

BRIDAL



BUYER

ISSUE 3 2020

237
New season
STYLES

GREAT
BRITISH
ICONS

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OF THE UK'S
MOST TALENTED
DESIGNERS

Awards
season
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winner in 2020?

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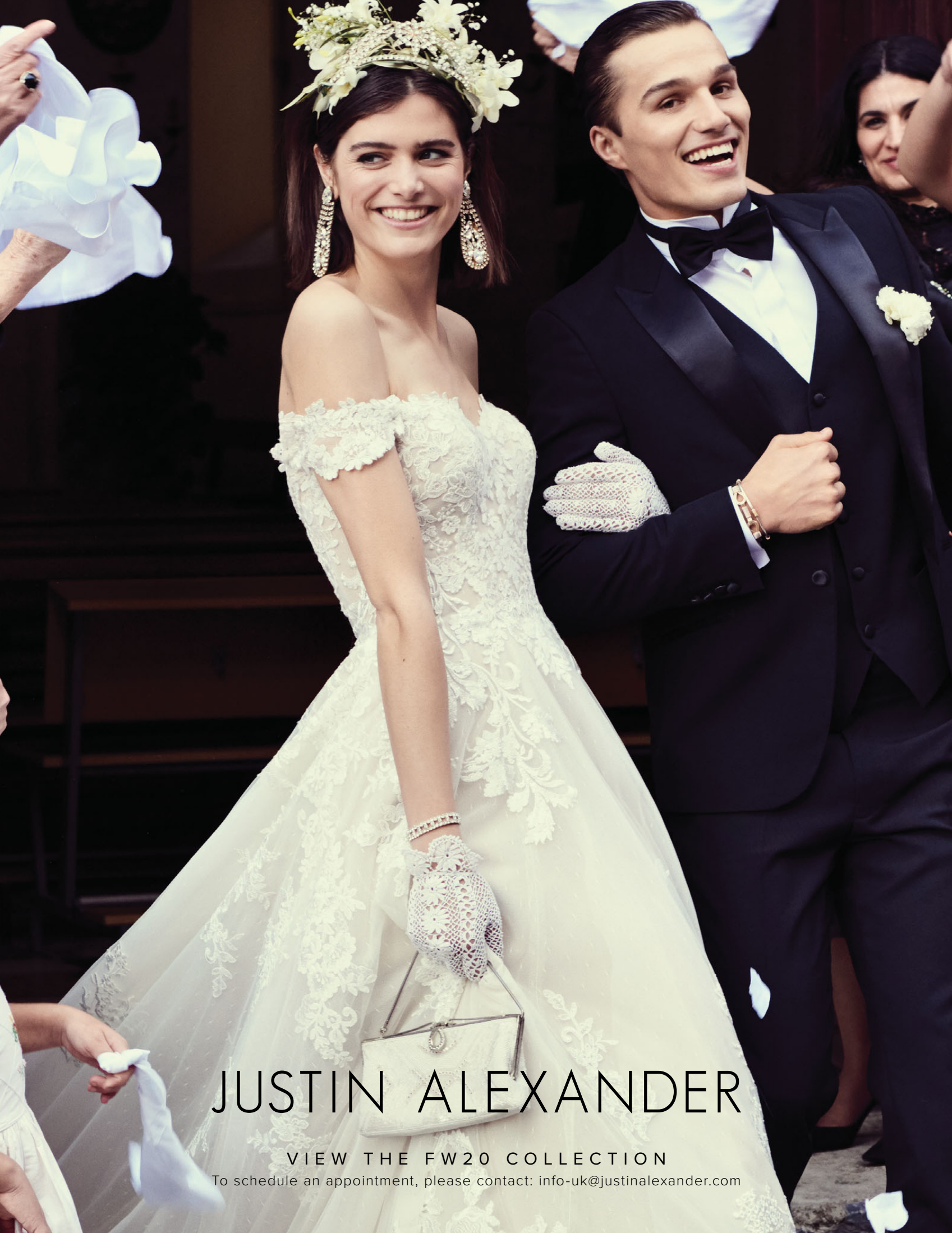
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Contents

2020 ISSUE THREE

Bridal Buyer HQ is not only full of the joys of spring, but is full of the buzz and excitement that comes with show season! It is a truly special time of year for so many reasons, but my favourite is being able to see the new campaign photography from the leading designers and brands in the run up to London Bridal Fashion Week and White Gallery. I can't believe that anybody would fail to fall in love with our front cover image from Bowen Dryden, nor any of the gowns the label has created for the new season - they are simply stunning. In fact, I have fallen in love with so many gowns before even seeing them up close! Check out our pick of our favourite dresses and styles that you'll be able to see at the show on page 102. You can catch up with our latest trend predictions (lace, capes, suits and more) on page 46, and hear what the designers have to say about their creations for the catwalks on page 96.

I can't wait to take a seat at the fashion shows in London and see all of the gowns I've been looking at in the photographs come to life as they sashay down the runway. This issue of the magazine is dedicated to, and celebrates, the stunning design and global bridal talent that we will see at the shows. Take a look at who you can meet on page 114.

Don't forget to maximise your time at LBFW and White Gallery by registering for your pass as soon as possible - you'll be able to miss the queues on the day. Register at londonbridalweek.com, see you there!

Alicia Marie



Up front

Cover This month's cover dress is from the amazing Bowen Dryden. Find out more on the brand by visiting bridalbuyer.com (photographer Dennis Valdez).

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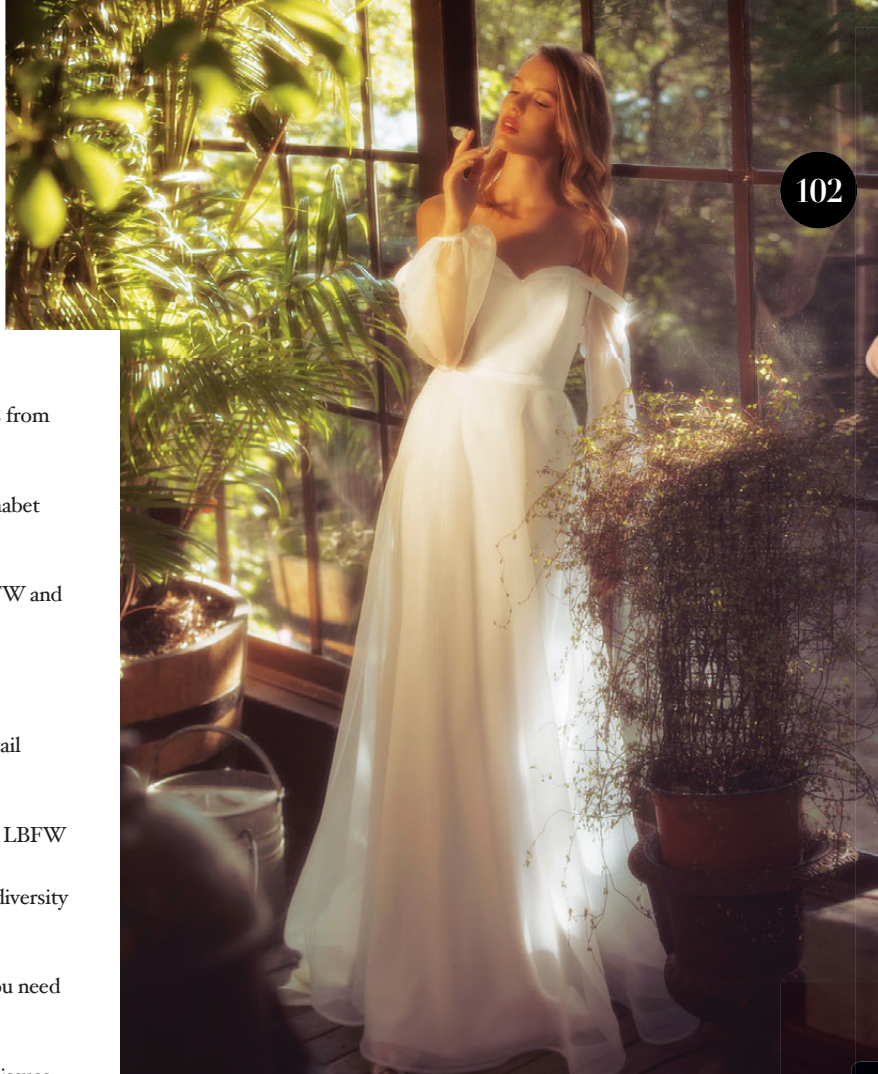
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Editor

Anna-Marie DeSouza
annamarie.desouza
@oceanmedia.co.uk

Acting Deputy Editor

Hannah Wilkinson

Art Editor

Caroline Carpenter

Content Writer

Caoimhe McGonagle

Sub-Editors

Jennifer Grimble, Lucia Mandini

Production Editor

Dean Jacobs

Portfolio Director

Zoe Jobson

Head of Bridal - London

Cassandra Roberts 020 7772 8317
cassandra.roberts@oceanmedia.co.uk

Director of Bridal - Harrogate

Wendy Adams 01423 770120
wendy@bridal-uk.com

Sales Manager

Charlotte Speer 020 7772 8324
charlotte.speer@oceanmedia.co.uk

Ad Sales Manager

Lynn James 020 7772 8596
lynn.james@oceanmedia.co.uk

Marketing Manager

Ella O'Keefe 020 772 8344
ella.okeefe@oceanmedia.co.uk

Marketing Assistant

Phoebe Speer 020 772 8341
phoebe.speer@oceanmedia.co.uk

Content & Production Executive

Harriotte Hodson 020 772 8373
harriotte.hodson@oceanmedia.co.uk



Bridal Buyer

Ocean Media, 3rd Floor, 4 Harbour Exchange
Square, Isle of Dogs, London E14 9GD
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What's NEW

Bowen Dryden

Our cover star this month is Bowen Dryden – an amazing British brand that Bridal Buyer adores. Its latest collection is outstanding and will be on display at White Gallery. The designs are thoroughly considered and take into account sustainability and the impact that clothing has on the planet. The brand spent time researching and sourcing organic cotton fabrics from ethically grown crops without pesticides, to keep every part of the garment biodegradable. In fact, all the materials used are fully compostable, right down to the buttons. The style of the collection has a very relaxed vibe; we love the billowing tiered dresses, coat dresses, hot pants, palazzos and more.



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What's NEW



A TOUCH OF SPARKLE

Nieve Couture will be displaying its gorgeous new collection at LBFW. The range of dresses is diverse, with a number of traditional-style gowns, as well as some relaxed unstructured styles, and even some dresses that boho brides would love. Our favourite is the Josephine, which has an almost 70s-style charm. It features a gorgeous plunging V-neckline, kimono-style sleeves, an open bodice back and a soft A-line skirt. The beadwork and sequins give it a magical touch of sparkle.



STEP AHEAD

We know and love Bianco Evento for its gorgeous gowns, but don't miss the label's Avalia shoe collection at LBFW this year. There's an ultra-pretty selection to suit a huge variety of dress styles. We're in love with the Robin pumps, the chunky heel of the Astra and the espadrille-inspired Bahia style.

ÉLYSÉE AND ÉTOILE

Enzoani has announced that design stars Christopher Russell and Mark Russell have joined the company as Artistic Directors of the new ÉLYSÉE division. With over 15 years' experience at some of the world's leading bridal and eveningwear houses, the duo are well-known for their exceptional ability to create opulent gowns. The ÉLYSÉE collection is inspired by Neoclassical art and architecture, and is deeply rooted in traditional bridal design, but using modern silhouettes. ÉLYSÉE represents Enzoani's expansion into the mainstream bridal market – to further support the division, Enzoani will shift its 'Beautiful' collection to ÉLYSÉE, rebranding it as ÉTOILE. The new ÉTOILE collection will have its global debut at LBFW.





ONE TO WATCH

Karahasans Bridal will be exhibiting at White Gallery for the first time this year. The label produces a unique range of bridal, evening gowns and accessories, which are all handmade in-house. The new bridal collection is romantic and fun, created using silks, chiffons, soft tulle, luxurious crepes, French laces and Karahasans' signature beautiful beading and embroideries. We adore the shorter styles, too, which are ideal for destination and summer brides.

PARTY TIME

On Sunday 22 March at 6.45pm, the London Bridal Fashion Week team will be hosting a party in the VIP lounge, with drinks, food and live entertainment.

The party will take place after the last catwalk show of the day and will be open to all show visitors. On Monday 23, at 7.00pm, join the Bridal Buyer team for London Bridal Fashion Week's Big Night Out featuring The RBA Awards.

To book your tickets, visit londonbridalweek.com/big-night-out



NEW NAME

There are some stunning new names joining White Gallery this year, and one not to miss is British designer Kate Fearnley, who is launching her new wholesale range. The collection offers a romantic vision of imaginative style and detail. There's an innovative use of luxurious fabrics, unique embroidery and embellishment, often with a floral 3D element. It's super pretty.



VEILS UNVEILED

Looking for some contemporary veils to complement your dress selection? The new Linzi Jay collection includes some fashion-forward and utterly alluring creations! We love this cathedral length polka-dot version, the perfect piece to match with plainer dress styles.

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What's NEW



SO ADORABLE

Justin Alexander has confirmed that it will be launching new label 'Adore' at LBFW. With captivating garments that have a sense of spontaneity and confidence, Adore has been created for fresh city brides that know what they want. Justin Warshaw, CEO of Justin Alexander, says: "With the launch of Adore we are ready to appeal to all modern brides with a youthful and happy spirit. The brand emits a joyful atmosphere that celebrates authentic happiness, embracing an overall light and uplifting feeling. Fashion-forward and girlish, yet effortless gowns remain at the core of the label."



PURE JOY

Pure Joy is a collection of 30 timeless gowns by designer Victoria Hall of Amatissimo Bridal Couture, which will exclusively launch at LBFW. Victoria tells us: "I am delighted to launch my first collection. These designs are from the heart. The gowns embody the spirit of pure joy that every bride feels on her wedding day. I've created a diverse range of dresses that fit every body shape with timeless and elegant style." Amatissimo Bridal Couture has two collections a year with zero minimums.

3 OF THE BEST

LADYBIRD

This dynamic brand is certainly one to watch at LBFW... don't miss seeing these three styles up close. Left to right:

1 Ladybird Couture style 220-406 appeals to the decadent bride that is looking for a contemporary gown with a twist. **2** Ladybird Royal style 220021 offers a sophisticated silhouette that will sculpt and celebrate a bride's assets. **3** Ladybird Princess 420016 is an outstanding style that would suit a huge range of body shapes and sizes.



AWARD-WINNING!

Tim Oliver of Propress, the sponsor of 2019's British Bridalwear Designer of the Year, met with winner Charlie Brear to exchange the trophy. Charlie wasn't able to be there on the night, but was delighted to receive the iconic award, and also a gift of a Propress steamer!



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FINISHING TOUCHES

It's not just about the dresses at LBFW and White Gallery. Eight key exhibitors share their favourite accessories, to help your brides complete their looks in 2020



5676 Children's Silver Tiara by Warren York

Exhibiting at: LBFW

Details: "This child's silver tiara features pearls and diamantés across its band in a scroll and horse shoe pattern. The matching adult's tiara is also available in rose gold and silver."



TLH 3045 by Twilight Designs

Exhibiting at: LBFW

Details: "Made up of fresh water pearls and diamantés, this simple yet showstopping comb is a truly versatile style loved by all women. Perfect for a variety of hairstyles, it's also designed to suit a range of bridal looks."

BV011 Single Tier Veil by Warren York

Exhibiting at: LBFW

Details: "This single tier veil boasts an intricate embellished pattern of pearls, sequins and silver beads, as well as an elegant embroidered silver edge. A beautiful addition to any gown, the veil comes in lengths from 54" to 180" and is available in white, ivory or light gold."





Midsummer Dream
by Ivory & Co

Exhibiting at:

White Gallery

Details: "This beautiful bohemian hair clip was created with pale champagne gold, hand-enamelling and freshwater pearls, for a subtle and delicate take on the current trend for gold and relaxed, fresh styling. This look is perfect for beach, destination and rustic barn weddings."



ARP617 Purity Pearl Hairpins
by Arianna Tiaras

Exhibiting at: LBFW

Details: "This is our number one bestseller and we definitely see why! Pearls are so popular right now, and we love that this classic gem is edging its way into modern bridal fashion. Carefully slotted into a messy up-do, these are the perfect accessory to complete any bridal look."



Perfect Pouch
by Katie Loxton

Exhibiting at: LBFW

Details: "Our personalised bridal pouches are the ultimate wedding accessory and are ideal for brides, maids and others. Finished in the most beautiful pearlescent lustre, this softly shimmering vegan leather pouch has pale pink and champagne undertones."



PBB1001 by The Perfect Bridal Company

Exhibiting at: LBFW

Details: "This slim wedding sash belt is set on an ivory satin ribbon tie and offers glistening crystal flowers and a teardrop motif, bordered by clear seed beads. It's perfect for adding a touch of vintage glamour and is an effortless way to customise almost any gown."



AR598 Everlasting Tiara
by Arianna Tiaras

Exhibiting at: LBFW

Details: "From subtle to dramatic, our Everlasting Tiara takes pearls in a new direction. This statement headband is perfect for any woman wanting an alternative to a veil. This piece is also a great way for brides to switch up their look from day to night."



CHAPTER Hair Silk
by Six Stories

Exhibiting at:

White Gallery

Details: "Unstated hair is hot right now and we love its effortlessness, but brides need something extra to give them an edge! Our Hair Silks are handmade from 100% silk and are timeless and feminine. A perfect alternative to a veil, the tie can be kept forever and works beautifully with a variety of hair styles."



Boxed Bridal Collection by Joma Jewellery

Exhibiting at: LBFW

Details: "This season we've designed some pretty wedding day boxed jewellery sets, with sparkling pieces for everyone in the bridal party. These beautiful bridal boxes make perfect keepsakes that promise to hold precious wedding memories forever."



Octavia by Ivory & Co

Exhibiting at: White Gallery

Details: "This stunning vintage-style tiara features Zirconia crystal simulated diamonds for amazing sparkle. Set in rhodium for a statement look, it would complement a classic or dramatic bridal gown and a stately home or castle setting."



Willow by The Perfect Bridal Company

Exhibiting at: LBFW

Details: "This structured frame clutch comes in a dyeable satin and features a pretty, pleated polka dot tulle overlay. Ideal for brides wanting to add a touch of the 1950s to a vintage-inspired wedding, it's also subtle and elegant enough to pair with modern, minimalist gowns."



TLV 8094 by Twilight Designs

Exhibiting at: LBFW

Details: "This stunning single tier veil was a new addition to our collection for the Harrogate Bridal Show 2019 and has really taken off as a bestseller. The delicate lace on the train is ideal for brides wanting a classic, yet on-trend look."

A woman with blonde hair and large floral earrings is wearing a white lace wedding dress with a high neckline and a full, flowing skirt. She is standing in a garden with various plants, including tall cacti and succulents with red flowers. Several silver disco balls are scattered on the ground around her. The background shows a white building with windows.

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ATLANTA - VOW

Booth#10W-126 March 24-26 (Tue.-Thu.)

NEW YORK - THE KNOT COUTURE

Booth#133 April 18-20 (Sat.-Mon.)

BARCELONA - VALMONT BARCELONA BRIDAL FASHION WEEK

Booth#D422 April 24-26 (Fri.-Sun.)

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The Ella shoe, £99 predicted to be this year's best-selling shoe, is crafted in ivory satin and adorned with iridescent, light-catching Keshi pearls

Lindsey predicts the Alexa, £75, will be a big hit at London Bridal Fashion Week



THE *PERFECT* BRIDAL COMPANY

Supplying shoes and accessories to over 300 UK boutiques, as well as stockists in Germany, France, Spain, the Netherlands and Scandinavia, Lindsey Dolman reveals the secrets behind the successful brand



If brides want to add a strap onto your slip-on shoe, The Perfect Bridal Company now sells detachable straps



The Perfect Bridal Company's story began with a family history of footwear manufacturing and import, an industry that has very strong roots in the Midlands where its head office and warehouses are based. Its CEO and Founder, Dan Mutton, saw an opportunity with existing contacts to branch out from fashion and occasionwear into the bridal industry and quickly saw room in the market for a different style of product. "The brand evolved, taking inspiration from past eras to create modern, vintage inspired bridal shoes with affordable designs focused on style without compromising on comfort," explains Business Development Manager, Lindsey Dolman. "We started off in the fashion occasion footwear industry producing matching handbags and shoe clips as accessories to our shoes. However, in more recent years, we have started to offer sash belts, too. This collection continues to grow as it becomes more popular with our stockists," explains Lindsey.

What's admirable about the company, is its

The Pepper bag, £42.50, made from satin, comes with a chain shoulder strap so brides can carry it in hand or by the strap for effortless all-day wear



creativity and ability to evolve with the times in order to please the modern-day bride. "We offer choice and flexibility, which ultimately helps our stockists sell more. It's not just brides that enter bridal boutiques, and not all boutiques are exclusively bridal, so it's important to have a range of accessories that will appeal to every member of the entourage. Which is why we always like to bring a little something extra to the table," explains Lindsey. "In fact, our latest addition isn't even a shoe, but a selection of detachable straps crafted from dyeable satin, to add even more comfort and security to any slip-on shoe style," she reveals.

