



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

MAY PRESS RELEASE

London 2011 | White Gallery

White Gallery Catwalk Flaunts New Talent

While leading designers graced the catwalk with their individual shows, White Gallery London introduced a hand picked selection of new talented designers, offering them a chance to showcase their collections to international buyers and press. Brides magazine sponsored the catwalk show, Shopping Editor Astrid Joss 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.

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.

For more information please visit www.whitegallery.com

ENDS

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 Yolana 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.