

DECEMBER 2011 PRODUCT RELEASE | WHITE GALLERY LONDON 2012

Sensational Designs from Anny Lin and Augusta Jones



Anny Lin



Augusta Jones

Exhibiting for the first time next year, **Anny Lin** and **Augusta Jones** collections ooze style and elegance bringing innovative and inspirational designs to the show.

Since creating her brand in 2005, Taiwanese designer **Anny Lin** has rapidly established herself as an exciting avant-garde designer. A real sense of the orient comes through in the form of her intricate bead and applique work which is paired with luxurious feathers creating a real feminine silhouette. Classic dress styles are given a contemporary update, incorporating unique lace and fabric combinations, exquisitely beaded Swarovski crystal skirts and bodices and beautiful individually sewn feather details this truly innovative.

Alongside her husband, Anny has the added advantage of owning and controlling her own design and production factory, this gives her total control over her unique designs and the manufacturing, ensuring the highest standards of quality at all times.



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

Starting in 1999, **Augusta Jones** presents a fresh and contemporary approach to stylish wedding gowns. The concept behind the label is beautifully tailored gowns with lean, clean lines. A collection full of rich and intricate pleating with fabric knots and ties is complimented with gorgeous rosettes. The introduction of a new luxurious tulle lace has added a fabulous new texture to gowns. Emphasis on lower back details will be much stronger this season with hemlines featuring intricate beading. Empire cut, V neckline gowns with satin and lace straps are perfect for a garden or beach wedding. Other styles incorporate higher necklines and share the limelight with perennial strapless. Luxe fabrics are in abundance in this collection, they include taffeta, satin, organza, chameuse, chiffon and lace, with classic shades of soft ivory tones dominating the colour palette. This collection was designed with alternative wedding in mind – from the formal church wedding to the informal beach or garden wedding – gowns that are contemporary classics for brides searching for something both chic and modern.

The inspirational international bridal design fair, White Gallery London provides the ultimate exclusive venue to showcase the most directional, beautiful bridal wear and accessories from the world's leading designers in a stunning central London location.

For more information on attending or exhibiting visit www.whitegallery.com

Ends -

VENUE & DATES

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

DESIGNERS

Alan Hannah, Amanda Wakeley, Anny Lin, Anoushka G, Augusta Jones, Babe, Blue, Claire Mischevani, Cymbeline, David Fielden, Donna Lee, Elizabeth Stuart, Gatti Nollu Couture, Gemy Couture, Halo & Co, Harriet Wilde, Hazaar of London, Hollywood Dreams, Ian Stuart Bride, Ivory & Co, Jesus Peiro, Johanna Hehir, Katya Katya Shehurina, Katzi, Kisui, Lea-Ann Belter Bridal, Linea Raffaelli, Lusan Mandongus, Lyn Ashworth, Madeline Isaac-James, MH Tiaras, Mia Mia, Nicki MacFarlane, Ottavio Nuccio, Pepe Botella, Peter Lang, Polly Edwards, Rachel Simpson, Ritva Westenius, Sanyukta Shrestha, Stephanie Allin, Stephanie Browne, Stewart Parvin, Terry Fox, The Vintage Wedding Dress Company, Tobi Hannah, Vivien Sheriff and Yolana Cris.

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, Bridal Buyer, Bridal Buyer Europe, The National Wedding Shows and The Luxury Wedding Show.

AWARDS

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