When asked what their best-selling shoe is, Lindsey confidently responds: "It's Ella, hands down. It's a gorgeous, elegant shoe with Keshi pearl embellished ankle straps for a modern twist on a classic silhouette. The unique, irregular shapes of each beautifully iridescent pearl makes each pair of Ella's truly individual. They also come with a plain set of straps to switch up the look," explains Lindsey. The shoe is ►





The Perfect Bridal Company stocks a range of accessories including bags. The Saffron bag, £42.50, is available in taupe and navy

crafted from dyeable satin, and isn't limited to ivory, or even to just bridal. Luxurious in style and in comfort, Ella has a fully cushioned, soft leather insole and padded fabric lining, too.

So, what's on the horizon for shoes in 2020? "Many modern brides are still leaning towards clean, classic lines but that definitely doesn't mean boring or plain," says Lindsey. "Subtle, elegant and understated details keep things fresh, feminine and easy to wear, with some brides bucking the traditional bridal shoe trend altogether and opting instead for a fun pair of bridal sneakers, like our Nikki and Pia styles," she says. "Modern brides are also more practical and budget savvy, so blowing hundreds of pounds on a pair of shoes you only intend to wear once, doesn't appeal. We're selling more non-ivory shoes than ever before and have had a dramatic increase in the number of shoes we are dyeing both before, and after the event."

The Perfect Bridal Company will be showcasing its latest designs at this year's London Bridal Fashion

"Many modern brides are still leaning towards clean, classic lines, but that definitely doesn't mean boring or plain."



Perfect for the relaxed bride, the Nikki sneaker, £99, is made with pretty sequin and bead embellished mesh panels over ivory satin with a soft gold glitter heel cap and smooth leatherette toe cap



The Pia trainer, £95, is ideal for bridal showers to bridesmaids' gifts, a hen do or even as a second pair on the bride's big day

Week and is looking forward to meeting new customers and maintaining relationships with existing stockists in a face-to-face setting. "It's a chance to network with other industry professionals to exchange ideas, celebrate the previous season successes and have a bit of fun, too," says Lindsey. "We'll be showcasing our expanded offering of evening and occasion shoes, complemented with matching handbags, in a selection of timeless colours. Ideal for bridesmaids, mother of the bride or any formal occasion," says Lindsey. "We predict our Alexa block heel embellished sandal will be a big hit at the show. It's available in two fabrics and four colours and is complemented by a selection of handbags from our accessories collection."

If you're considering adding shoes to your boutique's accessories range, Lindsey offers some essential buying advice: "Invest in fewer styles and offer a small size range. It's easy to be tempted to buy one of everything, but we often find less is more. In this way, the customer can try on a pair in the exact size she needs and there's higher chance of securing the sale," she says. "What's more, don't be afraid to sell your stock sample, even if it's your best seller. Sell that pair and we can send another pair out to you to replace it – we offer next working day UK delivery, (and fast shipping times outside of the UK, too), so you won't be without the sample for long!" ■

A full-page photograph of two models in elegant lace wedding dresses. The model on the left is facing forward, looking over her shoulder, while the model on the right is seen from the back, showing a deep V-back with crisscrossing straps. They are standing in a room with large white columns and a white door. A vine with white flowers is draped across the lower left.

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For more information contact:

Marie Murphy-Campion UK, Ireland and Europe • m. (+44) 07881 630891 • e. marie@palomablanca.com
Jayne Jones UK North • m. 07795 345237 • e. jayne@palomablanca.com

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Trends

EXCLUSIVE INTERVIEWS • LATEST TRENDS FOR BRIDES & MAIDS • HOME GROWN TALENT & MORE

Fashion radar

Spring is the season when the bridal community becomes spoilt for choice with the latest trends. The new collections from the big labels and designers are set to be revealed at LBFW and White Gallery, and we can't wait to see the details and silhouettes that will be big news! We're looking forward to seeing the latest creations from Mon Cheri up close at the show – the stunning gown here has detailed slim straps and uses x-ray fabric to perfection. Turn to page 46 to discover the other trends we think will be a hit at the show. We also take a look at what's new in bridesmaid fashion (page 50) and focus on some of the Great British designers you can meet in London (page 67). ■



DRESSES IN *DETAIL*

What should you expect from bridal trends at LBFW and White Gallery? Here's a look at the latest styles we love





CAPES:

Get movement and textures with this season's lighter-than-air capes



MINIMAL:

The unadorned look is all about the material, cut and silhouette.

If you want to make the very best buying decisions for your boutique, it's a good idea to have an idea of what the popular looks are set to be over the coming seasons. There's a wealth of new and upcoming trends to look out for at LBFW and White Gallery this March – there are some updates to traditional styles, a mix of contemporary classics and a breadth of unique new looks that modern brides will love.

There's nothing new about the use of lace in bridalwear – it's a real mainstay. Its natural prettiness makes it such an obvious choice for statement gowns. This season we are loving all the iterations that have been used in dresses of every silhouette and style – Chantilly, Alençon, Guipure and more. We adore the bold botanical fabrics that labels such as Carolina Turner have produced, as well as the cool boho laces with modern patterns from Rembo Styling and others. Look out for circular and linear patterns, too, as there is a move towards laces with more abstract shapes and an almost graphic feel.

The demure look is more popular than ever before, with a whole variety of designer names and fashion houses creating looks that are beautiful, elegant and covered up. This trend is all about modesty, but not in a matronly way – in fact it is quite the opposite. We adore the styles we have seen from Madison James and Marylise – and we are set to see more of this look on the catwalks. Think chic, pretty ways of keeping things concealed; this is a fashion-forward trend with plenty of layering and volume. Lace and silk are the materials of choice, with plenty of detail coming from the cut and finish.

At the other end of the spectrum, sexy sheer looks are popular once more, and they have never looked so chic! Slender slip dresses and nude corsetry means this season's sheer gowns are sophisticated yet sensual. We love the floor-length styles we are seeing with detailed over-layers featuring plenty of embellishments and embroidery. Look out for clever lingerie styling and linings in nude tones for the illusion of lightness and skin beneath. Pretty options from Elbeth Gillis and L'Amour throw a bit on sparkle into the mix, too – a really divine look.

On the same glam theme, the slashed skirt style is something that adds instant appeal. This is a trend of two halves, with the skirt matched with high necklines for those that just want a peek of skin,



NEW LACES:

Ever pretty, we love the different ways that lace is being used to offer real impact

through to more daring, low V-necks. The latter is perfect for brides that want to give a glimpse of glamour, and both iterations offer the chance to show off killer heels. We love the bold elegance of the styles from the likes of MiaMia and the soft romantic takes on the style offered by Rebecca Ingram and others.

Equally dramatic, but more textural, is the use of tiers and layers this season. We know that huge ruffles have dominated the catwalks of late, but this is a different twist on that style. While tiers are by no means a new trend, this season's contemporary take mixes lighter-than-air fabrics, lace and tulle, to offer volume and grace in a totally new way. It provides brilliant movement for brides that want to float down the aisle with grace and glamour. This is a standout style, so it's not for the shy! ►



SHEER:

This is a sensual look using pretty, floaty materials. We adore the added touch of sparkle, too.



SLASHED LEGS:

Brides can show off their pins and their fabulous wedding shoes in this season's sexy trend.



SUITS:

The perfect alternative to a gown – and one that's chic and elegant. We adore the slim fit styles.



TIERS:

Texture is in abundance with this bold bridal look. This is layering to the max!

Another trend that has grown in popularity over the past few years is the unadorned minimal trend; no fuss and no frills - it's all about the quality and cut of the material. We are seeing this pared back style in a variety of silhouettes, from body skimming slips to A-lines and all that is in between. We also love the minimal two pieces, with high-waisted voluminous skirts and form fitting cropped tops. This is all about good tailoring! Don't miss the bias cut styles from Savannah Miller or the goddess-like creations from Theia – both labels have nailed the trend.

For something totally different, remember that not all brides want to wear a dress. Over the past few years, jumpsuits have been (and will continue to be) a really popular alternative, but in 2020 we're now seeing sexy takes on suits. There is nothing cooler than a well-tailored suit, and this season we adore the chic cigarette bottoms and slim-fit

blazers. Our favourites come from Justin Alexander, which has a really fab suit with a 3D floral trim, and Caroline Castigliano, who has created a look with the perfect slim-cut pants and a cropped jacket.

While not a dress trend, we can't ignore capes this season. They have been on the radar for quite a while, and we've seen some gorgeous options over the past couple of years. However, 2020 really is the year for a revival! They are everywhere, and looking great. This is the must-have item for brides that want movement and grace, but don't want a traditional veil. We love the styles in lace and soft, sheer materials that flow and move with ease. Ideal for brides who want a sleeveless dress, this is a cover-up with a difference, which adds subtle layers and depth – not to mention a striking silhouette, regardless of the dress style it is matched with. ■



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SANDY

Eliza & Ethan



MAID IN THE SPOTLIGHT

In 2020 your brides won't be the only ones turning heads. We speak to seven designers about their latest collections and the hottest maids trends to look out for at this year's shows



At London Bridal Fashion Week and White Gallery this year, you can expect to see some bold and beautiful collections to entice the whole bridal party. While demure pastels remain en vogue, this year is all about contrast and drama! As seductive silhouettes and shimmering fabrics ignite some Hollywood glamour into bridesmaid wear, sexy slits, iconic sleeves, and daring necklines will also play their part.

“Bridesmaids are starting to take risks and be more fashion-forward,” explains Hayley Paige, whose spring 2020 campaign offers dark and stormy fabrics, beautiful lace detailing, and a chiffon jumpsuit that oozes contemporary appeal. “Our gorgeous new liquid metallic fabric is set to wow,” she says. This alluring material can be seen best in style 52002, a flattering A-line gown with a draped crossover bodice, a sweetheart strapless neckline and detachable sleeves.

Romantica Bridesmaids has also ventured into metallic tones for 2020, taking inspiration from A-list stars like Kendall Jenner and J.Lo – and there are two showstopping dresses to track down at LBFW. The first, Beth, offers a scoop illusion back, draped cowl detail and all-over sparkle. “It’s eye-catching and versatile,”

explains Marketing Coordinator Hayley Logan. The label’s vibrant India gown is also set to stun, thanks to its dazzling peacock colour, hand-beaded trim and full gathered skirt. “Straight off the red carpet, sexy thigh-high slits are a great choice for a glamorous bridal party, and our Hattie and Sara gowns are perfect for this!”

Over at True Bride, you can also expect to see luxe textures and silky liquid satins, as well as floaty sleeves, pearl beaded accents, and unique lace designs. For its latest True Bridesmaids, Luna and Essentials collections, the brand took inspiration from the red carpet and the intricacies of French lingerie. “Our stockists have helped us collate designs that their customers really want,” explains Sales Manager, Wendy Wallis. “Led by our fabrics, there are some styles with a slinkier feel, while others are pure Hollywood glamour. We’re also loving blouson bishop sleeves, seen best in Fliss style M448.”

Sleeves are cropping up everywhere this season. With an abundance of spaghetti straps, cold shoulders, and beautifully embellished caps, you’re sure to find some knock-out styles at the show. “Our Kimi dress is bang on-trend but offers more coverage for maids that are self-conscious about their arms,” says Hayley of Romantica. “If you’re looking for strapless gowns that offer extra



support, an illusion style is an elegant choice.”

Also offering some beautiful designs with stunning sleeves is Motee Maids. “I wanted to incorporate this huge bridal trend into maids wear, while keeping the look subtle and timeless,” explains Director Rosanna Garden. “Sleeves are ease of wear for all sizes.” With this collection, maids can mix and match to find a style that suits them. “This is growing in popularity, but can be difficult for brides to do well, so there’s a huge opportunity for boutiques with experienced stylists to pull looks together for their customers.” The label’s latest collection oozes sophistication, with delicate cap sleeves and intricate embellishments for a polished 90s elegance.

There’s plenty of glamour in the latest Watters and Wtoo collections, too, with sensual gowns that are designed to enhance and flatter. “Our modern classics were inspired by real women and are made to complement each other – think soft square necklines, tie detailing, strategically placed slits and delicate sleeves,” explains owner Vatana Watters. As well as deep shades like evergreen and sangria, the label also has some beautiful light hues to complement all skin tones.

If you’re a fan of Eliza & Ethan, then keep your eyes peeled for new additions to its highly popular Made to Order Bridesmaids

collection, which launched at Harrogate in 2019. “We’ll be revealing three new designs at LBFW, each with added structure and support,” says Louise Salih, the label’s Director. “The collection drapes beautifully and features ruching and three different necklines. Our personal favourite offers a sexy deep V-neck and a central knot design.”

Retailers seeking something a little different should also take note of the latest from Special Day Bridal, where 50s-inspired fashion meets modern flirtation. “Our latest collections feature classic silhouettes with intricate detailing,” says Designer Joanne McFadden. “One of our most popular styles is a tea-length dress in satin and tulle, which is available in 90 colours.”

No matter what sort of dresses you’re looking to add to your collection, one sure-fire way to attract maids through your door is to offer an exciting shopping experience to them – not just your brides! “There’s a big focus on the experience in the run up to a wedding and bridesmaids are now part of this,” explains Rosanna Garden. “People want to treat their maids and going to a boutique is the perfect way. After years of online shopping, people are coming back to boutiques, in search of great service and something truly unique.” ■

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Catherine Deane

We catch up with the team at Catherine Deane to find out how the brand is catering for the modern bride and pushing boundaries with the latest sustainable collection ♦

The pretty Nico dress features light, floaty fabric and floral embellishments - ideal for a soft feminine aesthetic



The Nina features a gorgeous overlay to the skirt that adds texture, depth and interest



The Nya is a dress that's perfect for a goddess; it's full of Grecian inspiration



The Niki (left) has a glorious scalloped design and edging - a unique and pretty touch. While the Neve (right) showcases a translucent chiffon skirt and hidden lace detailing



Irish-born, South African-raised and honorary Londoner, designer Catherine Deane has taken inspiration from her nomadic lifestyle, weaving forgotten craft techniques and femininity into her romantic designs.

Deane had already established a following before taking the bridal world by storm in 2005, with the likes of Lana del Rey, Taylor Swift and Pippa Middleton appearing in her ready-to-wear collections. Offering elegant goddess gowns made from sumptuous silks and intricate lace out of her London boutique, Deane quickly became the name-to-know for the modern bride, heavily influencing the trend for more relaxed mix-and-match separates. As women are seeking more contemporary and approachable designs, Catherine Deane's collections allow them to be more individualistic, blurring the boundaries between ready-to-wear and traditional bridal.

Although the designer has established a name for herself globally, with studios and boutiques in Cape Town, Hong Kong and New York, the UK is Catherine Deane's largest market, which is why the brand is excited to be showcasing its new collection at London Bridal Fashion Week in March. "We are an international brand with a proudly British heritage," says PR and marketing manager Candice-Reney Jooste. "For us, it provides a platform to engage with our home market, as well as have a voice in the British bridal industry."

Naturally, Catherine Deane's latest eco-sustainable range, due to be showcased at White Gallery, is forward-thinking, meeting the increasing demand for slow and sustainable fashion. In a pledge to create eco-bridal wear, the brand's packaging is made from 100% recycled materials and it is taking additional steps to ensure sustainability in the use of its material and finishes, working closely with fabric suppliers to see they follow ethical practices.

"Our shift to sourcing and including eco-sustainable and recycled fibre fabrics into our range has received international certification and recognition," says Jooste. "The A/W2020 collection derives inspiration from nature, which is our ultimate source of creative and ethical expressiveness."

The brand will be showcasing the sustainable bridalwear alongside the recent Seville collection, which is inspired by Deane's recent move back to Cape Town. Referencing the city's surrounding oceans and mountains, the range blends "shimmery detailing,

diaphanous silks, and dreamy silhouettes", designed for the free-spirited bride.

Sparkling beadwork weaves throughout the range, featuring heavily on the floaty and feminine Nico gown, which is embellished with iridescent floral details, as well as the Gatsby-esque Niki design, where shimmering scalloped layers create a flapper-style silhouette. Both the Neve and Naya gowns showcase translucent chiffon skirts with hidden lace detailing, creating a timeless, ethereal look. Irresistible waist-defining lines are the finishing touch. For the bride who wants a showstopping look, the Marley and Nara gowns offer a contemporary take on the classic with modern lace detailing, deep V necklines and mesmerising form-fitting bodices.

If you're looking to stock more sustainable pieces, or classics with a fresh twist, it's worth checking out Catherine Deane's stand (310) at White Gallery. "White Gallery is a staple in our calendar each year," says sales and operations coordinator Laura Cooke. "We meet all our UK stockists at the show and a lot of our European ones, too. There is so much opportunity to meet new clients and we love that it is held early in the season."

Aside from Catherine Deane's retail space in Wapping, London, the brand currently has 18 stockists across the UK, but the company says it's always looking for more. "We love to work with stores who have an eco or charitable mission and those who appreciate what we are doing to support these areas," adds Cooke. "Our clients tend to be innovative in the bridal industry and love that we can deliver orders very quickly from stock."

Catherine Deane is proud to accommodate orders with as little as two weeks' turnaround time, so the label often caters for last-minute ceremonies. Keen to help stockists as much as possible, the brand also provides sample sets to customers throughout the year for trunk shows, which are supported with paid advertising and social media campaigns.

Feedback is also always welcome, with customers regularly asked for their input in how the company can provide further services. As well as this, the team always wants to ensure stockists are getting exactly what they need from the products themselves. "We have done season launch events with customers at our own retail space, which creates nice content and buzz for the brand," says Cooke. "This is something we would love to do more of in future!" ■

As women are seeking more contemporary designs, Catherine Deane's collections allow them to be individualistic





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Beautiful corsetry
gives style 4911
a glam touch



CANADIAN CHARM

We take a closer look at Paloma Blanca, one of White Gallery's shining stars and a fashion house that makes elegance look easy

Founded in the 1930s by Manny Bernstein, Paloma Blanca has a long history in bridal, and along with sister label, Mikaella, is known and loved for its elegant dresses, impeccable attention to detail and cutting-edge fashions. Over the years the company has remained a family-run label.

Manny's brother Harry eventually took over the business, with his son's Marty and Sydney Bernstein joining the team in the 70s. From there, the fashion house grew to have global acclaim outside of its native land, first in the USA and then in Europe, too.

Today, the family company continues to be 100% Canadian made. Retailers love the label's unique and

innovative designs, commitment to quality and first-class customer service – which is why Paloma Blanca and Mikaella gowns can be found in some of the best bridal shops in over 200 major cities around the globe.

This March, the company is heading to White Gallery to display its latest collections. We caught up with Brandon Bernstein to uncover what we can expect to see at the exhibition. He tells us: “We are extremely excited to show off all the incredible new styles from our most recent Paloma Blanca and Mikaella collections. Fashion is a world that is always changing and we firmly believe that it is important to engage with your audience in interactive and creative ways. It’s a chance for us to meet with our amazing retailers, talk shop and give everyone a chance to see our gorgeous new pieces in person.”

Brandon explains that between Paloma Blanca and Mikaella, the fashion house is represented in almost 50 shops across the UK – and is always happy to discover new retailers to carry the collections. “Our UK sales representative would be more than happy to answer any questions at the show. We welcome all shops to stop by our booth and say, hi!”

DESIGN WATCH

The company designs with a diverse selection of brides in mind – the end result being that there are dresses to suit a huge range of women, whatever they are looking for. The new styles from Paloma Blanca embody classic sophistication with a touch of glam, while Mikaella is presented with a more boho vibe that resonates with a youthful spirit. “We have been hard at work designing fabulous new styles in our hometown facilities of Toronto, Canada,” says Brandon. “Since the last show, our retailers have been in love with our new fabrics and clean designs. Our stunning satin swirl, soft crepe and elegant lace have been in high demand from brides and retailers.”

At White Gallery 2020, the fashion house will be showing 15 brand new styles in each collection. Brandon explains: “Our new collections are sure to bring that wow factor! Our incredible fit and high-quality fabrics are second to none and we can’t wait for you all to stop by to see for yourself!” These words shouldn’t fall

lightly – seeing the gowns up close truly shows their quality, the gorgeous detailing and the fantastic cut that both lines are well-known for.

But what’s different this year, and what were the influences behind the new designs? “The inspiration for the Paloma 2020 collection was to add the right touch of drama, but always keeping with the elegant, sophisticated, look that we are known for,” says Brandon. “The inspiration for the Mikaella 2020 collection was to

make dresses that were understated, with clean lines, and with a real wow factor.”

STAND OUT STYLES

When asked to select a favourite new style, Brandon had a lot to choose from – especially as this new range is so diverse. So, he highlights some dresses that are sure to be embraced by British brides. “In our Paloma Blanca collection, we believe style 4911 is sure to get a great reaction from brides,” he says. “It features a stunning corset bodice that uses a delicate lace and multi-layered skirt. In Mikaella, our pick would be Style 2301. This style uses a beautiful scallop and features a detachable skirt.”

These two dresses, and the others in the collection, have one thing in common – they’re cut from some really luxurious materials. And, Brandon highlights that the team are really looking forward to showing off some of the new fabrics and design features to UK retailers at the show. “Our new laces, tulle and satins are sure to turn some heads. You can also expect beautiful handmade

embellishments and beaded belts that embrace our high-quality production process.”

Our final question to Brandon was all about new or emerging trends that boutiques should be aware of, and his answer revealed a style that we are expecting to be hugely popular this season – what we refer to as the ‘underwear as outerwear look’, which is certainly something that contemporary brides adore. “One of our favourite trends emerging this year is corsets! Bustier-style designs and dresses where you can see the elements of corsetry are becoming increasingly popular among brides.” It’s a really smouldering, sensual look – and there’s no doubt that this is one to watch this season. ■



Style 2313 is a dreamy look for feminine brides

Modern brides will
love striking
jumpsuit style 2304



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K E N N E T H W I N S T O N . C O M

Casablanca Q&A

We catch up with this inspiring international brand to discover the latest designs and what's in store for LBFW

What can you tell us about your plans for London Bridal Fashion Week?

