

JUNE PRESS RELEASE
London 2011 | White Gallery

Leading Designers Set Trends at the White Gallery London 2011 Fashion Shows

Nineteen bridal collections from top international designers were unveiled during the White Gallery London 2011 Fashion Shows

During the first two days of the event, buyers and press from around the world were able to preview the 2012 bridal collections from some of the finest international designers on the White Gallery London 2011 Fashion Shows, sponsored by Condé Nast Brides. Held at Battersea Evolution during the 22-24 Mat 2011, White Gallery London has established itself in its second edition as the premium event in the international calendar.

TRENDS ON SHOW FROM UK



Alan Hannah's romantic designs graced the magnificent catwalk at White Gallery London. Buyers and press saw a selection of signature fluid slim line gowns, plunging structured necklines and pretty beaded and diamante embellishments. Fresh designs came through in the form of sheer capes with ribbon trims and a 60's style bell sleeved ivory jumpsuit.

Alan Hannah at White Gallery London

Ian Stuart's show-stopping 2012 'Killer Queen' collection hit the runway in full drama at White Gallery London. His signature full skirted dresses with sculpted bodices made a strong appearance through to more figure hugging fishtail designs with larger-than-life embellishments, adding to the theatrical feel. A sense of rock chic rebellion came through Ian Stuart's aptly named 'Rockstar' and 'Rockafella' designs, juxtaposing the elegant, romantic dresses with their cascades of pleated taffeta and classic French lace detailing.



Ian Stuart at White Gallery London



Stephanie Allin's delightful catwalk presentation was inspired by the jazz age. Her stunning new collection showcases luscious beaded, feathered and textured fabrics in a monochrome palette with hints of black, silver and gold, giving modern soul to classic silhouettes. The feeling of romance is conjured up through the delicate use of lace overlay featured adorning simple line, strapless dresses with wide waistbands. Double layered skirts, flashing the underlay and cut on the bias give a modern take on the classic bustier bridal gown. Vintage chic comes through the classic empire line with silk embroidery embellishment and sheer lace capped sleeves. Belts made a strong appearance in the collection, defining the waist and enhancing the figure.

Stephanie Allin at White Gallery London

Matthew Williamson's highly anticipated bridal collection made an elegant arrival on the catwalk at White Gallery London before an eager audience of leading press and buyers. Signature styles from the designer's ready-to-wear collection are a distinct influence and have been reworked and translated into stunning bridal gowns. Long short corset column gowns give a lean yet structured silhouette, softened with an artfully overlay of soft ivory tulle. Hand sewn ivory feathers across the tulle created an enhancing ethereal effect. Buttermilk silk satin printed with a burn out technique of a hand painted abstract winter wonderland design provides a modern, softly textured fabric draped into a classical strapless gown. Jewel embedded mink and rabbit fur cropped shrugs completes the luxurious look. The collection captures the essence of the brand and all its signature elements demonstrating a feeling of luxury and opulence.



Matthew Williamson at White Gallery London



Stewart Parvin at White Gallery London

Royal couturier **Stewart Parvin** opened the White Gallery London catwalk with a breathtakingly beautiful show set to the sweet sounds of Sade. The collection encapsulated elegant femininity through a selection of covetable dresses buttoned to the seam, accentuating the silhouettes. Shift suit combinations gave structure producing a look that was both chic and sleek. Pretty diamante embellishments added subtle touches of glamour to each garment. Exquisite corsages adorned wrists as elegant statement pieces, creating a perfectly romantic look in rose, pink and dark chocolate brown with emerald green silk ribbon trimming.

NEW TALENTS PREVIEW SHOW

While leading designers graced the catwalk with their individual shows, White Gallery London introduced a hand picked selection of **NEW TALENTED DESIGNERS**. Astrid Joss, Shopping Editor, Condé Nast Brides, commented, “White Gallery London’s innovative new talent concept is very exciting, as it offers rising designers a fantastic platform to gain recognition from international media and retailers.”

Tobi Hannah opened the catwalk with her intricately detailed tea length creations. Clean lines and feminine structures create beautiful fresh silhouettes. Tiered skirts and ruffles emerge heavily through this seasons range. Inspired by the youth of the mid to late 1960’s this collection can be described in three words – youthful, free-spirited and fun.

Elizabeth Stuart’s elegant collection places emphasis on the beauty of a woman’s best attributes. Sweetheart necklines teamed with a-line skirts looked stunning in contrasting colours of light antique gold and ivory. Alternative bridal wear came through in a two toned ruffled fish tail dress adorned with and oversized flamboyant black bow.

