

MAY PRESS RELEASE

London 2011 | White Gallery

White Gallery London Showcases Designer Preview

White Gallery London wowed an international audience at the Designers Preview catwalk show, introducing key pieces from the 2012 collections from **Blue Bridalwear, Hollywood Dreams, Joanna Hehir, Lea-Ann Belter, Lusan Mandongus, MKarin, Sharon Bowen and Yolán Cris.**

Blue offers a flirty and feminine collection from the 50's inspired prom style of bridalwear. Chantilly lace over-bodices feature heavily, as seen in pleated full skirted dresses, which are often trimmed with a fine satin waist band. Beautifully adorned with buttons lining down the back and extending the length of the bodice, Blue's designs produce a classical yet playful look.

Hollywood Dreams' collection reflects the glamour and elegance of Hollywood through the full skirted, heavily embellished gowns. A stunning vibrant red strapless gown with a heavily bejewelled bodice and full skirt opened the scene and set the tone. Corseted bodices and full, gathered skirts formed the staple shape. Hand embroidered embellishments adorned the dresses with eye catching Swarovski crystals and beautiful beading worked into stunning designs.

Innovative and talented designer, **Joanna Hehir**, stayed true to her signature style of clean, unfussy, classic cuts with romantic detailing. Utilizing the best quality European silks and laces, the London based designer sent stunning vintage inspired dresses down the runway. Simple empire line lace embellished dresses with pink satin ribbon waist bands look classic when finished with a lace bolero. Low v-back cuts with wide lace straps and halter neck styles offer alternatives to popular strapless gowns. Fluted, flowing silk sleeves create a caped look and draped backs provide an elegant finish.

Lea-Ann Belter showcased a stunning array of gowns, each offering it's own distinct point of difference. 'A gorgeous crisp silk taffeta gown in blush featuring a strapless neckline and beautifully hand ruched bodice with a dramatic gathered mermaid skirt and bubble hem. Uniquely placed flowers accentuate the back. A streamline silk dupion gown with a flattering draped bodice offers a demure look. The slim skirt falls into a chapel length train and the waist is accentuated with a duchess silk obi sash. Shorter tea-lengths were shown with flattering draped cross-over bodice and sweetheart neckline. Handmade silk flowers accent the waist and tulle ruffle peeks out from under the full dupioni skirt.

Lusan Mandongus, a name synonymous with classic elegance, showcased stunning designs that heavily featured delicate tulle fabric. Inspiration taken from Oriental gardens was mirrored through the strong use of floral detailing in every design. Modern takes on classic shapes with distinct attention to detail through the high quality finish shone through the collection. Dresses were styled with fabulous large corsages and long veils that began at the nape of the neck and flowed behind in a striking fashion. Sheer organza, high necked collar offered a demure look.

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

MKarin presented an avant-garde collection which exuded elegance, glamour and femininity. Designed to epitomise a look of bridalwear with flair, corsages covered with tulle were presented as the essential accessory to tiered skirts complete with styles that included ruffles and ruched materials in a range of textures.

Sharon Bowen's collection was designed especially to be shown at White Gallery London this year. Titled 'Pandora's Box' for its diverse styles, ranging from Elizabethan inspired garments and designs reminiscent of medieval times to a dress with an Audrey Hepburn 'My Fair Lady' flair. Bowen's 2012 collection is a step back in time.

Yolan Cris inspired the crowd with their fabulously fresh and innovative designs. Eclectic and timeless with a touch of naivete, the collection is on trend with crochet detailing, heavy fringing and weighty beading. Bohemian chic comes through in contemporary hareem trousers and matching top with cut out panels, while edgy macramé fabrics dominate the collection.

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

END

2012 DATES: Taking place at Battersea Evolution the third edition of White Gallery London will open its doors next year **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.

WHITE GALLERY 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.