"We will be attending LBFW straight from the National Bridal Market Chicago. It's going to be a quick turnaround, but we're so excited to meet all our retailers and to present them with our new collection. Our whole team will also be attending the RBA Awards, so we can't wait to let loose and have a little fun. We always see shows as a workcation as opposed to strictly business."

Why is the show so important for you to attend?

"Although we have an office in Amsterdam, our main headquarters are located in sunny Southern California near Los Angeles. Attending events such as London Bridal Fashion Week is so important for us to help develop and strengthen all of our existing relationships overseas, but more importantly to meet new retailers who may not be familiar with our brand. The show serves as a wonderful opportunity for us to explain the value of Casablanca Bridal and what we stand for. Although we've been in business for over 20 years, entering the European market has been like starting all over again, which has been an exciting and empowering challenge for us. We've learned so much and are continuously growing each year."

What sort of bride do you cater for?

"Casablanca Bridal is the well-rounded, balanced point of connection between her sister brands Amaré Couture and Beloved by Casablanca Bridal. Filled with a spirit of feminine elegance, the Casablanca bride is more traditional and conservative than overly flashy, preferring to follow trends as they develop. The target audience for this collection has a mid-to-high range budget and is willing to spend a little extra to customise her exact romantic vision, while remaining



Style 2429 is dreamy and utterly romantic



We love the intricate detail on Style BL342



Style 2419 is a real head-turner



Style BL320 is a stunning fit-and-flare



Style C149 features sparkle and shimmer

realistic. Free from feeling overly embellished, Beloved by Casablanca Bridal's overarching aesthetic is one of comfortable ease, with beautifully clean and minimalistic designs. The youthful Beloved by Casablanca Bridal targets the free-spirited bride who is drawn to a more modestly priced gown. And finally, unafraid of taking risks, the Amaré Couture customer is fashion-forward and known as savvy and sexy, pulling off looks that not every average woman is capable of. The Amaré Couture bride is a more established and mature audience. She values quality and wants a unique gown."

What have you been up to since LBFW 2019?

"We believe there's a difference between designing a dress for your wedding and designing a dress for your marriage. We strongly believe the wedding day is a celebration of two individuals committing themselves to live a happy, wonderful life together. Therefore, Kevin and Gloria (the company founders) started the Celebrate Forever foundation with the philosophy that true change in relationships starts from an individual – "It starts from me, change me first." Our mission is to save one family, one person at a time. Because of this core belief, we are so excited to be partnering with the team from Do You Speak Bride to train stylists from all over the country at Stylist Summits to learn key principles to empower every bride to express who she is in the gown that she chooses. We want to provide our retailers with the very best tools so they can know how to empower their brides to make them feel confident while shopping for the most important day of their life – because it can be a very intimidating process. Wendy Rivera and her team teach relational principles of servant leadership – of empowering rather than manipulating, and leading through love and security, rather than controlling others around you. We are so honoured and thrilled to be the first bridal manufacturer to partner with Do You Speak Bride."

Spring 2020 Collections

Casablanca: Endless Love

This comprises 23 new heart-stopping designs. There's a number of fresh aspects that set this diverse collection apart; soft shades of light blue float throughout dreamy tulle skirts, creating an irresistibly romantic feel, while Style 2396 Keaton comes in full force with black sequined lace, serving as the first black wedding dress to ever emerge in the Casablanca Bridal line! Look for simple Mikado skirts that are classic and timeless, and contrasting romantic lace details and dazzling beading.

Beloved: Into The Wild

This features 20 brand new dresses designed with modern brides in mind. This is affordable and chic; a collection that boasts gowns that are rich in detail, uniquely bold lace patterns cascading into alluring trains, soft tulle skirts flouncing effortlessly in the breeze, and a subtle shimmer offering the right amount of glitz.

Amaré: The Emilia Collection

12 brand new designs in opulent duchess satin and breathtaking embroidered lace characterise these unforgettable couture gowns, complete with the most dramatic A-line and ballgown styles. Our unrivalled beading makes for an opulent shimmer on designs such as sparkling Style C149 Hollace, while Style C156 Ezra steals the show with lush, black velvet lace. Detachable bows and back necklaces offer refined options for different looks.

Fall 2020 Collections

Casablanca: Better Together

Modern styles meet with touches of bohemian charm and traditional elements to create 23 timeless, on-trend gowns that are as unique as the individual marriage. There are irresistible touches of colour in light shades of blue and green, romantic off-shoulder sleeves, dimensional lace, and the Casablanca Bridal staple – sensational beading.

Beloved: Last Dance

The new collection gives brides the styles they've been dreaming of, inspired by the beauty of movement and song. Dresses feature the most eye-catching detail, such as flirtatious embroidered lace, mindfully placed beading and exquisitely intricate trains. There are 18 spectacular gowns that are on-trend and affordable, bound to make a head-turning statement without going over budget. ■

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HOMIE GROWN TALENT

There's a wealth of amazing British designers to meet at LBFW and White Gallery. Here's just a few of the names to know and their hot pick dresses!



Victoria Kay

About the label: Victoria Kay is renowned for creating fantastic quality gowns with an amazing fit, and for making stunning dresses with a difference. Founded in 2006, the brand has made its mark on the industry by combining continental styling and British elegance.

Hot pick: "W311 is an off the shoulder ballgown with a Monarch length train. The gown features a stunning plunging V-neckline with a pretty lace overlay featuring bird motifs. The full skirt has layers of glitter fabric gathered at the waist to create a stunning and feminine silhouette. The dress was inspired by 1900's ball gowns with a modern neckline and warm colours."



Alan Hannah

About the label: Established in 1990, Alan Hannah positioned itself as a couture label, something they have stayed true to over the years. The brand has three main labels - Alan Hannah, MiaMia and Rita Mae, all of which are designed by Marguerite Hannah.

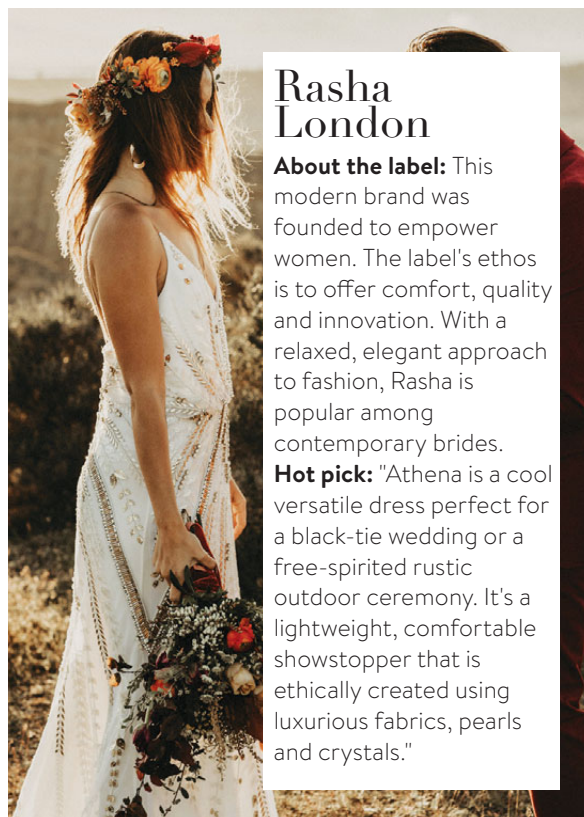
Hot pick: "Yasmin is a modern, soft tulle ball-gown with a delicate semi-sheer French Chantilly lace bodice. There is a lovely hand-beaded detail decorating the bodice, which extends over the top part of the skirt. All our Alan Hannah dresses are designed by Marguerite and made right here in London."►



House of Nicholas

About the label: Family-run business, House of Nicholas has over 70-years of experience in creating bridal gowns. With a focus on producing innovative, original designs, the brand has been a favourite in the UK bridal market since the 1950s. The success of the brand can be attributed to three things: high standards of manufacturing, fast, reliable delivery and focused customer service.

Hot pick: "Style 2506 is a T-length, chiffon gown with lace appliqué and small sequin embellishment. Suitable for all shapes and sizes, this gown is very comfortable and easy-to-wear. There's also the option to order this gown in full-length without a train. As this gown is light and travels well, it is the perfect option for a destination wedding."



Rasha London

About the label: This modern brand was founded to empower women. The label's ethos is to offer comfort, quality and innovation. With a relaxed, elegant approach to fashion, Rasha is popular among contemporary brides.

Hot pick: "Athena is a cool versatile dress perfect for a black-tie wedding or a free-spirited rustic outdoor ceremony. It's a lightweight, comfortable showstopper that is ethically created using luxurious fabrics, pearls and crystals."



Freda Bennet

About the label: Christine Wilke and Jane Hancock are the design duo behind this contemporary label. The brand is passionate about offering a personal touch, so the designers have crafted gowns that are suitable for every bride, regardless of shape or size.

Hot pick: "Sienna is a silk organza dress with wide frilled neckline, trimmed with silk chiffon flowers. It has a fitted bodice and fitted crepe underskirt with a full silk organza overskirt with hem frill. Inspired by 1970s warm sunny summer days!"



Dando London

About the label: Christine Dando is the designer behind trailblazing bridal brand Dando London. The label is the culmination of Christine's experience and passion, which is poured into the style, cut, fit and hand finishing of each dress.

Hot pick: "Cutting-edge design marries with time honoured bridal appeal in this stunning gown. The beadwork and light-as-air beaded feather jacket brings a whole new dimension to bridal dressing. The new collections retain all the hallmarks of Dando London's incredible fit and form, whilst bringing fresh new twists, unique laces and bead work."

WORDS CAOIMHE MCGONAGLE

Kate Fearnley

About the label: Kate Fearnley has been well established as an occasion wear designer since the launch of the brand in 2002 and has since seen her quirky, sophisticated creations adorn celebrities on the red carpet, as well as brides, bridesmaids, the wedding party, ladies at the races and prom girls.

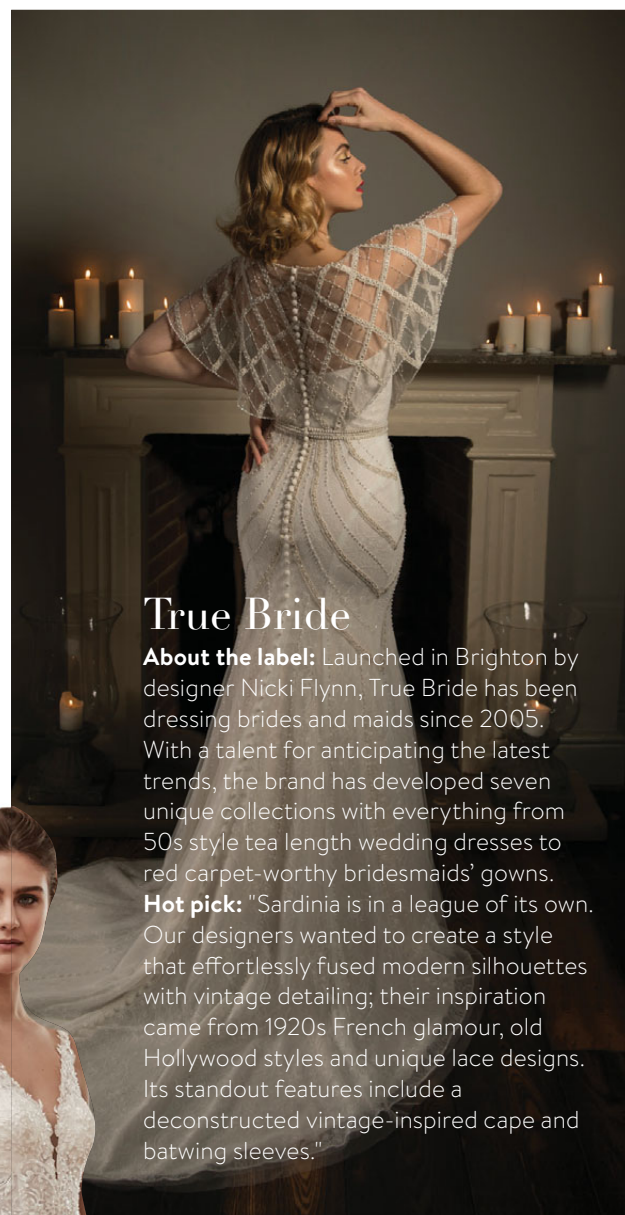
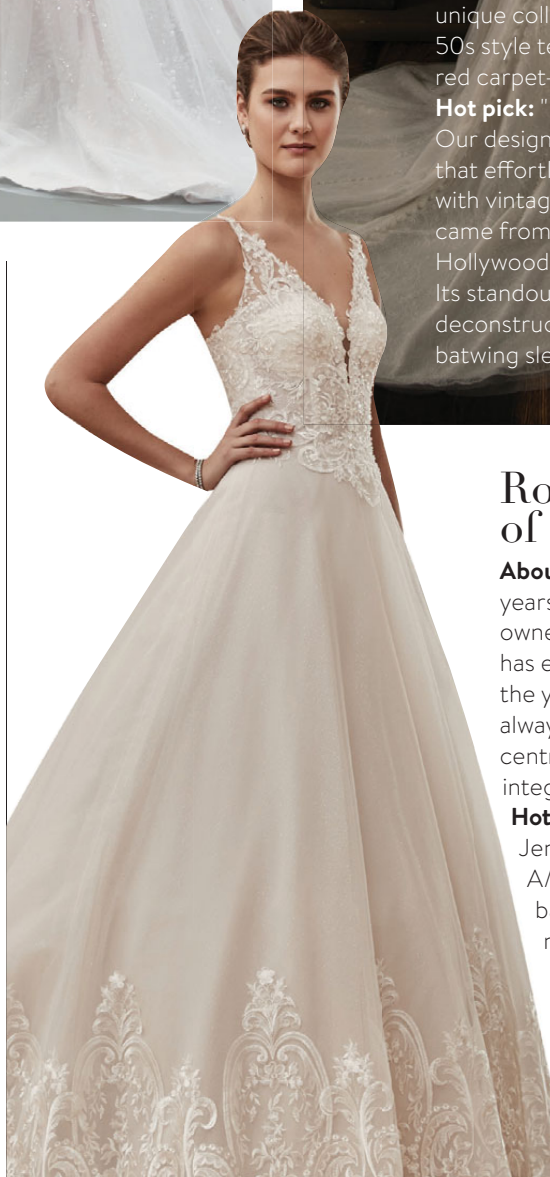
Hot pick: "The inspiration behind the Kate Fearnley silhouette has a nod to past eras, with a modern fairytale twist. Inspired by florals, with an unusual use of fabrics, textures, and layering. The Orchid dress is a full layered skirt, formed with layers of satin, sequins and multiple layers of tulle."



Louise Bentley

About the label: Louise Bentley is renowned for its contemporary bridal gowns. Passionate about taking risks, breaking boundaries but most importantly, quality design.

Hot pick: "Our Neve dress has been one of the best-selling styles since its launch. A classic crepe fishtail gown, it features a criss-cross neckline to bring out the beauty of the arms. In addition to this, it also has a beautiful train that adds elegance to the dress."



True Bride

About the label: Launched in Brighton by designer Nicki Flynn, True Bride has been dressing brides and maids since 2005. With a talent for anticipating the latest trends, the brand has developed seven unique collections with everything from 50s style tea length wedding dresses to red carpet-worthy bridesmaids' gowns.

Hot pick: "Sardinia is in a league of its own. Our designers wanted to create a style that effortlessly fused modern silhouettes with vintage detailing; their inspiration came from 1920s French glamour, old Hollywood styles and unique lace designs. Its standout features include a deconstructed vintage-inspired cape and batwing sleeves."

Romantica of Devon

About the label: For over 30 years, this has been a family-owned and run business. The brand has expanded and evolved over the years, but one thing that has always remained the same is their central core values - honesty, integrity and family values.

Hot pick: "JW20302 from our Jennifer Wren Bridal 2020 A/W collection is a spectacular ballgown with a subtle plunge neckline. It features illusion lace straps, lace bodice, lace motifs and a scalloped lace hem." ■

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5 GOWNS

Eliza Jane Howell is one of the most loved names in the bridal business. Gill Harvey, the creative talent behind the label, discusses five dreamy dresses that you should see in person at White Gallery from The Roaring Twenties Collection

DRESS STYLE: *LEXINGTON*

Tell us about this dress.

Our Lexington gown is a really elegant and detailed dress that is named after the famous Lexington Avenue on Manhattan's East Side.

How was the name translated into the design?

I designed the dress to show the New York City grid of wide

avenues and intersecting streets reflected in the hand-beading of the gown.

How does this fit into your collection?

This is a very modern beaded look for Eliza Jane Howell – and hopefully it reflects our celebration of the new Roaring Twenties decade! ►





DRESS STYLE: *CHRYSLER*

What's the style inspiration?

This dress is named after the Chrysler Building in Manhattan. Like the Statue of Liberty, the Chrysler Building is recognised worldwide as a real icon of New York.

How did this design come about?

After the huge success of our Zenith gown in the 2017

Stardust collection, we felt we needed to update and recreate this iconic style.

What do you love most about this dress?

I love that the Art Deco architectural structure of this hand-beaded gown really reflects the soaring skyscrapers of the magical city of New York.



STYLE: *FIORETTA GOWN & HURDY GURDY VEIL*

Tell us about this style.

As we specialise in hand beading, we decided that it would be lovely to make a hand-beaded veil that could be passed down from generation to generation.

We envisage that the Hurdy Gurdy veil will become an Eliza Jane Howell heirloom.

Tell us about the dress you have matched it with.

Fioretta was an operetta performed on Broadway in 1929 New York. I think the combination of our Fioretta gown works perfectly with our hand-beaded veil, and is worthy of a bride's 'red carpet' moment.



DRESS STYLE: *JEAN PATOU*

What inspired this dress?

I created this gown in homage to the House of Patou.

How did this influence you?

Patou created long dresses where the back of a gown was just as important, or even often more outstanding, than the front of the dress.

Jean Patou was one of the greatest French couturiers who

epitomised the flamboyant style of the Jazz Age and the Roaring Twenties.

What details can you tell us about this dress?

The dress is embellished with both hand beading and ostrich feathers, too. I really hope that our gown embodies and captures the aesthetic of the talented couturier.



TRENDS | *Five gowns*

DRESS STYLE: *LALIQUE*

Tell us about this dress.

The pure couture of the Lalique gown is one of our catwalk showstoppers.

What about the details?

It was inspired by the wild peacocks of India; the Lalique gown is an explosion of multi-toned hand-beading combined with ostrich and peacock feathers.

What do you find special about the design?

Today, Rene-Jules Lalique is remembered primarily for his Art Deco glass, but was also considered the inventor of modern jewellery. His unique style combined contrasting techniques in his glass and jewellery making. I hope that our gown embodies this. ■

Jim
EUROPE

Hayley Paige

Blush
BY HAYLEY PAIGE

LAZARO

tiadora
BY ALLISON WEBB

ALLISON WEBB

TARA KEELY

LUCIA
ALLISON WEBB

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1

English born designer Caroline Castiglano is no stranger to White Gallery. In fact, it was the first trade show that she was part of over five years ago. Prior to the event, she had only shown her collection at her boutique in Knightsbridge.

2

Caroline's latest collection is called The Love Story, and features an amazing range of hand-crafted, luxurious gowns, each offering effortless glamour. Every dress in the collection is beautifully-cut, understated and romantic.

In 6 steps...

CAROLINE CASTIGLIANO

We take a peek at the British designer and find out a little background behind her iconic designs

3

The Love Story collection celebrates the 29th year of the brand's exquisitely structured feminine designs. Caroline's unique ability to cut and construct garments, enables her to create gorgeous gowns that exude a deep sense of style.

6

Caroline states that her first bridal collection has a number of similarities to the dresses she designs today. She had a focus on bodices and corsetry, and created movement in the skirts – she feels the original gowns had a feeling of simplicity and beauty, which is echoed in the latest collection.

5

Each Caroline Castiglano gown is meticulously handcrafted in the United Kingdom for a flawless result, making the label a triumph of British design and craftsmanship.

4

Caroline learnt to sew when she was five years old, and by the time she was 10, she was able to make clothes for herself. Her life nearly took a different turn when she went to dance school at age 12, but luckily for the bridal industry, she went back to fashion design, and in 1990 created her first collection.

Getting to know...
**YELIZ
CENGİZ**

Meet this new-to-the-UK designer who has something really fresh to bring to the market, launching the new Soul Collection at White Gallery 2020

One of the best things about White Gallery is the opportunity it provides to discover new brands and exciting fresh designers, and this year's show has new talent in abundance. One new-to-the-UK name is Yeliz Cengiz, and the designer behind the eponymous label is excited to show off her unique styling to retailers looking for something a little different.

Yeliz tells us that she's had a passion for design since her childhood, and had always wanted the opportunity to create special, memorable pieces for people. Her design career started as a graduate of Izmir University of Economics, where she studied in the Department of Fashion and Textile Design, honed her craft and learned about showcasing her collections. "When I was studying fashion design at university, I opened my first showroom with my family's encouragement. It wouldn't have been possible without their support," she explains. "I was very young and scared; I am very lucky to have a loving and supportive family."

