://bridalbuyer.com), Bridal Buyer, Bridal Buyer Europe, The National Wedding Shows and The Luxury Wedding Show.

## **AWARDS**

AEO, Special Commendation, Best Trade Show Launch  
Exhibitions News, Finalist of Best Trade Show Launch

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