



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

White Gallery London's Third Edition Announces Line up with 90% of Show Confirmed

White Gallery London firmly positions itself on the international bridal buying calendar and confirms its third edition will be held in the beautiful riverside surroundings of Battersea Park on 20-22 May 2012.

Battersea Evolution will, once again, play host to an impressive list of 40+ top designers from the UK and overseas including Alan Hannah, Amanda Wakeley, Anoushka G, Babe, Blue, Claire Pettibone, Cymbeline, David Fielden, Elizabeth Stuart, Gemy Couture, Halo & Co, Harriet Wilde, Hollywood Dreams, Ian Stuart Bride, Ivory & Co, Jesus Peiro, Johanna Hehir, Katzi, Kisui, Lea-Ann Belter, Linea Raffaelli, Lusan Mandongus, Lyn Ashworth, Madeline Isaac-James, Nicki MacFarlane, Ottavio Nuccio, Pepe Botella, Polly Edwards, Rachel Simpson, Sanyukta Shrestha, Sassi Holford, Stephanie Allin, Stephanie Browne, Stewart Parvin, Terry Fox, The Vintage Wedding Dress Company, Tobi Hannah, Vivien Sheriff and Yolán Cris.

"The response from exhibitors, buyer and press to the White Gallery London has been extremely positive. It is a real testament to the success of the show that 85% of exhibitors signed for the coming show before we had even closed our doors in May and 90% is now sold" commented White Gallery Event Director, Alejandra Campos.

White Gallery London has brought together the finest names in bridal alongside the best retailers in an elegant environment that has proven conducive to writing business and media coverage worldwide as stated in the overriding feedback.

Loyal third time exhibitor, Martin Jenkins of Sassi Holford comments "White Gallery London truly is more than just a platform for designers in the bridal industry to be given the chance to have the spotlight placed on them; it is an event that is helping to make the bridal trade industry thrive on both a national and international scale. The layout and space has really made us feel as though we are part of an exclusive premium exhibition that we are proud to be associated



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with and is somewhere we would like to continue to build our presence at in the coming years. We also met with a significant number of international buyers from Italy, Holland and Norway and some top end bridal boutiques which make this an incredibly worthwhile experience."

Cutting edge designer Ian Stuart who will be exhibiting at White Gallery London again comments, "The venue is elegant, easy, cool and chic. To date I have been very impressed with the press/TV coverage. We were able to offer customers an elegant environment in which to buy their collections. The White Gallery London has certainly "upped the Anti" and is definitely the show to watch!"

Speaking to retailers at the last show, Chloe Curry of The White Room, Sheffield says "White Gallery London was a wonderful show for us to visit. We loved the fact that it wasn't saturated with irrelevant bridal designers and was incredibly niche. The fashion shows was spectacular and we are very much looking forward to next season."

"We came to visit White Gallery London to view all of the designers in one place. It makes it very easy for us to visit a dedicated show to buy our new collections, as it can be difficult to chase each individual designer. Attending White Gallery London has given us a real sense of what is out there today in premium bridal wear," comments Ann Gilvary of Aibheil in Ireland.

Additionally, Rachel Shedden of Rachel Scott Couture said "This is my second visit to White Gallery London and everything is highly accessible and it works well with everything located on one level. The fashion shows have been great and the quality of designers has exceeded our expectations and has suited our buying needs perfectly."

Jetting in from the USA, Sherri Caudell-Brennan of Martha Stewart Weddings highly regarded White Gallery London saying "White Gallery London is a beautifully finished event. It is extremely elegant and the quality of premium designers is great. It really does feel as though you are seeing the best of the best. The design of the event is clean, beautiful and user friendly. It is a great experience for the press and buyers as well and the brands and people exhibiting."

For more information visit www.whitegallery.com



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ENDS -

2012 DATES:

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

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.

AWARDS

AEO, Special Commendation, Best Trade Show Launch – White Gallery London 2010

Exhibitions News, Nomination, Finalist of Best Trade Show Launch – White Gallery London 2010

White Gallery London is part of the Ocean Media Group's Fashion Division portfolio. Ocean Media Group is the leading event organiser and publisher in the bridal sector in both UK and Europe. Its portfolio includes the British Bridal Exhibition Harrogate, Modatex, First Look Amsterdam, White Gallery London, Bridal Buyer, Bridal Buyer Europe, bridalbuyer.com, The National Wedding Shows and The Luxury Wedding Show.

For further information and images please contact: Sharon Good or Keleigh Batchelor at Good Results PR: T: 07908 328 633

E: keleighb@goodresults.co.uk or sharong@goodresults.co.uk