The exhibition this March has offered Yeliz the perfect opportunity to bring her new Soul collection to display to the market and get the Yeliz Cengiz name on the radar for brides in the UK. "I think it's my time to broaden my reach," she says. "And I think White Gallery is a great platform that will help me to make new connections, meet great people from the industry and push my dreams to greater lengths."

In terms of how the dresses are conceived, Yeliz tells us that she spends a lot of time considering what real brides want and how to make them feel their best. With that in mind, she aims to create pieces that are as unique as the girls that wear them. "I listen to my brides, try to understand what they're passionate about, what they love, what they're scared of. I try to understand their

character," she says. "Each gown is unique to the bride and reflects their soul. Over time, I have developed a really good understanding of women in general."

One of the elements that makes Yeliz's new gowns so different is the way in which they are created – all of them are handmade using a macrame process with natural fibres. In fact, she states that the macrame fashions are her most popular: "They are very unique and can't be duplicated. Because of the very nature of the technique, it means that no two dresses are exactly the same – giving brides something really special and unique to them," she says. "Because macrame design is always different, it's what I call 'the perfection in the flaws.' Flaws are what make people unique and perfect."

So, is it just the brides she works with that influence her designs? Quite the opposite, Yeliz finds interest and intrigue in everything she sees. "I can be inspired by anything in my daily life. Once I get to the essence of whatever has inspired me, I start designing and choosing fabrics that reflect the inspiration best."

When asked about what happens when the collection is designed, she tells us that the process is never ending! "It gets even busier when the design process finishes. Fashion shows, trade fairs, meeting new brides, making new friendships. In 2020, we're very excited because we're exhibiting in London."

We're certainly looking forward to seeing what the label has to display at the exhibition and are positive there is a bright future ahead for the Izmir-based designer. "I want to reach brides globally. Establishing connections within the industry will help me to enable this goal. I want both my dresses and my brides to shine; I believe that miracles are possible when that mutual match is made." ■

QUICK FACTS!

Yeliz shares behind the scenes info on her brand and design process:

- 1 I always stay connected with my brides, and they continue sharing good memories with me even after their wedding.
- 2 I am proud to be able to use any material to design and make a bridal gown. Plastic, paper, bottles, anything – you name it!
- 3 My macrame creations are the most popular styles. They are very unique as they can't be duplicated.



1

Lennox

The Lennox gown, in its gorgeous blush shade, is the epitome of grace and is oh so romantic! The elegant full-length gown features an ultra-pretty sweetheart neckline to the form-fitting bodice, and has whisper-thin sleeves that puff into a tulip shape.

2

Quinn

There's no shyness when it comes to sheer lace. This ethereal gown is filled with contrasts of light and shade. The pretty V-neckline and long skirt offer a wonderfully classic silhouette, and the long train adds an extra level of detail. The contemporary twist of the gown? Quinn's lace was designed by Liz Young so is exclusive to the label.



3

Jett

The cape shoulder detail on this gown from the Evie Young collection makes it one to watch this season! The dress is full of masterful detail and is ideal for strong and confident women. The high leg split is bang on trend this season, while the wispy cape offers an almost regal stature.



Madi Lane's 10 TO WATCH

The Australian label's head designer Liz Young picks some of the dynamic new styles we'll see at LBFW this March

WORDS CAOIMHE MCGONAGLE



4 Quest

This gown is straight out of a fairytale – it is so detailed and pretty that brides who want a romantic look will fall straight in love with it! The embossed all-over embellishments are simply stunning – even the shoulder straps have added detail! The gown is delicate and charming, and the lighter-than-air fabric will give soft movement in a very graceful way.



5 Ember

This gown's lace was designed by Liz Young, and offers a really dreamy finish. The unique pattern was inspired by native Australian flowers. Feather-light sleeves fall gracefully from the shoulders, making Ember an idyllic bohemian style.



6 Jagger

This is the perfect gown for a sunset soiree. The dreamy silhouette is soft, carefree and simple, and the whisper-thin bell sleeves add a unique and modern twist. The gown skims the body in all the right ways, and flares to the train offering a hint of drama! This has a touch of the wild about it – a dare-to-be-different design.



7 Rocco

Decadent bridal textures make Rocco awash with dusty nude undertones. The gown has a Grecian inspiration; it is an impossibly beautiful style with some gorgeous detail, especially the cut-out illusion bodice. It's a gown that would make any bride look and feel like a Goddess!

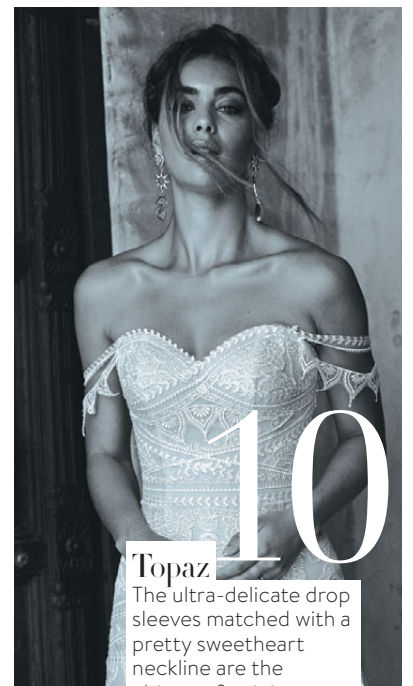


8 Sierra

This dress is both rustic and refined. The wonderful fabric, in the prettiest colour, makes this gown bold and full of volume. While a sculptured off-the-shoulder bodice is balanced beautifully by the dainty sleeves.

9 Saffron

The Saffron has an undeniable bohemian aesthetic with its pretty and delicate vintage rose hue. The gown is complex; a sheer bodice and intricate beadwork offer much interest and depth. The silhouette is free and billowing – the skirt has an abundance on material, showing off the gorgeous leaf pattern to perfection.



10 Topaz

The ultra-delicate drop sleeves matched with a pretty sweetheart neckline are the ultimate feminine pairing! The Liz Young-designed lace is beautiful; a harmonious match to the whimsical nature of the gown. The dress features a cinched-in waist and free-flowing skirt. ■





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Events

THE LATEST NEWS FROM LBFW & WHITE GALLERY • MEET THE BRANDS • TOP DESIGN TRENDS

It's show time!

The flowers are in bloom, days are getting longer – spring is here... But the true marker of the season? The London shows have arrived! Don't miss our round-ups of these must-attend events, plus our focus on some of our favourite styles to be on display this year (page 102). We've also got the most up-to-date news on the much-anticipated catwalks (page 96) and a fun A-Z guide (page 108) that discusses all the very best aspects of LBFW and White Gallery 2020! Don't miss our designer and brand listings (page 114), so you can tick off all the names, old and new, that you want to discover. ■





Now in its third year, London Bridal Fashion Week is set to be bigger and better than ever before. The aim of this year's show is to embrace the slogan 'In unity there is strength', and in doing so, London Bridal Fashion Week will demonstrate its primary objective – to stage a world-leading fashion event that represents the full breadth of the bridal industry and firmly establish itself as a global epicentre of bridal fashion!

It's a celebration of fashion, creativity and diversity, in one of the most exciting cities in the world and the organisers have created something that goes far beyond the typical trade-show experience. London Bridal Fashion Week offers true value for your business through its comprehensive offering of over 350 world-leading bridal designers and manufacturers, free educational programme, inspirational live fashion shows and after-hours events. Read on to find out what's on offer.

LONDON CALLING

Don't miss this year's edition of London Bridal Fashion Week. Read on to find out what makes it one of the world's leading fashion events

DON'T MISS LIVE FASHION SHOWS

The Fashion Show Theatre is where trends are set.

Securing your seat at one of the Fashion Shows means your

boutique will be the very first to see the top picks from bridal's most influential names. With brands from London Bridal Fashion Week and White Gallery featuring on the runway, you will discover the full breadth of what the industry has to offer. Whether you are looking for a new collection, or reviewing the latest line from your current suppliers, you won't want to miss this showstopping feature.

The Private Shows will give you a sneak peek at the full collections from the biggest names in bridal. Don't miss the likes of Morilee, and Justin Alexander on Sunday 22 March and Ronald



Joyce and Dando London on Monday 23 March.

To see the highlights from top London Bridal Fashion Week & White Gallery brands on the runway, make sure you add the Preview Shows at 4pm on both Sunday and Monday into your busy schedule. Line-up includes: Brian Chen Bridal, Madi Lane, Eliza & Ethan, Calla Blanche, Carolina Turner, Yeliz Cengiz, L'amour, plus many more to be announced.

SCHEDULE IN A SEMINAR & THE ADVICE CLINIC

This year will also see the return of the ever-popular Bridal Retail Success Academy, with Seminar Theatre sessions at the beginning and end of Sunday and Monday. Delivered by leading industry professionals, the seminars provide retailers with insider expert advice on how to run a successful business. In addition to this, there are one-on-one Business Advice Clinics with industry experts running on both Sunday and Monday.

An exceptional seminar programme has been arranged for 2020, packed with thought provoking sessions. Don't miss Megan Garmers deliver her 'Selling techniques to close the modern bride' seminar on Sunday at 5pm, to discover how to make every sale count. Mike Ebrahimi & Colleen Payne's 'Brick &

click: The future of connected retail' taking place on Monday at 9am will explain how you can use Instagram to drive in-store

appointments and get the most out of online advertising. And Helen Goodwin reveals her 'Selling the dream' seminar on Monday at 4:30pm, showing you how you can make your shop window stand out from the crowd.

There's no need to book a session, just make sure you arrive early to get a seat!

If you're after one-on-one expert advice, make sure you book a slot at The Business Advice Clinic. Covering a range of topics including marketing, PR, financial planning and sales, you'll come away armed with new skills and, in turn, help drive revenue for your business. Sessions will be available to book on the day at the registration desk by the Business Advice Clinic, and are on a first-come, first-served basis.

VIEW HUNDREDS OF BRANDS

Offering over 350 world-leading bridal designers and manufacturers all under one roof, this is a bridal show not to be missed. It's a great chance to view all the latest designs, trends, looks and materials for the season ahead, to ensure your bridal boutique has everything that the modern

bride is looking for in her dream dress. "We will be taking over a hundred new gowns to the 2020 show, with brand new Romantica, ►

FASHION SHOWS

SUNDAY 22 MARCH

12:00 PRIVATE SHOW
MORILEE

14:00 PRIVATE SHOW
TO BE ANNOUNCED

16:00 PREVIEW SHOW

18:00 PRIVATE SHOW
JUSTIN ALEXANDER

MONDAY 23 MARCH

10:00 PRIVATE SHOW
RONALD JOYCE

12:00 PRIVATE SHOW
DANDO LONDON

14:00 TO BE
ANNOUNCED

16:00 PREVIEW SHOW



Jennifer Wren Bridal, Pure Bridal, Olivia Rose Bridal, Romantica Bridesmaid and Prom By Romantica styles for retailers to view,” says marketing coordinator Hayley Logan at Romantica Collections. “Our Romantica 2020 collection is a striking mix of whimsical and feminine gowns, from sparkling princess tulle creations to sleek crepe and Mikado styles which flatter the figure, offering brides everything they dreamed of and more. You’ll notice lots of sparkle with crystal embellishments, pearl details and flourishes of metallic embroidery creating an eye-catching collection of gowns that are sure to really wow.”

In addition to trend discoveries, you’ll have the chance to discuss new business ventures with different designers and retailers. “As always, we are most looking forward to seeing our customers, catching up on their news and thoughts, and meeting new ones, too,” says director Katia Charalambou at the House of Nicholas. James McKenna, UK sales manager at Rachel Allan and Mary’s Bridal, agrees: “LBFW puts us in an unrivalled exhibition space where we can show off our collections to their best,” he says. “Our exhibition space at ExCeL is custom planned and built so that our collections are available to view on rails, mannequins and our expert models. Together with our now

infamous cocktails, it really does offer our stockists and potential customers the best option for picking their designs,” says James.

NETWORK AT THE AFTER-PARTIES

The most important part of any successful business is networking.

“No show is complete without the social scene. The multitude of bars, restaurants and events at LBFW, makes socialising with our customers a truly memorable experience,” says James McKenna.

The LBFW organisers have planned a party for all show exhibitors and visitors on Sunday 22 March at 6.30pm in the Champagne Bar with drinks, food and live entertainment. The party will take place after the last catwalk show of the day. What’s more, on Monday 23 March at 7.30pm, join us for London Bridal Fashion Week’s Big Night Out featuring The RBA Awards. Located on the Sunborn Yacht, just a few steps from ExCeL, London, it’s the perfect

setting for an evening of celebration and entertainment against the iconic backdrop of London’s skyline. Tickets cost £51+VAT per person, and include a welcome glass of bubbly, red and white wine, canapés, bowl food, live music and an evening full of surprises! To book your tickets, visit londonbridalweek.com/big-night-out. ■

FIND OUT MORE

For additional information on London Bridal Fashion Week and to register for your ticket, visit.
londonbridalweek.com

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10 REASONS TO VISIT WHITE GALLERY

While there are hundreds of reasons why you can't miss this iconic show in 2020, here are some of our favourites!

1 *Exceptional choice*

Now in its 11th year, the allure of White Gallery is stronger than ever. The luxury exhibition is known for attracting the finest in bridal design and championing couture brands. The carefully curated show is co-located with London Bridal Fashion Week – the two outstanding events originally joined forces in 2018 as a direct response from the retailer and exhibitor community, who overwhelmingly wanted to reduce the number of exhibitions that they invested in attending each year. Together, the exhibitions truly highlight that in unity, there is strength.



3 *Fashion shows*

White Gallery is known and loved for its dynamic fashion shows – it's one of the most exciting aspects of the event. The breathtaking catwalks don't fail to wow, year after year. This is your opportunity to see how the dresses move and flow, how they fit different shapes and how the cut and finish looks on the body – what's more, you'll be able to get an idea of the type of accessories that match. This is the perfect opportunity to assess the stock you currently have in your boutique and pick new styles that complement them and your shop's overall offering.

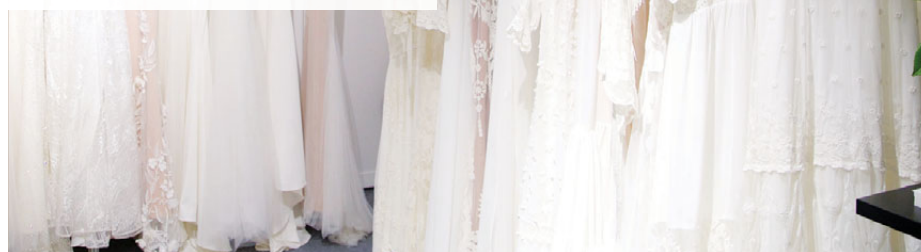


2 *First look*

White Gallery is an iconic show, which is why the best names in bridal use it as an opportunity to preview their latest collections. Here, you'll be amongst the first in the world to see a variety of cutting-edge designs that will shape the face of bridalwear over the next few seasons. This is where the trends are set, and by visiting, you'll be ahead of the game when it comes to trend-spotting for your brides.

4 *GB TRENDS*

White Gallery is, and always has been, a huge advocate of home-grown talent. The show recognises that some of the very best bridal designers are from the UK – it's something that the organisers are hugely proud of. This year, there is an amazing range of GB fashion houses to fall in love with. To name but a few, don't miss Alan Hannah, Ivory & Co, Caroline Castiglione, Eliza Jane Howell, Louise Bentley, Motee Maids and Bowen Dryden. ➡



5 GLOBAL ICONS

White Gallery 2020 is filled with some of the greatest talents in the world, from a diverse range of countries including the USA, Australia, South Africa and all over Europe. If you want something elegant and ultra-chic, take a look at the new collections from Theia and Brian Chen. For something with an ultra-glam twist, check out Elbeth Gillis. And, if you're looking for ethereal boho styles, then you'll adore the cool looks from Rembo Styling – there's something to suit all wedding styles.



6 Discover new names

You'll be able to meet with the suppliers you know and love, and get to discover a wide range of new names, too. There's a number of renowned designers exhibiting at White Gallery for the first time this year, as well as some that have been away for a while. We're excited to see the collections from Carolina Turner, Kate Fearnley, Karahasan and Yelez Cengiz, to name but a few.



7 PARTY TIME!

Don't forget that White Gallery is about having fun! Don't miss the party in the Champagne bar on Sunday night with the Bridal Buyer team and the show organisers. You'll enjoy a luxurious drinks reception, as well as food and music – this is the ideal time to build friendly connections with exhibitors and discuss what you have seen that day.

8 Build relationships

Whether you want to learn more about your current suppliers or meet new ones, this is the best place to do it. Not only will you be in a luxurious environment, but you'll have access to some fantastic spots to talk to your contacts. Why not meet at the Champagne bar, where there will be complimentary fizz from 12.00 – 14.00, or if you are a VIP guest, don't miss the food and drink – and comfy seats – in the VIP lounge.

9 Accessories

As well as getting to see the latest dresses, you won't want to miss White Gallery's selection of accessories. From stylish veils and bags, to ultra-pretty shoes, there's a wealth of amazing products from the best names in the business. Ivory & Co has an extensive range of classic jewellery as well as beautiful floral hair accessories – ideal for brides that want something classic and beautiful. Looking for something handmade? Then White Jasmine is your brand – think hair pieces and more with crystal details, sewn by hand to soft satin, delicate tulle or elegant silk. For something contemporary that millennial brides will love, check out the ultra-cool range from Six Stories – the label's luxe hair silks are one to watch!

10 EASILY ACCESSIBLE

White Gallery is super easy to get to; ExCeL London is one of the world's leading exhibition venues, and the perfect platform for an international buying event. The superb space is just five minutes from London City Airport, and has two on-site Docklands Light Railway stations. Visit whitegallery.com to find out more. ■





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KATE FEARNLEY / LOUISE BENTLEY / MARYLISE / MIAMIA / MIKAELLA
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ON THE RUNWAY

Be the first to see the latest trends and the new 'it' dresses before anyone else at the catwalk shows at LBFW

Beautiful models sashaying down the runway in the latest fashions, the press at the end with camera lights flashing and a front row filled with journalists and bloggers scribbling in their notepads. It's no surprise that one of the most alluring elements of London Bridal Fashion Week and White Gallery is the fashion shows, which run throughout the first and second day of the event. This is the place to be to get a glimpse of the latest fashions before anyone else, as well as to soak up all the excitement of the spectacle and take in the fantastic atmosphere. It's something that can't be matched. "The magic and drama of seeing bridal gowns on a catwalk is unsurpassed," says Christine Dando, of the famous Dando London. "The first sight of a stunning new design gliding down the catwalk is akin to the first glimpse of a bride as she enters the room to be married!"

And she isn't the only big name to share this excitement: "Doing the catwalk show is a great opportunity for us to show our new designs to our current bridal stockists and also introduce them to a

whole new audience," says Louise Salih of Eliza & Ethan. "It is a fantastic way for customers and potential customers to see the dresses and the movement of them while taking some time out to relax during such a busy show." The brand is a regular fixture on the catwalks both in London and Harrogate, and this year we are expecting to see some of the elements that this label is famous for – elegant designs with plenty of detail and a fondness for 3D flowers.

Dando London and Eliza & Ethan are just a couple of a wide range of names taking part in the runway events. Over the course of the show there are six private shows and two preview events. Dando London's private show is always highly anticipated, but what can we expect? "Expect to see the unexpected," says Christine. "Bridal gowns to be worn with élan, fabrics that move and shimmer – full of seductive creative spirit, yet eminently wearable – offering a bold fashion statement. You'll see cutting-edge design with time honoured bridal appeal, too. The top trends are sublime clean lines, subtle yet ornate beadwork and long, long feature trains – with necklines to frame and shape the décolletage, collar bone and shoulders."



The Dando London collection is certainly set to be full of drama and delight. But what about the other private shows? Madeline Gardner of Morilee is full of excitement for the show, too. "It's great fun seeing all the hard work come together and is a great opportunity for me to see customers' reactions," she says. "I like to put on a show for clients and present my designs with lighting and music. For boutique owners, it is important to be the first to see the new dresses and start planning their stock for the coming season."

In terms of styles, Madeline outlines that we will see some gorgeous romantic pieces from the label, along with some ethereal fairytale gowns. "Classic A-line shapes, slim-fit, figure-hugging gowns to show off the body, low backs, plunging necklines, delicate sparkle and layering," she reveals. "Keep an eye out for some fun showstoppers!"

Morilee isn't the only label to be showcasing

showstopping styles though. The new collections from Ronald Joyce are set to turn heads, too. Designer Veni Infantino is full of anticipation for the catwalk as she knows it offers her customer the chance to see how her gowns move and flatter the figure. "Buyers come

to the show as a preview to see what catches their eye and then they come to the stand for a close look and to feel the materials and see the workmanship," she says. In terms of styles, Veni explains that we should expect "strong tailoring, delicate beading, statement sleeves, overskirts, plain satin numbers, princess ballgowns and fit and flare styles."

Veni goes on to divulge her trend prediction for the season: "gowns with two looks in one, bows and pockets."

Her fashion forecasting is echoed by her peers – Brian Chen, who is taking part in the White Gallery Preview show, has similar thoughts. "Two in one, and three in one dresses allow brides to show off their different characters and display a variety of styles at the same ►

The first sight of a new design on the catwalk is akin to the first glimpse of a bride as she enters the room to be married!



time,” he says, while also highlighting one of his gowns to keep an eye on. “Style Fabiola-9590, which is an all-over lace fit and flare dress, features a deep plunging neckline and detachable tuxedo collar, cuff, and belt, for showing off a variety of styles at the same time: a more modern look with personality or a sexy retro style.”

