



INTERNATIONAL BRIDAL DESIGN FAIR
22 - 24 MAY 2011 | BATTERSEA PARK

JUNE PRESS RELEASE

London 2011 | White Gallery

White Gallery London is Firmly Positioned on the International Bridal Buying Calendar

White Gallery London held at Battersea Evolution 22-24 May played host to the most influential event in bridal design for 2011. Visitors travelled from around the globe to take a look at what 2012 sposa has to offer.

Showcasing 44 highly respected international bridal design houses this years roster included Amanda Wakeley, Claire Pettibone, Cymbeline, David Fielden, Ian Stuart, Jesus Peiro, Matthew Williamson, Sassi Holford, Stephanie Allin and Stewart Parvin to name just a few. Buyers travelled from some of the worlds most elite bridal boutiques from as far a field as Asia, USA, Middle East and Europe.

Irish bridal boutique owner Ann Gilvary of Aibeil says *"I came to White Gallery London with my colleague to look at all the designers in one place. It makes it very easy for us to visit a dedicated show for our buying, as it can be difficult to get to each individual designer and this way we really get a sense of what is out there today in premium bridal wear. The layout is fantastic and the fair really has a calm energy about it, making it easy to get around."*

Exhibitors have commented on the high level of retailers at White Gallery London, taking orders from both UK and International bridal boutiques.

Martin Sherford of Sassi Holford, states *"White Gallery London truly is a platform for designers in the bridal industry to have the spotlight put on them and is helping the bridal trade industry thrive on both a national and international scale. The layout and space is exclusive, and it is a premium exhibition that we are proud to be associated with. We will to continue to build on our presence at the show in the coming years. There were a significant number of overseas buyers from Italy, Holland and Norway, and some top end bridal boutiques which make this an incredibly worthwhile experience. International press interest has been brilliant making this event very well publicised on an international stage."*

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Peta Hunt, Fashion Editor, of *You and Your Wedding* comments *"I loved seeing all of the British designers here. The space is really nice and open with a light atmosphere. It is a joy to see the modern and bright collections and I especially loved the collective catwalk shows. Can't wait for the next show!"*

For UK's the finest designers including White Gallery London provides them with a platform to meet top end UK and International buyers and press to showcase their forthcoming bridal collections in the perfect environment.

Jelena Govorusa of **Amanda Wakeley** states, *"The show has been extremely busy! We have seen buyers from Belgium, Switzerland, Italy, Singapore and the USA and have opened lovely new accounts. The new venue is fabulous, chic and stylish."*

Ian Stuart comments, *"The White Gallery London venue is elegant, easy, cool and chic. We were able to offer our customers an elegant environment in which to buy their collections. White Gallery London is definitely a show to watch!"*

Designers crossed the globe to exhibit their new collections at the exclusive show, proving the internationality that the event holds. Flying the flag for France were returning exhibitors **Cymbeline** and **Ugo Zaldi**. Laure Gabison, Director, **Ugo Zaldi** comments *"The show has been great! We have opened new accounts and had lots of press interest. White Gallery is very important for building our relationship with UK and Irish customers"*.

Travelling from Spain, **Yolan Cris** presented the ultimate bohemian chic collection, adding a whole new dimension to bridal. Other Spaniards on the list included second time exhibitors **Pepe Botella** and **Jesus Peiro**; Christine Marechint from **Jesus Peiro** commented *"The show has been very busy and extremely productive. We have seen lots of serious international buyers and are thrilled with the results."*

From Canada, Michael Perry of **Lea-Ann Belter** comments *"The aim for me is to be able to show my collection in the same room as all my peers, and White Gallery London gives me that opportunity. It is great to be a part of such a dedicated premium show, and buyers seem to come here knowing what they want and what to expect, which has a really positive effect for us as exhibitors."*

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Designers from the Far East included **Olivia Couture** and **Lusan Mandongus**. Candy Kong, UK representative of hit label **Lusan Mandongus** said of the show *"This year has been great. Buyers are taking the time to stop and look through collections and place orders in their own time. We have seen both international and UK buyers, along with new customers from France, Switzerland and Italy."*