Sarah Janks took to the catwalk to present a timeless selection of dresses. Pretty floral appliqué detailing on a corseted fishtail dress created alternative alluring look. Elaborate lace and bead detailing gave a look of decadence, whilst structured corsets in flowing materials created beautiful movement on the catwalk.

Vintage Wonderland is the title of **Terry Fox's** new collection. She presented full skirted styles with extravagant floral detailing, offering a contemporary take on classic period styles. Asymmetric layering dominated the collection, combining both luxe silks with netting to create a look of opulence. Refined glamour came through in vintage pearl beadwork complimented with crystals in soft shades of lilac and silver. Looks can be transformed with an ivory coloured wrap jacket in duchesse satin tied at the back to create a distinctive bow detail.



Sanyukta Shrestha at White Gallery London

Eco friendly designer **Sanyukta Shrestha** presented exquisite bridal gowns with millinery and accessories. Inspired by fashions from 1920's-1970's, her slinky ethereal gowns reflect the true romance of the bride. This collection is all about creating the perfect silhouette fusing fluid lines and structure. Mermaid shapes dominated the catwalk. Each dress glittered down the runway featuring the intricate beadwork that Sanyukta is known for.

The Vintage Wedding Dress Company previewed some staple items from the 2012 decades collection. Inspired by twentieth century trends, Creative Director Charlie Brear captures the style and shape of each era and translates this into contemporary classic cuts. Lace overlays look chic in pure white and champagne shades while v-shaped necklines dominate the collection really accentuating the female figure.

DESIGNERS PREVIEW SHOW

The designers preview show, which was the finale catwalk show held at White Gallery London, featuring a host of exceptional styles from both UK and overseas designers. Each adding a unique dimension to the collaborative show, the designer hot list included eight established names; they were **Blue Bridal, Hollywood Dreams, Johanna Hehir, Lea-Ann Belter, Lusan Mandongus, MKarin, Sharon Bowen** and **Yolan Cris**.

Blue featured a selection of exquisite tea length styles on the catwalk. Innovative trends coming through in a full skirted dress with a short front hem and longer back hem, perfecting for showing off shoes.

Hollywood Dreams presented a wide selection of classic full skirted a-line dresses, with an influx of colour coming through in a royal red colour. Slinky and sexy styling came through in **Johanna Hehir's** collection. Lace

dominated the collection in a selection of both boleros and dresses. All dresses accentuated waistlines with pretty and simple belt detailing.

Lea-Ann Belter proved that sweetheart necklines were very much on trend. Her dresses accentuate the bust line and feature full skirted a-line styles to pretty figure flattering mermaid style dresses.

Classical elegance came from **Lusan Mandongus**, offering a variety of full skirted gowns and beautiful fish tail dresses in lace creating the ultimate silhouettes. Ivory gloves in luxe silk accompanied each gown, creating a full sense of opulence.

MKarin's collection featured dramatic feminine dresses, featuring a combination of heavy netting, tempting tulle and floral corsage detailing, in colours of both black and ivory white.

True originality came from **Sharon Bowen** with her couture inspired collection. Puff ball shouldered dresses with long sleeves in mink coloured taffeta. Structure dominated the collection and came through in delicate lace finished skirts completed with a v-neck long sleeved appliqué bodice.



Yolan Cris at White Gallery London

Yolan Cris presented a selection of dresses inspired by the hippy movement in the late 1960's. The chic line features beautiful macramé fabrics that hug the figure and really enhance the feminine shape. Tassel and net detailing featured heavily and looks were completed with crochet bags.

The catwalk shows produced by the internationally renowned Production Team were exquisitely styled and choreographed. Catwalk hair styling came from the acclaimed team at **Michel Van Clarke**, presenting a variety of styles which were perfectly complimented with striking make up from **Benefit**. Audiences saw soft shades of nude contrasted with natural pink lip stains. Heavy eye make up came through in the **Ian Stuart** show with black defining eye liner. Bright bursts of fuchsia on the lips added a summery feel to the catwalk.

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 please visit www.whitegallery.com

ENDS

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 Yolán 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.

WHITE GALLERY PARTNERS

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

For further information and images please contact: Sharon Good or Keleigh Batchelor at Good Results PR: T: 020 7299 0580
E: keleighb@goodresults.co.uk or sharong@goodresults.co.uk

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