Brian will be displaying dresses from the Fantasia collection and in addition to the multi-way gowns, we can expect to see some really detailed, interesting creations from the best-selling designer. Features include tulle draping, ruffled underskirts, laser cut organza, flower appliqués and much more.

Another label taking part in the preview is Madi Lane – which launched at Harrogate in September and has fast become a favourite with UK brides. “Each season we put so much love, energy, and passion into creating dynamic and amazing collections that we believe global retailers

and brides will love,” the label’s Liz Young tells us. “We fall more deeply in love with each new gown as we

watch it evolve through the design and sampling process and see its presentation in our beautiful campaign photoshoot imagery. Sharing the beauty of our new designs with the world and hearing feedback that the world loves them as much as we do is the major highlight of the season.”

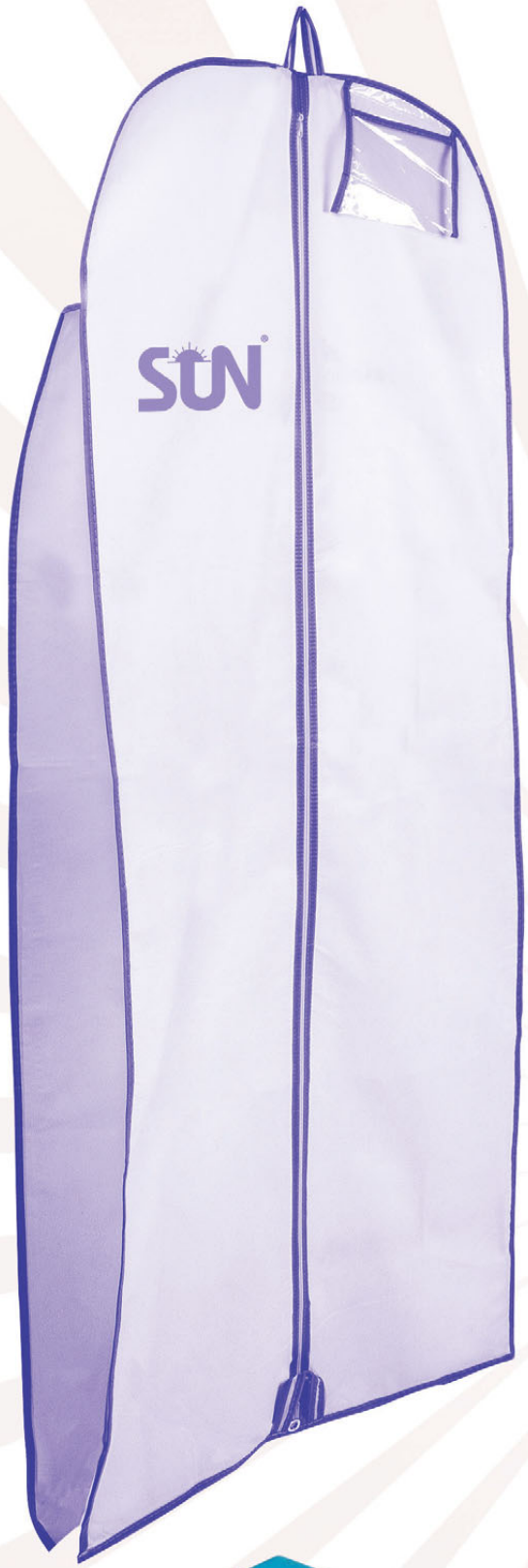
In terms of what Madi Lane will be displaying, think modern contemporary laces, an element of sparkle and beaded laces, elegant European crepe – all on a variety of silhouettes and styling.

There’s no doubt, there’s a wealth of trends to discover on the runway this year, and it’s important that you take a seat and let the spectacle and styles sink in. After the last show of the day on Sunday evening, join the

Bridal Buyer team for a drinks reception in the Champagne bar so we can discuss our favourite styles! ■

BIG NAMES

Don’t miss private shows from Justin Alexander, Morilee, Ronald Joyce and Dando London. The preview shows will display a wealth of global talent from Brian Chen, Carolina Turner, Yeliz Cengez, Godze Karadana, Calla Blance, Euro Mode Donner and more. See the full time table on page 87 or visit londonbridalweek.com.



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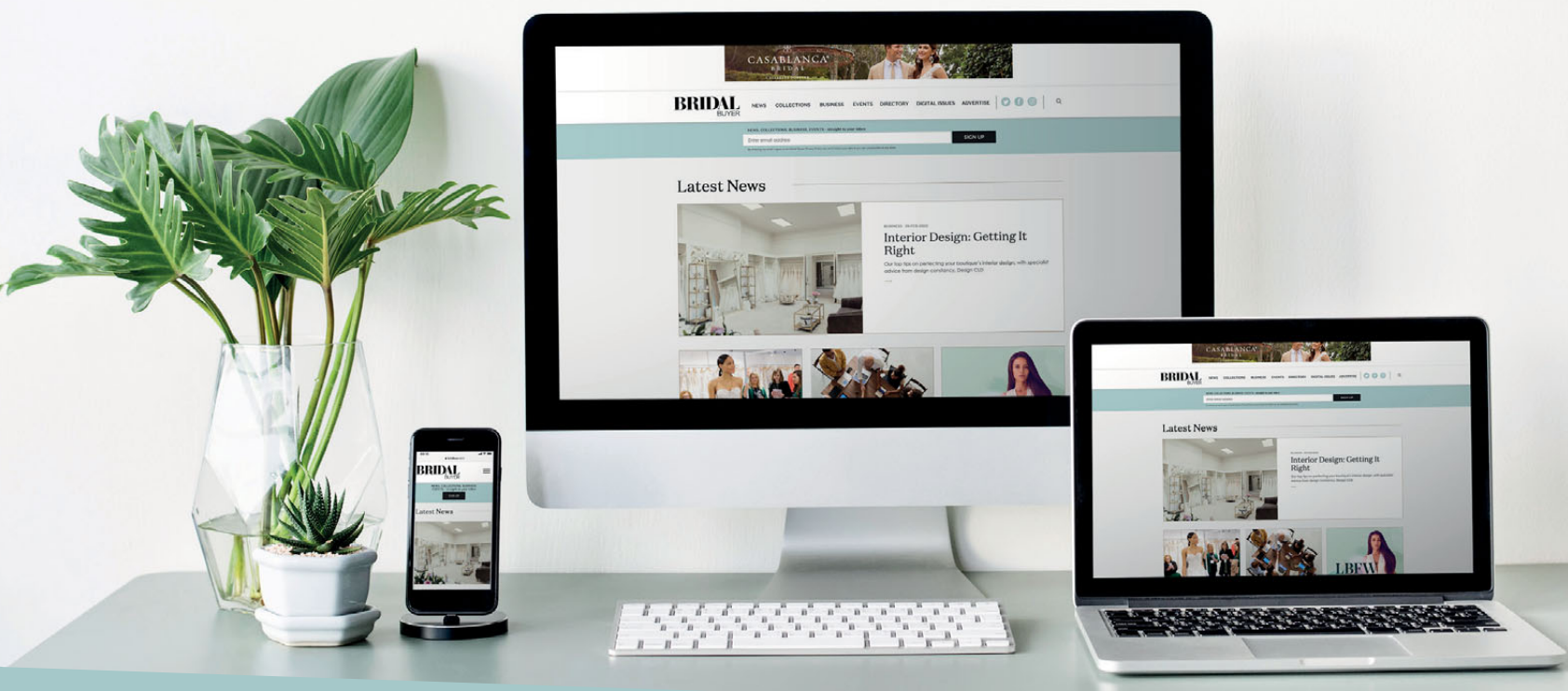
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Neck detail

Halterneck styles are very popular in bridal, and this stunning Maggie Sottero dress is sure to be a hit. The beading to the neck is the perfect addition – a bold statement that gives the look a contemporary update.



Tie a bow

There is nothing that we don't love about this Paloma Blanca number. The huge bow makes a real style statement and looks perfect with the elegant trumpet-style gown.



Stylish structure

This Alan Hannah gown is an architectural marvel. The bow to the shoulder has an origami influence and adds an extra layer of interest to the perfectly-cut gown.



Modern classic

We love the latest collection from Bowen Dryden, and this covered up style is one of our favourites. The tiers to the skirt and pink floral embroidery are perfection.



Perfect fit

Caroline Castiglione shows off her talent with this strapless masterpiece. The sculptural bodice offers the perfect fit, while the floral detailing on the body and through the skirt is simply gorgeous.

STYLES WE LOVE

Take a closer look at some of our favourite styles from the designers and fashion houses at LBFW and White Gallery



Evening glamour

Christian Koehlert has chosen the perfect dusky pink shade for this evening gown. The light layers and silky underskirt are gorgeously glamorous, and the dramatic beadwork really makes a statement.



Fresh styling

This is a jumpsuit with a twist from Oksana Mukha. The trousers are overlaid in chiffon to give volume and a train detail, while the illusion lace to the sleeves is ultra-pretty.



Bird of paradise

This dress from Brian Chen is straight out of a fairytale. The feathers to the skirt add movement in an oh-so-pretty way, and the floral detail to the bodice gives a change of texture and interest that's really unique.



Perfect structure

Contemporary floral work and drop shoulders add a soft touch to this look from White April. This gown nails this season's trend for underwear as outerwear in a really pretty way.



On the bias

This silky, bias cut dress is so elegant and chic. Savannah Miller has nailed plain and simple – the cut, material and finish are the shining stars in this effortless style.



Back focus

Sottero and Midgely's glorious gown has one of the most perfect backs we have seen this season. The fit and flare style is the perfect match for the dramatic lace feature. Simply stunning.



Sexy & chic

The leg slit on this long and flowing skirt is bang-on trend, but what we love even more on this L'Amour dress is the beautiful, strapless neckline with fold over detail – it's the epitome of elegance.



Slim cut

Enzoani has created a really sexy number with this slim-line dress. We adore the cut-out panels filled with the prettiest lace and beadwork. A touch of sparkle to the shoulder straps finishes the look.

Classic design

Rachel Allan is known and loved for its elegant and classic styles. We adore this cap sleeve number that is covered in lace and appliqué detail. Traditional brides will adore this look.



Light layering

The slashed neckline and pretty floral embellishment on this gown by Bridelymade are perfectly matched with the skirt's long chiffon layers. We adore the shoulder detail, too – perfect for brides that don't want a veil but still want movement.



Modern marvel

Drop shoulders with x-ray fabric, a glorious neckline, perfectly fitted bodice and the layers of the skirt make this Elbeth Gillis gown one to watch. Chic, modern and perfect for cool brides.

Demure elegance

Bianco Evento has nailed the unadorned trend with this dress. The chic lines of this pretty off-the-shoulder style add extra class to an already beautiful silhouette.



Glorious cut

We love everything about this fit and flare Catherine Deane gown; from the quality material to the stunning cut and the pretty sleeve detailing that offers a contrast to the otherwise minimalist style.



Silver star

Justin Alexander has created a stand-out style with this ultra-detailed dress. The beading to the bodice is spectacular – the silver gives it an almost vintage vibe. It's gorgeous.



Not so simple

A simple slip style has been totally transformed by Godze Karadana. The slip is over-layered with detailed lace with long waves, and the pretty finish to the train is beautiful.



Striking skirt

With its plunging neckline and elegant shoulder straps, this Allure gown is both chic and sexy. We love the drama that comes from the skirt with the layers of light material for texture and movement.



Pretty in pink

This is such a pretty look from Molteno Creations that princess brides will love. It's got it all – a delicate pink hue, lighter-than-air layers to the skirt and the loveliest floral embellishment to the body.

Goddess style

Dando London is on trend with this classy and demure style. We adore the sleeves with the button detailing and the pretty lace bodice and appliqué that flows all the way down the statuesque silhouette.



Cover up

This is one of our absolute favourite dresses showing off the cover-up trend. The Madison James gown is just so classy. The full chiffon skirt is a beautiful match for the body-hugging bodice.





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A to

What better way to discover all that London Bridal Fashion Week has to offer than a walk with us through the alphabet? We take a look at some of the designers and brands the shows have to offer, as well as giving you some top tips and guidance on what to do at the exhibitions this March!

Z



is for Allure

This is a brand that's expert in making pretty, ultra-feminine styles. The fashion house, which also includes the Madison James label, will be launching a brand new range at LBFW that's been designed with a European focus. We can't wait to see the latest styles!

B

is for Bridal Buyer

The BB team will be at the show throughout the duration of the event, and are looking forward to meeting some of our dedicated readers! Don't forget to swing by our stand to say hello and pick up the latest issue of the magazine...



is for Caroline Castiglione

This talented designer is returning to White Gallery for 2020. The latest collection is full of glorious styles, each created to flatter and enhance the female form. Internationally renowned, Caroline is best known for her luxury gowns that are meticulously handcrafted in the UK.



e

is for Enzoani

This brand is a multi-award winner - it has the very best customer service, a fantastic design team and some hugely popular dresses. The new collection will feature a range of chic modern styles, and some contemporary fresh twists.

D

is for Dancing The show isn't all about work - there is plenty of time to celebrate the best of the industry, relax and unwind with your friends and have fun with colleagues. There are some fantastic opportunities to embrace - don't miss the party on Sunday night in the Champagne bar; there will be food, drinks and dancing galore! You'll also enjoy LBFW's Big Night Out featuring the RBA Awards, which takes place on the glamorous Sunborn Yacht, just opposite ExCeL, on Monday night.

F

is for Fun & Flirty

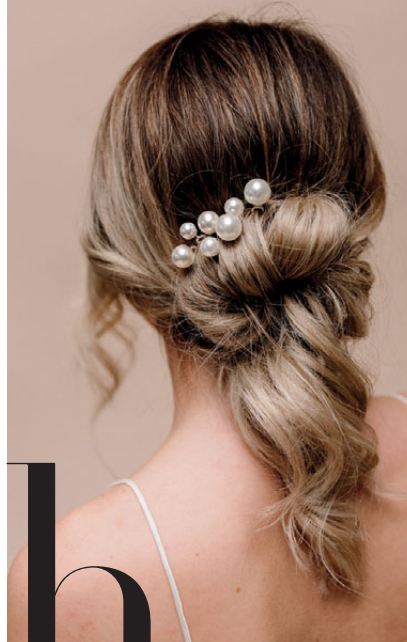
If you are looking for a collection that will make you smile, take a look at the latest designs from Karahasans Bridal. This label produces a unique collection of bridal, evening gowns and accessories, all designed and created in house by a dedicated team. The bridal collection embodies romanticism in a really relaxed and fun way, all using fabulous materials.





G is for Glamour

We adore the old Hollywood style glamour that we're seeing from some of the best loved names in bridal this season. We can't get enough of the bold and beautiful creations from international label, Brian Chen, too. This season, his styles feature plenty of drama and allure, and our favourite is the feather gown with its detailed skirt and intricate beadwork. It is the epitome of glamour!



H is for Headwear

As well as the wealth of gowns at the show, LBFW and White Gallery have some phenomenal accessory designers – and we especially love the hair jewellery. Don't miss the stunning styles from Arianna Tiaras, which has created a really pretty range of hair pins. We adore the pearl Purity Pins, which can be arranged in a cluster pattern for elegance or placed randomly for a boho look.



I is for Ivory & Co

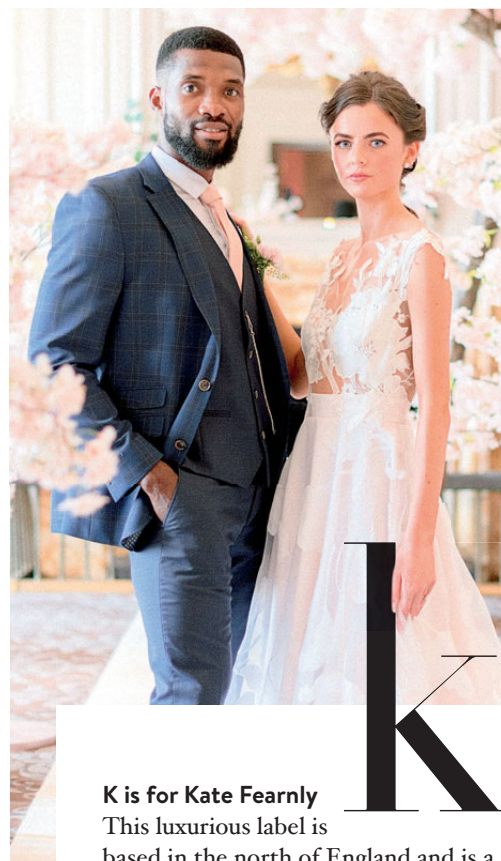
From veils to earrings, necklaces, capes and gorgeous dresses, this wonderful brand can help you to dress your brides from head to toe! The jewellery collection is outstanding; the pieces are delicate and demure, with just enough sparkle, and in styles to suit all types of gowns. If you are looking to add an accessory collection to your boutique, it's worth noting that Ivory & Co has no minimum orders on its accessories, and the majority of orders are sent out the same day.

J is for Jupon This company attracts the crowds year after year. Known best for its extensive range of petticoats, Jupon has a loyal following that adores its underskirts which can be made to meet specific colour, measurement and design requirements.



L is for Ladybird

This is a big name in bridal that you won't want to miss meeting this March. The brand prides itself on having a dress for every bride, no matter the style she desires. Ladybird's collection is large and diverse, and has a number of different labels that cater to a variety of brides. The design stories within the portfolio cover almost every trend, silhouette and price point – which is a huge selling point as there's real value to be had.



K is for Kate Fearnly

This luxurious label is based in the north of England and is a welcome addition to White Gallery in 2020. The collection is a romantic and imaginative, with plenty of hand-worked detailing using intricate fabrics, beading, and embellishments. Each dress is designed by Kate, then handcrafted in her design studio. The finer details are all carried out by a skilled design team based in the UK.

M is for **Maggie Sottero**
The ethos behind the fashion house's three labels is to create diversity. Perfectly balancing romance, style and comfort, the new styles are even prettier than ever, with quality materials in a variety of silhouettes.



N is for **House of Nicholas**

This British label has been designing, making and selling wedding dresses for over 60 years. Thanks to this wealth of experience, this family run business knows exactly how to dress brides. The latest collection is diverse and offers a fantastic mix of traditional and contemporary designs.

P is for **Private Label by G**
Private Label by G's Kenneth Winston brand is a firm favourite with brides across the UK. The label offers a variety of classic silhouettes, from fit and flair to mermaid, trumpet and A-line, all with a gorgeous attention to detail and a mix of ultra-pretty fabrics. This season, pay special attention to the laces and strapless styles – which are done to perfection.



is for **Oksana Mukha**

This is a fantastic brand for those wanting some showstopping styles. Princess brides will adore the big ballgown styles, as well as the intricate beadwork and beautiful layers of fabric. The dresses are all created with carefully selected European fabrics of the highest quality – think Chantilly lace, natural silk, taffeta, organza and satin.



is for **Queue jumping**

Make your visit to LBFW and White Gallery as hassle-free as possible by registering for your pass as soon as possible. Visit londonbridalweek.com to process your ticket, giving you almost instant access to the show floor when you arrive. Typically, the show registration desk is very busy, especially in the mornings – so cutting out waiting time will be a godsend on the day!

R is for **Rembo Styling** Cool brides who want something edgy will be instantly drawn to this Belgian brand – and its sister label Marylise. This year's collection is relaxed and very pretty, with a chic boho vibe.



S is for **Sheila Harding**
This label is fast becoming a firm favourite of Bridal Buyer. The gowns, all created by namesake Sheila, are designed with the brides who will wear them in mind. Sheila has a popular boutique in West London, and used her experience in dressing ladies to create a stunning collection. The gowns feature some really clever details, and the options to add bespoke touches are plentiful.



T

is for Theia If you are looking for a range of contemporary gowns that are both radiant and luminous, then this American brand will be the ideal fit. Think clean lines, gorgeous materials and some absolutely stunning stretch crepe styles. Theia will bring around 60 wedding gowns and 30 bridesmaid styles to the show; this is understated style at its finest.

U

is for Unisex styles

Not all brides want to wear dresses, and thankfully you'll see an abundance of suits and trouser options at the show this year, perfect to achieve the popular androgynous look. We adore the slim-cut lines that are on trend this season, and the pretty jumpsuits that are more detailed than ever. Check out this floral style from Justin Alexander – it's one of our favourites!



V is for Venue

ExCeL London is the ideal place for an international event. Located in London's Docklands, the purpose built exhibition centre is really easy to access, wherever you are coming from. There are two onsite DLR stations, and it's just a short journey from central London. As it's in the east of the city, it's simple to drive to, too. For full directions, visit londonbridalweek.com.



W is for White

Gallery This luxury event is now 11 years old. For 2020, White Gallery is welcoming a dazzling array of designers, from some international stars – such as Elbeth Gillis and Paloma Blanca, and some of the best of British – including Alan Hannah, Caroline Castigliano, Eliza Jane Howell, Ivory & Co, Motee Maids, Louise Bentley and more!

X

is for X-ray fabric The trend for sheer fabrics and gowns is as popular as ever; we're confident x-ray gowns will be big news. We are loving that this allows for construction to be on display, revealing boning and elements usually seen in lingerie. We love sexy corset styles matched with soft, sheer and flowing skirts that offer contrast – a bold look for brides with a love for fashion. We adore this sexy style by Godze Karadana.