White Gallery London also showcased a selection of bridal accessories including both UK and International companies including **Babe**, **Halo & Co**, **Ivory & Co**, **Stephanie Browne Australia**, **Polly Edwards**, **Harriet Wilde** and **Vivien Sheriff** to name a few. **Vivien Sheriff** talks of her success at the show, *"This year has been fantastic for us, even better than last year. The quality of buyers has been excellent and we have opened a number of new international accounts including Russia, Norway, Italy, Japan, Singapore and Canada."*

The main attraction of White Gallery London 2011 was the spectacular Fashion Shows sponsored by **Condé Nast Brides**. The acclaimed **Michel Van Clarke** team provided stunning catwalk hair styling and beautiful make-up came from the renowned team at **Benefit**.

Bryony Toogood, Fashion Editor of Conde Nast Brides, "White Gallery is a very professional. Slick, classy, high end with a real sense of energy, a great buzz and atmosphere – it's what London has been waiting for."

Across the first two days of the event **Alan Hannah**, **Ian Stuart**, **Matthew Williamson**, **Stephanie Allin** and **Stewart Parvin** unveiled the 2012 bridal collection on their own name catwalk shows.

Couturier to the Queen, **Stewart Parvin**, previewed a wide selection of highly covetable gowns, and was the first of 19 designers to grace the catwalk. **Stewart Parvin** notes *"The catwalk show gave a spectacular impact on a world class stage. The exhibition space is light and airy with a really positive buzz and it is fantastic to be surrounded by international brands and to welcome international buyers."*

Blue Bridalwear, **Hollywood Dreams**, **Johanna Hehir**, **Lea-Ann Belter**, **Lusan Mandongus**, **MKarin**, **Sharon Bowen**, **Yolan Cris** made up the *Designers Preview Show*. Leading names on the *New Talents*

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Preview Show included **Elizabeth Stuart, Sarah Janks, Sanyukta Shrestha, Terry Fox, The Vintage Wedding Dressing Company** and **Tobi Hannah**.

Taking place at Battersea Evolution, the third edition of White Gallery London will open its doors next year 20-22 May 2012 at Battersea Evolution.

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

END

2012 DATES: Taking place at Battersea Evolution, **20-22 May 2012** www.whitegallery.com

EXHIBITING QUERIES

All designer-led companies interested in exhibiting are asked to complete a detailed application form which is then vetted to ensure that every exhibitor meets the demanding standards and rigid criteria at the heart of White Gallery proposition.

DESIGNERS

Alan Hannah, Amanda Wakeley, Anoushka G, Babe, Blue Bridalwear, Claire Pettibone, Cymbeline, David Fielden, Elizabeth Stuart, Gemy Couture Bridal, Halo & Co, Harriet Wilde, Hollywood Dreams, Ian Stuart, Ivory and Co, Jesus Peiro, Johanna Hehir, Katzi Jewellery, Lea-Ann Belter, Lyn Ashworth, Lusan Mandongus, MKarin, Matthew Williamson, MyLady, Nicki Macfarlane, Olivia Couture, Penrose, Pepe Botella, Polly Edwards, Rachel Simpson, Ritva Westenius, Sanyukta Shrestha, Sarah Janks, Sassi Holford, Sharon Bowen, Stephanie Browne, Stephanie Allin, Stewart Parvin, Terry Fox, Tobi Hannah, The Vintage Wedding Dress Company, Ugo Zaldi, Vivien Sheriff Millinery and Yolan Cris.

MEDIA PARTNERS

White Gallery is working in association with key media partners including Bridal Buyer, Condé Nast Brides, Bridal Buyer Europe, Confeti, Fashion Insight, Fashion Mag, Fashion TV, Hochzeit News, JM, Novias Desfiles y Pasarela, Vogue Sposa, Vows, The Wedding Vine, Wedding Russia, White Magazine Japan and White Sposa Italia.

PARTNERS

Working in association with Michel Van Clarke, Benefit, Wild About Flowers, Elizabeth Marsh, Philippa Craddock and Genuine Cupcakes.

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White Gallery London is part of the Ocean Media Group's Bridal Division portfolio.