Y is for Your questions answered Maximise your time by attending the educational, business seminars at the Bridal Retail Success Academy and the Business Advice Clinics. At the latter, you can get some tailored one-to-one advice from some of the most successful industry names.

Z

is for Zavanna Bridal

This label from Cizzy Bridal is for fashion-forward brides. Think luxurious, modern and sexy. The dresses are designed for those that love lace, intricate details and plenty of embellishment. The label's attention to detail means the finest fit and comfort are always achieved.



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modern bridal wear

THE LABEL LIST

All the brands and designers
to meet in London

LBFW

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Lenovia VIP **F53**
Lillian West **C10**

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Bridelymade,
Stand 116

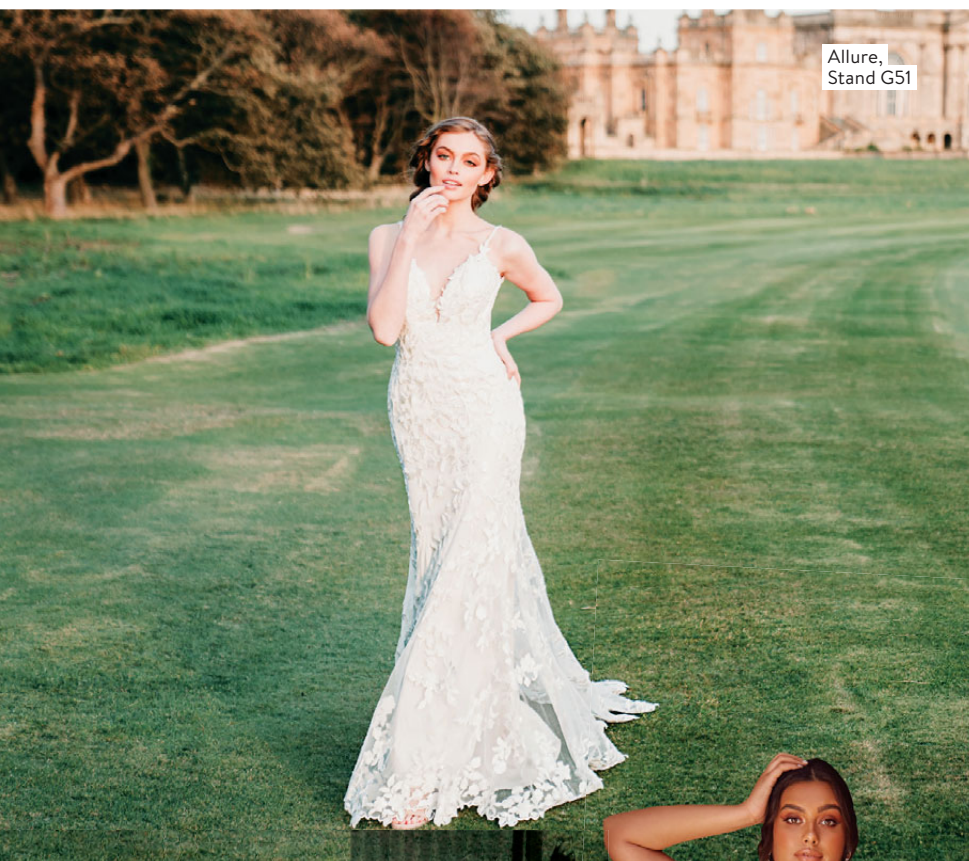
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Stand D61

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 Signature by Victoria Kay **C50**
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 Silver Prom **C70**
 Sincerity **C10**
 Sophia & Camilla **D41**
 Sophia Tolti Australia **C8**
 Sottero & Midgley **Gallery Rooms**
 Special Day Bridal **E54**
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 Starlet Jewellery **A25**
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 Sun Suit Cover **A32**
 Sweetheart by Justin Alexander **C10**
 Sweetie Pie Collection **B26**
 Sydney's Closet **F52**
 Syvo **E70**
 Talha Kumaş **B36**
 Tara Keely **D61**
 Tease Prom Plus Size **F52**
 Ti Adora by Allison Webb **D61**
 Tiffanys Bridal **C40**
 Tiffanys Bridesmaid **C40**
 True Bride **B21**
 True Bridesmaids **B21**
 True by Nicki Flynn **B21**
 True Curves **B21**
 Twilight Designs **F62**
 Venus Bridal UK **J40**
 Venus Informal **J40**
 Venus Woman **J40**
 Victoria Jane **D22**
 VK Maids **C50**
 Warren York **F54**
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 White April **B53**
 White Collection By Victoria Kay **C50**
 White Rose Bridal **E60**
 White Rose Graceful **E60**
 Wilderly Bride **G51**
 Willowby **D60**
 Wtoo **D60**
 Zavana Bridal **B53**
 Zavana Couture **B53**





Allure,
Stand G51



Ivory & Co,
Stand 401



Madi Lane,
Stand F40



Marylise, Stand 520

THE WHITE GALLERY

Alan Hannah **402**
 Bowen Dryden **420**
 Brian Chen **404**
 Bridelymade **116**
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 Rembo Styling **520**
 Savannah Miller **311**
 Sheila Harding **400**
 Six Stories Bridal **117**
 Theia **320**
 White Jasmine **101**
 Yeliz Cengiz **430**

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Business

ADVICE AND GUIDANCE FOR THE BRIDAL RETAIL INDUSTRY

NEED TO KNOW

The London shows are the hot topic this month! See details of making the most of the show and what's on at the Bridal Retail Success Academy. Also in this issue, we take a look at some of the challenges that today's bridal retailers are facing; product mark up, credit and social media use. Don't miss the final part of our series on inclusivity and diversity, plus we have details of the RBA Awards. ■

Bridal Retail SUCCESS ACADEMY

The BRSA will run alongside London Bridal Fashion Week and White Gallery, providing you with the expert guidance you need for a successful year ahead

London Bridal Fashion Week and White Gallery are about much more than making orders. In addition to the buying and trend-spotting opportunities, there are a wealth of additional fringe events on offer that have been expertly crafted to ensure that every minute you spend at the show is packed with value.

For the 2020 edition, we see the very welcome return of the Bridal Retail Success Academy, which features a thought-provoking, education-rich series of sessions delivered by some of the best and brightest names in the industry.

The sessions will be held on Monday morning and at the end of each day – so make sure to set some time aside in your busy schedule!

The programme

This year's speakers include some fantastic, knowledgeable industry professionals. The sessions have been crafted to ensure that the hottest topics are covered so that you're provided with the information, guidance and advice needed to boost your boutique's success. All seminars are free to attend – just make sure you arrive in plenty of time to get a seat.



SYVO

**With Mike Ebrahimi
& Colleen Payne**

The new generation of brides grew up with smartphones and social media. Join Syvo to learn more about how Instagram can drive appointments, why Google is so important, and how to get the most out of your reputation online.



MADE YOU LOOK

With Helen Goodwin

How do you make your shop window stand out from your competitors? Be inspired with ideas that brides won't be able to resist. Helen speaks about why first impressions are crucial, and how eye-catching displays can raise your profile and increase sales.



THE BRIDAL MASTERCLASS

With Megan Garmers

Your selling techniques need to change to meet the requirements of the modern bride. Learn specific techniques you can implement right away to start closing more sales and make your brides your biggest referral source. What have you got to lose – except another sale?

The Business Advice Clinic

Sometimes you need a little specialist advice to guide you through some specific business issues – be it to do with staffing, marketing, supplier relationships or anything in between. Step in the Business Advice Clinic! This has been set up to offer you the expert help you need from some of the most respected names in bridal. Their guidance is sure

to set you off on the right foot and help you to solve your problems in order to move your business forward. You need to register for an appointment at the show – this can be booked at the registration desk, and are available on a first-come, first served-basis. In addition to the seminar speakers, the BAC experts are:



SHAFONNE MYERS

Shafonne is one of the featured speakers at The Bridal Masterclass Experience, helping attendees understand how to identify their ideal Millennial client and determine the best ways to market to them.



JO STOTT

Book a time to sit with Jo and discuss with her what is important to you and your business. Jo has a wealth of knowledge and can advise and encourage on owning, managing and growing a bridal boutique.



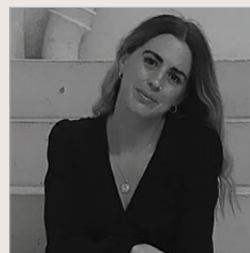
MARIA MUSGROVE

If you're worrying about solving problems, from too much stock to too few brides, and want to move towards a boutique that makes money, then Maria will have a savvy solution for you.



ABIGAIL NEILL

Enjoy a brainstorming social media session. Evaluate what's working well and what to do more of. Learn how to create a weekly schedule and find the apps that may be useful for you.



LEAN HANRAHAN

Whether you're an existing bridal business owner, or just starting out, Lean will advise you on strategic direction and the support you need to get the results you desire.

TIMETABLE

SEMINARS

5.00pm Sunday 22nd Selling Techniques to Close the Modern Bride with The Bridal Masterclass
9.00am Monday 23rd Brick & Click: The Future of Connected Retail with Syvo
4.30pm Monday 23rd Selling the Dream with Made You Look

BUSINESS ADVICE CLINIC

10.00am-12.00pm Sunday 22nd
Booth 1 Maria Musgrove, **Booth 2** Syvo
12.00pm-14.00pm Sunday 22nd
Booth 1 The Bridal Masterclass, **Booth 2** Abigail Neill
14.00pm-16.00pm Sunday 22nd
Booth 1 Shafonne Myers, **Booth 2** Jo Stott Consultancy

10.00am-12.00pm Monday 23rd
Booth 1 Jo Stott Consultancy, **Booth 2** Syvo
12.00pm-14.00pm Monday 23rd
Booth 1 Megan Garmers, **Booth 2** Lean Hanrahan
14.00pm-16.00pm Monday 23rd
Booth 1 Shafonne Myers, **Booth 2** Abigail Neill



YOUR BEST SHOW SEASON

Adam Bernstein's quick guide to attending and getting value from the buying exhibitions this March



With LBFW and White Gallery around the corner, it's a good time to consider how to get the best out of attending this season's shows.

Getting the most out of a trade show as a visitor also requires careful preparation, just as it would if you were exhibiting. You need to develop a strategy and know what you want to accomplish. Put time aside to note down what you want to achieve by visiting the show. Consider both your personal and commercial goals.

Seek out show materials and use it to craft an attendance plan and create a list of 'must see' and 'want to see' stands. An extension of this is to research the companies – it'll give you a clearer idea of what you want to gain as well as inform on the questions that you want to ask. Once you've done this, prioritise stands in case the day is cut short.

Rather like visiting theme parks, hunt down a map of the exhibitors stands and plot a route, remembering comfortable footwear and, if necessary, a close hotel to rest or deposit bags.

Don't forget a pocket full of business cards; it'll save you repeating your details and will be more legible than the handwritten scrawl of tired stand staff. From your point of view, not that of exhibitors, have some

way of making notes of anything important that needs following up. Consider a lightweight bag for items picked up, and consult the latest show guide and check your plans against any last-minute changes.

Brochures are useful, but they're also dead weight, so only take material that is of value. Alternatively, ask for material to be posted or emailed.

If time is tight, let exhibitors you speak to know this, they'll not want to lose you and will get to the point. And if stand staff don't know the answer, ask for the name of someone who is able to help.

While some go to shows to buy and sell, others go to gain intelligence on what their rivals are up to. New products and marketing promotions are often announced at shows and, with carefully crafted general questions, it may be possible to find out detail of what's on the horizon.

After the show, take time to organise the information you've collected; add notes to brochures with post-it notes. Lastly, follow up with any new contacts that you made.

IN SUMMARY

Creating and executing a plan will make your time – and expense – worthwhile. Sure, you can turn up and 'wing-it' but you'll risk wandering aimlessly or could miss a critical exhibitor. ■

London Bridal Fashion Week

White Gallery

Stand 400

22 - 24 March 2020

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6 styles for £2,850 (£475 each) 8 styles for £3,400 (£425 each)



FACING CHALLENGES

In the final part on our series on inclusivity, Nova Reid discusses how to cope with challenges if things go wrong

One of the biggest barriers of improving inclusivity and diversity in the wedding businesses is fear. Fear of saying the wrong thing, fear of doing the wrong thing, fear of causing offence and the big one – fear of being called out on social media.

The digital age means consumers can be quick to turn to social media if things go wrong. That means a lot of business owners play it safe with diversity and inclusion as a result and are less likely to feel confident to do things differently. Sadly this often means that inclusion doesn't improve. In order to improve things,

first you have to be intentional and second you must do things differently.

Doing things differently means you might get things wrong, but it's vital for change and growth. Diversity cannot exist without inclusion, and inclusion is often the part we miss out. Inclusion simply means: the action or state of including or of being included within a group or structure.

And, right now, there are lots of people that are not adequately served, catered to or represented in the wedding industry – from age, to body, to disability, right through to race inclusion. So, it's down to you as a business owner to intentionally include different types of customers and let them know your business is

not only a safe space for them but can also cater to their needs. Here are six practical ways to help you improve inclusion in your wedding business.

BE TRANSPARENT

Be clear about what you do and don't offer in terms of accessibility, on and offline. Everything from simple contact hours, to how they can get in touch with you, right through to pricing.

Being upfront can avoid embarrassment, disappointment and possible appointment disasters. I've heard stories of brides with a disability who couldn't even get into the storefront because the shop had not communicated that it was not wheelchair accessible, neither did it have a ramp, and definitely no room to manoeuvre a chair in the changing facilities.

The onus isn't on the customer to disclose their disability to you, you should be prepared whatever customer comes through the door. When gathering information on booking, ask all customers if they have any accessibility needs or special requirements you can accommodate.

Size inclusion is another bone of contention in the industry. It is a huge concern for consumers. Not being embarrassed, humiliated or shamed into not fitting into a sample dress is key to not getting blasted online or amongst peer groups. If you have the capacity are you able to supply certain ranges in larger sizes so more women can fit into them? If not, how transparent are you on your website and marketing material about what sample sizes you hold in stock? There's nothing more exclusionary than visiting a boutique, standing in your underwear with a stranger and being told "sorry we don't have anything big enough for you." It happens time and time again. Be transparent and you will be able to manage expectations in advance.

ACCOUNTABILITY

If you are trying to improve your diversity and inclusion efforts, but feel let down by your suppliers, hold your designers and suppliers accountable. If they are not providing you with products, or indeed marketing stock imagery, that is inclusive of more than one type of bride or person, hold them accountable. You can set the standard. You have control over who you choose to spend money with, who you align your brand with and who you don't. If they are not raising their diversity game, stop using them.

VISIBILITY

Improve your visibility. Take matters into your own hands and invest in updating your marketing materials to visually include more brides/people,

especially if your suppliers are letting you down with inclusion.

Collaborate with local business owners in styled shoots, or work with suppliers who have a diverse network of customers that you would like to better attract. Host sample sales, designer days, or live engagement events, and be strategic with who you send your invitations to. Target influencers, brands, restaurants, bloggers and colleagues that have a niche audience to help you reach them directly.

WIDEN YOUR NETWORK

If a customer asks for a recommendation, such as a celebrant that performs LGBTQ+ inclusive weddings, or for a make-up artist that can work on darker skin tones, are you able to make multiple recommendations? Do you have a list of companies that are visually representative of your customer and that are skilled and competent to do make-up on all skin tones, for example?

Having a diverse list of supplier recommendations helps build trust and also demonstrates you have a considered approach to customer service. If customers feel supported and valued, they are loyal and will recommend you to their friends time and time again.

WHEN THINGS GO WRONG

In business, it's inevitable that we get it wrong or are misunderstood sometimes. We can't grow without learning opportunities. So, if you do get it wrong, if someone feels excluded and irked enough to share their frustrations publicly, the most powerful thing you can do to defuse a situation is acknowledge their frustration:

- 1 Apologise** – regardless of intent, harm has been caused. Acknowledge what has happened.
- 2 Invite more feedback** – if the complaint has happened on social media, acknowledge it publicly (DO NOT DELETE!) and encourage more in-depth feedback, offline, over the phone, in store or email.
- 3 Make things right** – if possible, right the wrong and hold yourself accountable.
- 4 Express what steps** you are taking to improve inclusion – if you don't know how, consult with an expert.

MORE INFO

www.novareid.com

www.nubride.com

Nova Reid is founder of award-winning wedding platform Nu Bride, the UK's leading wedding platform dedicated to diversity. She is also a diversity campaigner, media expert for BBC and SKY News and business consultant.

INVEST

You can't expect to include a new demographic of client and reap the financial rewards without investment of time and resources, whether that is in your staff, consultancy or training. If you regularly invest in learning and development, your ability to adapt, grow and offer something new in changing times will feel more like an exciting creative challenge, rather than yet "another" thing to do and a burden. ■

London Bridal Fashion Week White Gallery

Stand 510

22 - 24 March 2020



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6 styles for £2,880 (£480 each)



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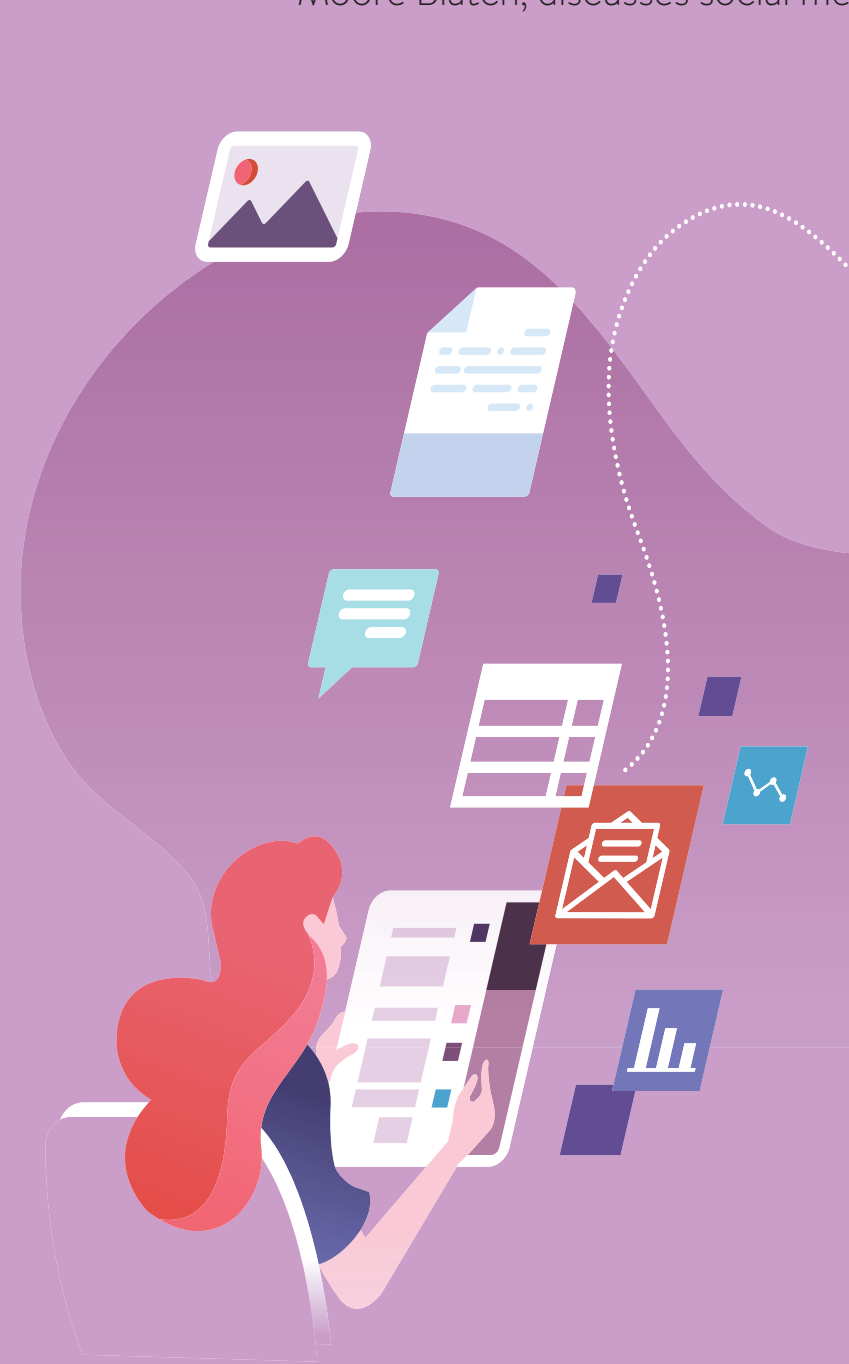
[louise_bentley_bridal](https://www.instagram.com/louise_bentley_bridal)



[louisebentleybridal](https://www.facebook.com/louisebentleybridal)

SOCIALLY ACCEPTABLE BEHAVIOUR

Jasnoop Cheema, a solicitor in the commercial department of Moore Blatch, discusses social media use in the workplace



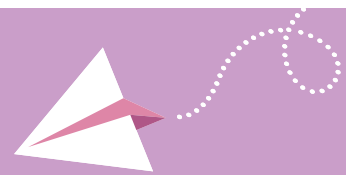
Social media has revolutionised the way in which people create, share content and communicate with each other over various forms of media. Communication via social media has become increasingly popular, and the use of these channels by individuals in and outside of the workplace has become common.

How employees use social media in the course of their employment is particularly important for businesses. Under UK law, employers are liable for the acts carried out by their employees. It is therefore important that businesses have a well thought out social media policy to deal with employees using social media, including outside office hours.

THE DANGERS

Inappropriate use of social media by employees can carry risks for any business, the main one being reputational damage to the business. Other dangers of social media exist, such as potential liability where employees post defamatory or discriminatory work-related comments on social media; disclosure of confidential information which may include commercially sensitive information belonging to the business; and infringing third party intellectual property rights.

In order to tackle the dangers, businesses often make use of social media policies as the first line of managing risks internally within the company. Case law has helpfully highlighted the importance of having a well thought out social media policy in place. ♦



EXAMPLES OF POLICIES

The case of *Crisp v Apple Retail (UK) Ltd*, is a good example of how having a well-constructed policy can help a business tackle misuse of social media. In this case, Apple had made it clear in its policy and training materials that protecting its image was a “core value” and had stated that making derogatory comments on social media would have serious consequences and likely to lead to dismissal. In this case, an employee had posted several negative comments on Facebook concerning the company and its products whilst at home. The employee was dismissed, and it was found that Apple’s policy was clear on the consequences of misuse.

In contrast, the case of *Walters v Asda Stores*, the employment tribunal found that comments made by an Asda manager on Facebook, that it would ‘make her happy to hit customers on the back of the head with a pickaxe’, constituted misconduct. However, the comments were not enough to warrant dismissal. It is worth noting that in addition to factors such as how dismissal was carried out, the tribunal also paid particular attention to Asda’s policy as the employee’s actions fell under the “misconduct” category within the examples given in the policy, rather than examples which lead to dismissal.

Similarly, the case of *Blue v Food Standards Agency* demonstrates the need to have a policy which clearly sets out how employees should use their personal social media accounts. In this case, a hygiene inspector for the Food Standards Agency was dismissed after taking part in a Facebook conversation with two employees who had been dismissed from an abattoir he inspected; the contribution to the conversation was liking a comment about his manager being attacked with a chair. The Food Standards Agency claimed that the employee’s participation in the conversation had brought the Agency into serious disrepute and dismissed the employee. The dismissal was found to be unfair for several reasons, however as with the *Walters* case, it is interesting to note that one factor taken into the decision was the Agency’s policies. The policies set out

several scenarios which allowed for disciplinary actions, but despite the serious nature of the examples provided, these still did not allow for dismissal.

In contrast to the findings in *Walters and Blue*, the case of *Preece v Wetherspoons* shows how having a clearly worded policy, which explains when the business may dismiss an employee, can be helpful when dealing with comments posted by employees online. Following an incident at work in which two customers were abusive to a pub manager, the manager made comments about the customers on Facebook whilst at work. The employee thought her privacy settings were restricted to only friends, however the comments could be viewed more widely, including by family members of the customers in question. *Wetherspoons* had a clearly worded policy which reserved the right to take disciplinary action should the contents of any Facebook page “be found to lower the reputation of the organisation, staff or customers and/or contravene the company’s equal opportunity policy”. Unlike *Walters and Blue*, in this case the employee’s dismissal was found to be fair.

As with these scenarios, the outcome depends on the facts of each case, however the Employment Appeal Tribunal has set out a few guidelines for businesses to follow in social media cases. One highlights the importance of looking at whether the business has implemented a social media policy.

IN SUMMARY

It is important that a social media policy implements boundaries by clearly outlining what is considered acceptable behaviour on social media. The policy should be wide enough to cover personal use outside of work, the protection of confidential information to the business and should prohibit any defamatory and derogatory remarks. In addition, it is important that social media policies

outline the appropriate use of company equipment.

Businesses should take appropriate steps to communicate its social media policy to employees and take steps to monitor compliance with it. ■

SOCIAL MEDIA POLICY

- 1 Rules about accessing social media sites at work, particularly if personal use is permitted during working hours.
- 2 Information about what monitoring may be undertaken by the employer of employees using social media in or outside of the workplace.
- 3 Outlining any prohibited use of social media, such as: making derogatory or defamatory comments about colleagues, the business or clients; ensure employees are aware they must not disclose any commercially sensitive, confidential and proprietary information online; or doing anything to jeopardise trade secrets or intellectual property rights of others.
- 4 A reminder that employees should not misuse other employees’ data in online media.
- 5 If business use of social media is permitted, employers may wish to include guidelines for employees to follow.
- 6 The policy should clearly set out the consequences of breaching the policy.



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22 - 24 March 2020

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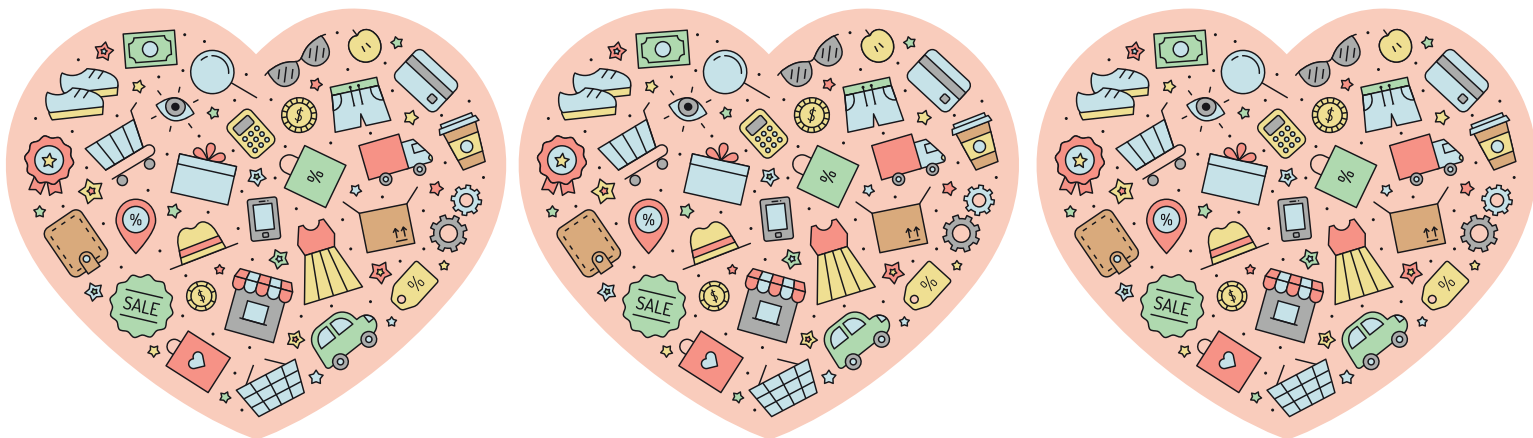
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MARGIN AND MARKUP

HOW SHOULD YOU PRICE?

If you want some insight into how the wider retail community prices goods, then Adam Bernstein sheds some light

Pricing is a professional discipline. Setting the correct prices for goods is not at all a straightforward matter. A perfect pricing policy is not one which results in the most sales, or the highest possible rate of conversion from enquiry to sale.

The best pricing policy is the one which earns the highest possible level of profits from existing capacity or goods. The difference is crucial, since many businesses still price to either get the job, or make a sale, rather than to make it financially worthwhile. In fact, a cut-throat pricing policy can make earning a decent living almost impossible.

While larger firms are able to undertake market research to understand what the market needs and also what price customers are prepared to pay, smaller firms cannot do this. However, by understanding the difference between margin and markup they can improve their earnings and profitability.

KEY DIFFERENCES

So, what is the difference between the two terms?

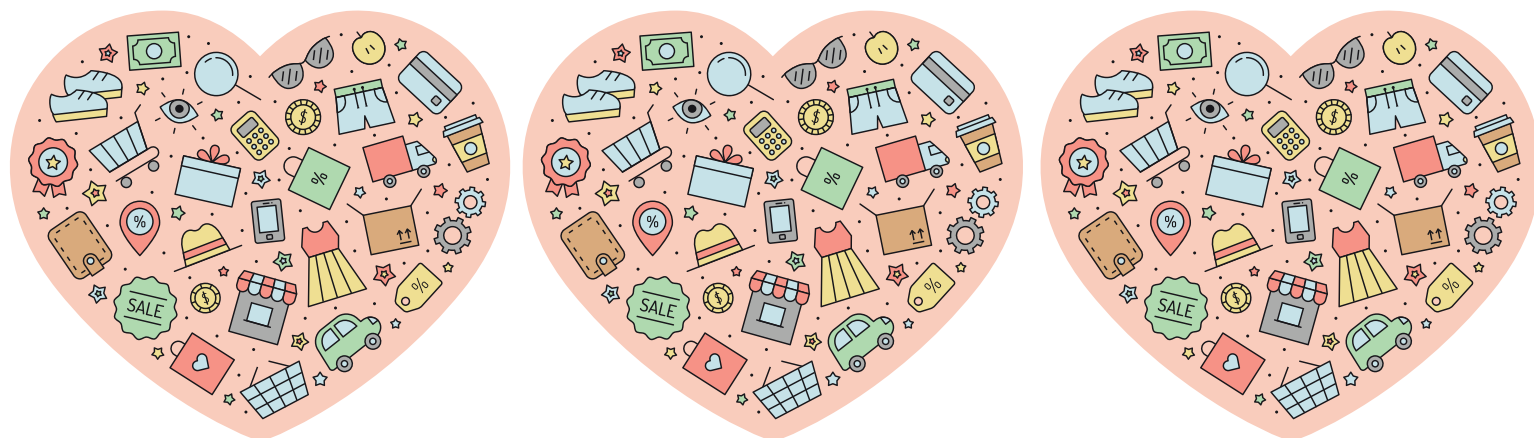
While they are similar, they are not interchangeable. Margin is, simply, the cost of sales less the actual cost of goods sold. Markup, on the other hand, is the extra cost placed on the cost of a product to create the selling price.

It doesn't take a rocket scientist to know that pricing goods through misuse of either of these methods can be financially catastrophic through lost sales and profit. And through the law of unintended consequences, it might even alter the market share a business has; it can give rivals a pricing advantage or lead to overtrading of the business itself where it cannot cope with the volume of business because its prices are so keen.

Let's use examples to illustrate how margin and markup differ.

Margin: As noted earlier, this is the difference between the cost of what is being sold and its sale price. So, if for example, a product sells for £100 but costs £80 to buy in, the margin is £20 or 20%. (margin divided by sale price multiplied by 100).

Markup: Again, as before, this is the amount added to the cost price of the item. So, using the example



above, adding a £20 markup to an £80 cost price item yields a selling price of £100, or is expressed as a percentage, a markup of 25% (markup divided by the product cost multiplied by 100).

Basically, to earn a given margin the seller has to markup cost by a percentage that is higher than the margin. Why? Because markup is based on the item's original cost.

IT'S ALL IN THE CALCULATIONS

It is easy to see where an employee could get into trouble calculating prices if there is confusion about the meaning of margins and markups. Essentially, if you want to derive a certain margin (say 20% on an item sold for £100), you have to markup a product cost by a percentage greater than the amount of the margin (in this case, a markup of 25% of £80 - £20 - to sell at £100).

In time, using markup will more likely lead to price changes than a margin-based price, precisely because the buy in price of the item sold is more than likely going to vary.

At the risk of over-doing the maths, but in the name of driving the point home, to earn a 10% margin, goods must be marked up by 11.1%. For a 20% margin, the markup percentage is 25%. A 30% margin requires a markup of 42.86%, a 40% margin needs a markup of 66.67%, and a 50% margin necessitates a markup of 100%.

If you want to work out other markup percentages, calculate by dividing margin by the cost of goods. So, if an item costs £33 and a margin of £17 is needed, the calculation would be £17 (the margin) divided by £33 (item cost), giving a markup of 51.52%. Now multiply £33 by a markup of 51.52% and the required margin of £17 will deliver the target price of £50.

To make things easier, there's a great online calculator at omnicalculator.com/finance/margin. (There are plenty of other associated calculators on that site too).

If others in the business are involved with price setting it might be worthwhile checking on their understanding of the two terms and the processes they employ when pricing – take a sample set of products and cross reference it against sales information; take action if necessary. It certainly won't hurt to tell staff more about the differences between margin and markup. Plus, by showing them the link above, you will highlight the impact on profitability, and ultimately, their jobs.

ONE MORE THING

There's another concept that those setting prices should be aware of – price elasticity of demand. It describes the relationship between the level of demand for a product and its price. In general, a higher price should mean fewer sales. The extent to which sales are influenced by changes in price is called price elasticity of demand. If a small price change has a big impact on sales volume, then demand is said to be very 'elastic'. Conversely, a product which does not react much to a change in price is said to have 'inelastic'.

Demand for staple goods – food, fuel and so on – tends to be highly inelastic. However, luxury items are highly elastic in their response to price fluctuations. But in between is a range of elasticity. Firms selling unique or highly in demand products can, to an extent, charge what they want as buyers will pay almost any price. On top of that are products which have negative price elasticity of demand. Here, the higher the price, the more an item is demanded – supercars are a good example of this.

TO FINISH

The point is simple – while understanding the differences between margin and markup it's also worth having an eye on price elasticity of demand; there's no point getting the pricing 'right' if no one wants, or can afford, to buy what is on offer. ■

FOCUS ON: CREDIT

Adam Bernstein discusses what you need to know about credit, from what you can borrow to protection

Access to credit can be restricted or carry a burdensome cost if the borrower is seen as risky. Take a mobile phone contract or an attempt to acquire a car on finance. We're credit checked and either approved or rejected – or, depending on status, have it granted but on expensive terms. Firms can get better terms by understanding the role information has to play.

GENERATING THE FACTS

James McGarva, head of business information at Experian, defines a credit score as a “measure of creditworthiness, which is made up from a number of different factors to understand financial position and level of financial risk.” This information, he says, “is combined to create a score, which influences whether companies are seen to be a repayment risk.”

Equifax's product manager, Andrew Fielder, holds a similar view, but adds that his company looks at data and represents the outcome as not just a score but also “as an amount that a business may be seen as being ‘good for’ on typically a monthly basis.” A credit rating, he says, “aims to rank relative strengths of businesses against each other on a scale regardless of size, so a business that is scored 20 out of 100 is seen as less able to support credit than a business that scores 80 out of 100.”

Experian uses a similar methodology. It gives a credit score that can range from 0 to 100, with 0 representing a high risk and 100 representing a low risk. 0, for example, would be applied to a failed company, 26-50 to an above average business, while 91-100 is a very low risk firm.

As McGarva outlines, “business information is generally held by a number of credit reference agencies and comes from multiple sources, including creditors, such as banks, credit card companies and building societies, or simply from public records.”

It should be pointed out that the information gathering process is not underhand in any way. And to illustrate this, Fielder explains that the information credit reference agencies obtain comes “from a wide variety of sources that include well-known entities such as Companies House or the main Gazettes, as well as closed user group information on payment

behaviour and data sources like Open Banking.”

McGarva says that this information is collated and includes data on existing business credit, such as current accounts, loans and credit card information along with balances and amounts outstanding. On top of that is data on payment performance which, he says, “can offer real insight into a business's financial standing – and any potential problems they might be experiencing”; County Court Judgments (CCJs) and bankruptcies – this type of information is, according to McGarva, “particularly significant to potential or existing suppliers and lenders. It can indicate severe financial difficulties and may well act as a red flag to those considering working with them”; and Companies House records such as details on the directors, previous company names and annual returns.

The benefit of credit reference agency follows, as Fielder notes, “from the fact that agencies will look at data in a number of ways, using aggregated data sources and applying analytical methodologies to build the score.” He continues that “agencies use a database that has been built up over time to understand how businesses that were created historically have performed through an extended period.”

MAKING IMPROVEMENTS

This is why firms, according to Fielder, should make every effort to maintain a good report as it influences their ability to make purchases. He points out that “business credit ratings are not as ubiquitous as personal credit ratings, however they are more prevalent when dealing with larger purchases or lending decisions, such as for a loan or a vehicle.”

It follows that a well-managed credit report will be seen by lenders as a positive. But as McGarva details, “businesses with little to no financial history – known as ‘thin file’ businesses – may struggle to be accepted or get the best rates. In these circumstances, a business owner's or director's personal credit scores can be considered to help with the decision.”

CREDIT INFORMATION FOR SUPPLIERS

The wonder of information is that it invariably has more than one purpose. Just as a credit report allows a lender a window into the world of a (potential)

borrower, so the process can be reversed by a business looking to check on its suppliers and its customers.

McGarva makes the case here as being one of commercial survival as “any business can protect their revenue flow by running credit score reports on their customers to ensure they can pay for their services.”

But checking potential clients for their ability to pay isn't the only advantage of credit checking. Credit information can aid the fight against fraud in that credit checking a business can confirm that contacts and clients are who they say they are – and that their business is performing the way they say it is.

Credit reference agencies offer services to support a firm dealing with a volume of clients. Here Fielder details that products to note “include services such as ad-hoc credit reports or the ability to use the data for account opening and account management.”

Of course, each agency will do something similar and more. Equifax, for example, offers products to age verify, bank account verify, document verify, and more. Firms should hunt around.

THE COST OF PROTECTION

The costs associated with credit information aren't as horrific as might be expected. McGarva reckons that Experian's Business Express – which costs from £25 per month – “has one of the most predictive scoring models in the industry and lets a business easily determine the creditworthiness of their business partners.”

Alternatively, where a business wants to check and improve its own business credit score, Experian has My Business Profile at a cost of £24.99 per month. “This,” says McGarva, “enables a business owner or director to gain full visibility of their business credit profile, enabling them to understand what's affecting their company credit score.”

IN SUMMARY

Like it or not, credit information exists and is here to stay. Whether it's to borrow or to seek terms with a supplier, having a whiter than white report is going to put a business head and shoulders above its rivals. ■



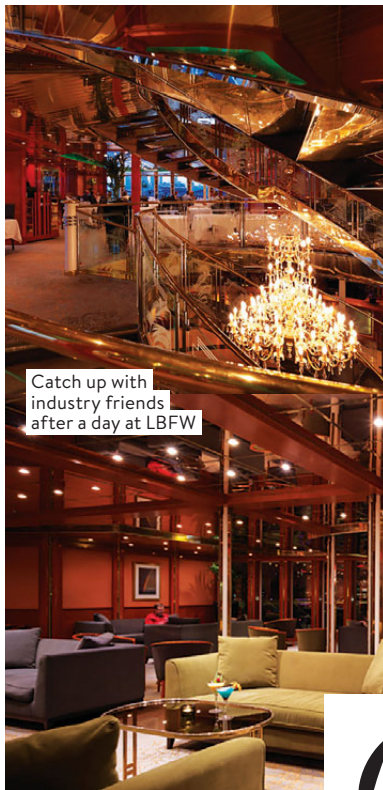
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BUSINESS | *Big night out*

This year's RBA Awards take place on the Sunborn Yacht

Celebrating the **BEST IN BRIDAL!**

Don't miss the opportunity to mingle with your industry colleagues, relax and unwind at LBFW's Big Night Out, says the RBA

It's nearly time to toast the best of the bridal industry at the annual RBA Awards, part of London Bridal Fashion Week's Big Night Out! Now in its 21st year, the RBA Awards is perfectly scheduled to take place on the Monday evening of London Bridal Fashion Week, on 23rd March from 7.30pm until midnight. The venue this year is the stunning Sunborn Yacht, which is conveniently moored at ExCel. So, after a busy day exploring the show, what better way to spend the evening than catching up with colleagues and friends, and partying the night away?

What makes this awards ceremony so highly valued amongst suppliers, and why it continues to be a key event in the bridal calendar, is that they are 100% genuine – nobody can put themselves forward and enter the awards, they have to be nominated. The voting process is very simple. We send an email to every RBA member asking them to vote in the categories listed in the box and the winners are the suppliers with the most votes.

It is all set to be a fantastic night full of fun, dancing and soaking up the show

season spirit! Please don't miss out – everyone is welcome. Tickets are priced at £51 plus VAT per person and include bowl food, wine, entertainment and lots of dancing! To book tickets visit londonbridalweek.com/big-night-out ■

RBA AWARDS 2020 CATEGORIES

- Best Wedding Gown Supplier for Dresses over £1,800
- Best Wedding Gown Supplier for dresses under £1,800
 - Best Bridesmaid Supplier
 - Best Shoe Supplier
 - Best Accessory Supplier
- Best Customer Service Award
 - Most Helpful Supplier Team Member
- Chairman Special Recognition Award (this is usually for a shop's member of staff who has exceeded their expectations)
- Best Occasion Wear Collection

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Features

ABI SAYS: BUYERS GUIDE FOR LONDON • PRIVATE LABEL'S IN FOCUS • SHOP TALK • THE LATEST DECOR



Getting creative

It's so inspiring to see the different ways that boutiques from around the world are getting new brides through the doors. This issue we get to meet not one, but two amazing entrepreneurs who have added their own private labels to their boutique offerings – the designs are really breathtaking. The image on this page is from Rachel Rose – read more about her on page 145! Also this issue, Abi Neill gives you her expert buying guide to make the most of your time at the exhibitions this March (142), and we get a guided tour around the amazing Adella Bridal. What's more... find out all about the 2020 Bridal Buyer Awards! You can't miss entering this year – learn how on page 138. ■



BRIDAL BUYER AWARDS 2020

Make sure you are part of the industry's most prestigious awards programme – you have to be in it to win it! Here's everything you need to know...

Get recognition

We know that the prospect of entering the awards can often feel like a scary process – it's natural to have these emotions! After all, you are opening up your business to judgement. However, the trick is to see none of this as a negative – just consider the positive aspects and imagine the feeling you will get when you are nominated for an award, let alone if you get up on stage to take home the prize! Winning an award is an amazing bonus for your business – it will help you to show your brides that you are the cream of the crop and will reassure them that you are a boutique that they want to deal with. In addition, winning a prize opens you up to the prospect of gaining media attention – not only will you appear in this magazine, but you can shout about your win to your local press and all over social media. More shares and likes really will get your name out there to more and more potential customers.

The best night of the year

The Bridal Buyer Awards are back for 2020 and are set to be bigger and better than ever before. This year there will, once again, be a mixture of categories for both retailers and designers, which will be judged by independent teams of experts. The awards evening, on

location in Harrogate is a party not to be missed! The spectacular black-tie event attracts an audience of more than 600 guests from all sectors of the bridal industry, including retailers, suppliers, designers and the media. It not only offers the opportunity to celebrate the success of all the finalists and winners, but also provides an unrivalled networking opportunity, not to mention being a fun-filled evening with dinner, dancing and the all-important awards ceremony.

Something for everyone

After you have reviewed the list of awards, it's time to decide which one, or ones, suit you. While it is really tempting to have a look at the categories and want to enter them all, this is not a good idea. It won't necessarily give you a better chance of winning. It is far better to create one or two really strong entries that will show off your very best assets, than to enter all the awards with an only so-so write up, or that are only moderately suited to you. If you have an outstanding reputation for customer service, then that's what you should focus on. Innovative website and social media presence? Then there is a category to specifically suit that. New to the game? There's an award for that, too!



The industry's finest judges

The judging process for the awards is totally independent and thoroughly checked – it is something that we care a huge deal about and have always taken very seriously. The process works as follows... Once the deadline has passed, the entries are shortlisted – those that have not been completed will be dropped from the running, so make sure you check and double check your form! Members of the expert judging panel will then be assigned to different categories, depending on their knowledge and skillset. They will then work independently to review and assess every aspect of the forms, as well as researching websites. Next they will score their choices in their assigned categories, and submit those scores, as well as their reason for selecting their favourite. An external team will be tasked with reviewing the judges marks and tallying up the numbers to come up with a list of finalists. These finalists will be contacted before the full list is announced.

How to enter

To make your entry, log on to awards.bridalbuyer.com and create an account. Doing so will allow you to begin writing up your entry, and will also give you the option of saving your work as you go along – this means you don't have to rush, and you can come back to it when you have ideas of different elements that you would like to include.

You can make as many changes as you like, and go in and out countless times – there is no limit. Feel free to make alterations until you are 100% happy with your entry. Once it is ready, all you have to do is press submit! Once it has been successfully received by us, you'll receive an email confirmation. Please do bear in mind, once you have pressed submit, your entry cannot be altered.

Celebrate with your peers

This night is all about glitz and glamour – this is the time to pull out all the stops and really get dressed up. From cocktail dresses to ballgowns, lavish lounge suits to tuxedos, enjoy getting dolled up for an evening you won't forget! The night starts with a champagne reception at 7.30pm, which is followed by a delicious three-course meal at 8.00pm. The awards themselves will start to be announced at 10.00pm and will finish at around 11.30pm – at which point the dancefloor will open for all to enjoy the live entertainment. This is the chance to really let your hair down and enjoy dancing away with your industry friends and colleagues. Carriages are at 1.30am... you'll need to get to bed to relax before the last day of the show on the Tuesday! Tickets for the event will be available from June 2020 – keep your eye on awards.bridalbuyer.com to find out how to purchase your tickets. ♦



Categories

Bridalwear Retailer of the Year – England
 Bridalwear Retailer of the Year – Ireland
 Bridalwear Retailer of the Year – Scotland
 Bridalwear Retailer of the Year – Wales
 New Bridalwear Retailer of the Year
 Long-standing Retailer of the Year
 Retailer Customer Service of the Year
 Retailer Website of the Year
 NEW Best Use of Social Media
 Best In-Store Design
 NEW Team of the Year - Retailer
 Bridalwear Supplier of the Year
 Bridesmaid Manufacturer of the Year
 NEW Bridal Party Supplier of the Year
 Bridal Accessories Supplier of the Year
 Prom Supplier of the Year
 Best Supplier Customer Service of the Year
 Marketing Campaign of the Year
 NEW Agent of the Year
 Wedding Dress of the Year
 British Bridalwear Designer of the Year
 Student Designer of the Year

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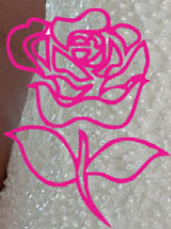
Affiliation with The Bridal Buyer Awards promotes strong brand recognition. Your involvement ensures top industry professionals recognise your company, and puts your brand in front of potential customers. With the best UK bridal businesses in the room, this event provides networking opportunities with some of the most forward-thinking retailers. There are a number of sponsorship opportunities available. Please contact Wendy Adams on wendy@bridal-uk.com or 01423 770120 to get involved. ■



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ABI ON... BUYING AT TRADE SHOWS

Ahead of LBFW, columnist Abi Neill offers her advice on visiting exhibitions and making the most of your purchasing power!

Immersing yourself at both London Bridal Fashion Week and The Harrogate Bridal Show is, in my opinion, the best thing that you can do for your business. You might be thinking that as a columnist for Bridal Buyer I'm bound to say that, but for the first six years of my bridal business career, I wasn't a columnist and I never missed a show.

Why not? Well for me, the opportunity has always

been too great – from social media content gathering to networking and learning, LBFW and HBS are, without question, the two best and buzziest trade events in the UK bridal calendar.

Like many retailers, it may be that you aren't desperate for new dresses because your rails are bulging. In fact, you may have decided that consolidation of your inventory is what's actually required and that you can give the show a miss because

you don't need anything. But going to LBFW or HBS is a bit like date night... If you don't find time to invest in your relationship, it might go stale. Plus working on your business and keeping up with the latest trends is absolutely key in order to stay ahead.

These shows represent more than just a buying opportunity. They're actually a creative, digital, entrepreneurial and social industry opportunity. Convinced? Super!

If you do plan on attending, you need to use your time wisely because, without a plan, you'll wander the halls randomly, get squiffy on free bubbly, high on sugar and end up buying even more dresses that you don't need! While that might sound like the perfect show for many exhibitors (and one that has been my own personal show experience on several occasions!) you'll want to trust me here. I definitely advocate managing your time and creating a timetable ahead of arrival in order to help you stay focused and in control.

New to the show and not sure where to start? I suggest you draft a list of the times of the catwalks and seminars you hope to see and build appointments with your designers and manufacturers around them. I'd also suggest you build in extra time to check out any new exhibitors to see what else is on offer in case there's a new brand opportunity for you. Whatever you do, don't miss the complimentary drinks sessions either, there are several – they'll be listed in the guide.

Here are a few other tips you may find useful, especially if you are a relative newbie:

On stands with suppliers

Negotiate on minimums, especially if higher than average. Ask about design changes, sample loan programmes, lead times, discontinuations and the stockist radius. Check out brand profiles online and never buy simply because a competitor had them – chances are they've been dropped for a reason. Always select gowns and place orders after seeing them on a human model as buying from images or mannequins can be misleading. Buy through the sizes in order to maximise your chance of a good stock turn.

Ordering

Make sure you do this sober having assessed in full what your brands have to offer! Don't get carried away

and over order at the first stand you attend. Do the rounds and check all your collections to ascertain their strength and ensure no crossover in styles. Only then place orders at the end of your show. You can always top up later in the year once you see how the label performs. Remember, you want at least 3:1 return on your investment in a brand (buy 10 samples and sell at least 30 repeats that year) – unless you're confident it's an enquiry generator, which changes that rule.

Preview & designer shows

Attend the catwalks even if they don't feature your labels! Content is key and brides surfing your social media pages love to see catwalks and models strutting their stuff under the spotlights. Grab your phone and hit record at the main fashion shows and keep a close eye on the brands your competitors stock so you know what your store is up against.

Socialise

Chat to other people on stands, swap business cards, ask for advice and reach out. Business ownership can be a tough and lonely path to tread and making industry friends and connections is essential. Sharing knowledge and having a shoulder to lean on and learn from can be invaluable. Ask reps to make introductions or post on an industry group forum that you're keen to meet up if anyone is interested. It sounds like online dating but it is genuinely another way to forge friendships!

Education

The seminars and business advice clinics are a key (free) learning opportunity. Attend, make notes, swipe ideas and drag every bit of inspo out of whomever is offering it. Even if you glean one or two nuggets, it's worth it. I'm there, book in and I'll do all I can to guide you with some fresh ideas.

Social media content

Photograph, click, record, pose, chat, boomerang, slo-mo and selfie – in short, have fun and grab plenty of content from your buying adventures to use over the coming months to showcase what you've been up to. Download and edit at a later date and don't be afraid to post and regurgitate in the months that follow.

Have a fantastic show! ■

These shows are more than a buying opportunity. Working on your business and keeping up with the latest industry news is key in order to stay ahead

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THE NAME OF THE ROSE

Australian bridalwear is so on-trend right now, and the name on everyone's lips in 2020? Rachel Rose Bridal – Abi Neill finds out more

With the official launch at Chicago's trade bridal expo, the latest label to bounce brightly out of Australia is Rachel Rose Bridal by Rachel McConnell. With a successful background in bridal retail and a huge amount of design talent, this retailer-turned-designer-turned-pop star really is one to watch!

Rachel's talent for bridal is both vibrant and creative, and she has seemingly learnt from the ground up. She flexes a deep understanding of brides today and claims to design dresses that brides really desire. Her creations are sexy, feminine and unconventional; it's a self-assured arrival and the team behind the brand is determined to bring "Australian luxury, style, comfort and confidence to brides around the globe". It's a bold and ambitious statement from Rachel, who alongside established production partner Peter Trends

Bridal, is planning a worldwide market penetration with their luxurious new collection. But who really is Rachel, and what do you need to know about the label?

Imprinted on the door of a Perth-based, family owned, bridal boutique (Bridal by Aubrey Rose, a.k.a BBAR) are the words 'Where the Magic Happens'. You would be forgiven for sceptically thinking this is merely a marketing slogan, deliberately displayed to persuade brides across the threshold. But, you could not be further from the truth – this idyllic Aussie boutique, with its tuned in team of stylists, genuinely strives to impact positively on every single bride. Take a peek at this store's compelling social media and you'll be greeted with celebration, inclusivity, beauty and glamour. Look closely and you can feel the warmth of their energy and a genuine positivity radiating from their boutique, their experience and their brands.

This is where the Rachel Rose story begins. The ►



BBAR boutique was founded in 2011 by determined mother of four, Karen, who had always dreamt of working in the bridal industry. Following a divorce and the need to build an income, she set about the launch of the boutique, with her daughters Bethany and Rachel firmly at her side.

"I had a shoestring budget of £7,000, a credit card and a can-do mind-set!" she explains. "The retail industry was experiencing a significant downturn and people thought we were crazy, but we knew that our success wasn't going to be determined by our start-up budget. It was our passion and determination that would count – and failure wasn't an option." It took four weeks before Karen and the girls secured their first gown sale, but since then, there has been no looking back. In fact, they even have clients flying internationally to meet and buy from them.

"Bridal by Aubrey Rose has been my baby for the last nine years," says Rachel. "It's my mother's store, but I've been there since day one. My new brand, the Rachel Rose wholesale label, is another leaf in our bridal book. Having worked so closely with brides for so long, I am so excited that I can now use my accumulated knowledge to develop a business in wholesale. My collection is virtually tailored to what brides have been asking for. It's a sensational collection and every dress I've designed is different – it really has been created to answer the needs of brides today. We have big plans and this is only the beginning. Together with my incredible partners at Peter Trends Bridal, we're delivering an amazing new brand that's backed by a phenomenal production, admin and

distribution team."

So, what can boutiques who decide to invest in the Rachel Rose range expect? Rachel explains: "What I'm creating with my retailers around the world is a family. I want to support retailers and work endlessly for them. I'm building the brand and the collection through our unique styling and my music – we're already seeing positive energy and love around the brand. It's exciting and special and so inspiring to see. Every store will benefit from our social media and the Rachel Rose buzz, and we can promise that every Rachel Rose bride will look and feel absolutely incredible on their wedding day."

Celebration of real women and inclusivity is essential to Rachel, which is evident in the images and videos she has created. She believes that supporting and empowering women of all shapes and sizes is key. "Every bride has their own story, and we know how important this time in a woman's life is. It's our job to listen to, guide and encourage our brides," Rachel explains. "At BBAR we ensure all our brides feel comfortable and beautiful in their own skin. We really support body positivity and confidence and our brand encourages brides to be exactly who they are. We don't believe that brides should feel like they should change their shape, or change themselves for their wedding day. We want our brides to feel beautiful every day and be proud of who they are."

Rachel has strong values and a strong vision for the brand, and takes the lead on every aspect of the design and creative process. "It's really important that I stay true to myself as the brand evolves. I feel that there



hasn't been anyone in the industry that really has done that before," she continues. "I like to push boundaries, which makes for an exciting brand concept, including the look, feel and flavour. The music that I'm also making and the videos we are shooting are just an example of what makes our brand so different – I'm blending my creativity, my retail experience, music and passion for design. It's all a dream come true and exactly what I envisioned. I'm a firm believer that if you are passionate, focused and work really hard, anything is possible."

Rachel strongly believes that her music promotes and enhances the brand offering. Her first song was written by Dapper, an Australian artist and friend. "He asked if he could write the song about the collection and if I would feature in it," Rachel explains. "It had actually been a dream of mine for a long time and it was amazing – we made it all happen within three weeks."

The collaboration coincided with our shoot for the first collection, so we got in the studio together and shot the video, which features the entire first Rachel Rose bridal collection. It also features my sister and all the Aubrey Rose stylists – it was absolutely incredible and a really

big hit for our first release."

Rachel's second single, *Energy*, will be released in March 2020. Rachel says: "I want to share this song with the world and hope that everyone has an absolute

ball with it. My first song was a catchy tune, but this is on a whole other level. I wrote this song and it's my own official first track, and it once again stars Dapper. We've already had international recognition from some big stars plugging it, so the brand recognition and creative content that stockists can benefit from and use in their own social media is really exciting."

When asked about her daughter's talents and predictions for the future of the wholesale brand, proud mum Karen finds it hard to hold her emotion. "I can't list all of Rachel's incredible qualities, every day I burst with pride!" she says. "Rachel is unbelievably creative and talented. She loves her brides like they are sisters and she is driven as though her life depends on it. I am certain that Rachel and her collection is destined for dizzy heights. The Chicago launch and UK roll out is so exciting, I just hope that the

international crowds are ready for what's about to blow in over there." ■

FOR MORE INFO

The RRP of the Rachel Rose collection is from £2,500 - £4,500 and available in sizes 4-30. Lead times are 14 weeks and (some) rush cuts can be produced on a six-week basis. Official launch in the UK follows later this year. Stockist enquires can be made at rachelrosebridal@hotmail.com and you can follow their stories or make contact on Instagram at [@bridalbyaubeyrose](https://www.instagram.com/bridalbyaubeyrose) and [@rachelrosebridal](https://www.instagram.com/rachelrosebridal).



TAILOR MADE



In a bid to secure her boutique's USP, Tara Trethowan decided to launch a bespoke private label. We speak to her about her bold and beautiful collection

Tara's diverse collection is a hit with brides who want a unique big day look





Magnolias offers styles to suit every bride's desires



These dreamy gowns are stylish and on-trend

Less than five years ago Tara Trethowan was a business consultant, working with clients to help them develop their brands. It was this very role that first led Tara through the doors of The Bridal Studio in Helston, Cornwall, back in October 2015.

Little did she know that a client visit would lead her to owning a bridal boutique. "I was visiting the store to deliver a business plan to the owner, who happened to be my client," Tara explains. "Five weeks later, my client had retired and I became the shop's new owner!"

As a retail fledgling, Tara attended her first Harrogate Bridal Show to gain inspiration about the types of gowns she wanted to stock. "I felt overwhelmed by all the gorgeous fabrics and varied collections on display," she explains. "I'd only been in business for 11 months and had experienced elated brides that had found their dream dress, and disappointed brides that hadn't."

With diversity in mind, Tara aimed to be able to offer every single customer the perfect dress. "I knew that almost every bride wants something that nobody else has and I wanted to be able to offer my customers the flexibility of altering dresses to suit their style," says Tara. "I thought that if my brides could add a longer train or remove any embellishments, they could create a dress that was completely unique to them."

The next three years proved a steep learning curve for Tara, as she dropped labels and bought into others, but she still felt that she hadn't quite found her store's niche. "I was listening to my brides and trying to adjust," she explains. "I didn't want any of them to have to compromise."

It was during this time that Tara started looking into private labels. As she saw a shift in the shopping habits of her brides, she knew she needed to adapt to demand. "I joined industry groups and spoke to retailers with their own private labels. They were a fantastic support system for me and it was a great way of understanding the challenges that I might face."

Then, in 2019, just before she attended London Bridal Fashion Week, Tara decided it was time. "Off I went, armed with an overflowing imagination and fuelled by enthusiasm," she says. "I was looking for something to fill the gap on my rails and I craved something that my brides always talk about: having THAT dress!"

After speaking with several design houses, Tara finally selected two that she wanted to work with. "I chose 12 dress templates that were all completely different in terms of fabric, style, size, and colour," she says. "Then it was just a case of deciding which elements of each dress to customise."

Tara was able to refine every detail of every dress in her private label, tailoring them to suit her brides. ►



This gown's gorgeous train makes a style statement



The collection is both flattering and fashionable

Naming the label the Magnolias collection, Tara couldn't wait to show off her bespoke designs to her customers. "I was excited for my first appointments," she explains. "I was desperate to know which dresses would be popular with my brides!"

In terms of the designs, the Magnolias collection is ethereal chic at its very best. Diverse in terms of style and cut, the collection caters to plus size brides, too, making it suitable for all types of women. "Our Blossom gown is possibly my favourite dress of all time," says Tara. "It's a classic gown in a beautiful Mikado fabric with clean lines, a flattering pleated crossover bust, a soft flowing skirt, and pockets – which are becoming more popular amongst brides. It's also a popular choice with curvy girls!"

Elsewhere, you can find the figure-hugging Fleur – a total show stopper. On this gown, an intricate beaded bust is matched with a decorative sheer illusion back, a

The Magnolias collection is ethereal chic at its best – offering a diverse and on-trend selection for all types of women

soft crepe skirt and a beautifully beaded train. There's also the Poppy, for brides who love sparkle. "The dress offers jewelled straps, a fitted bodice and a spectacular train full of twinkle," Tara explains.

"Brides can even opt to have a longer train for the full princess effect." After offering the collection for less than 12 months, Tara has seen great success from the private label, reassuring her that her gamble has paid off. "It's always lovely when a bride buys her dress from you, but there's an extra bit of excitement when one chooses a Magnolias dress," Tara says. "We've taken lots of orders and I'm already planning to add to the collection!"

For this boutique owner, 2020 is looking like another successful year. Having won Bridal Outfitter of the Year at the Simply Weddings Awards for the past four consecutive years, the future of The Bridal Studio seems bright. "We've just moved to a new, bigger boutique, so for us it's very exciting times ahead!" ■

SAVING TIME AND EFFORT FOR THE **BRIDAL** INDUSTRY



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RETAIL FOCUS

ADELLA BRIDAL



Fashion was always a passion for Amy King, so when her career led her to bridal, she seized the chance to be her own boss and decided to open a stylish boutique in Norfolk

WORDS JENNIFER GRIMBLE
IMAGES GINA MANNING

Despite only being in business for a year, Amy King has seen incredible success with Adella Bridal. The winner of Best New Bridal Retailer at the Bridal Buyer Awards last September, this forward-thinking boutique is competing with the best of them, proving that there's nothing amateur about it.

Amy's rapid success could well be put down to her former career: "I studied fashion at university, before moving to London to work in the industry," Amy explains. "For almost a decade, I was involved in designing, buying and sourcing for well-known high street names and international brands."

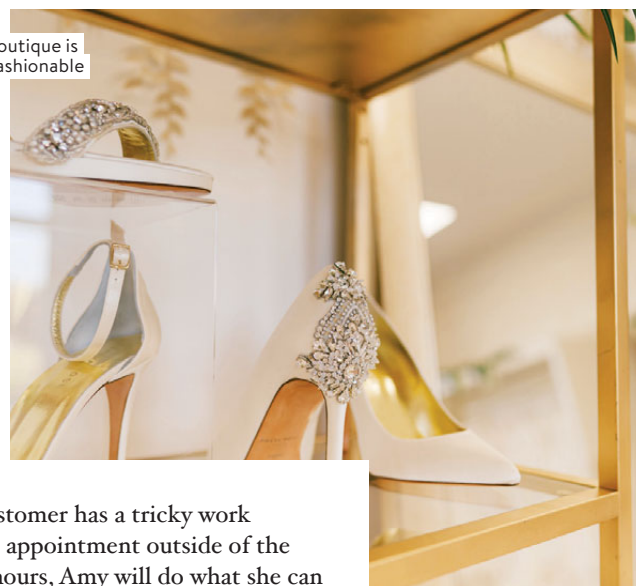
Travel was a huge part of the job and Amy would average 50 flights a year, sourcing new fabrics, and attending catwalk shows and exhibitions to discover the latest trends. When all the travelling became too much, Amy's desire to be her own boss grew stronger. So, when her role merged into bridal fashion, she saw an opportunity to make her move.

"I loved all the elements that went into bridal," she says. "So much so, that I started designing and making wedding accessories in my spare time! Setting up my own boutique seemed like the next logical step."

Amy spent a year researching before she



This stylish boutique is a haven for fashionable brides-to-be



took the plunge and, after a lengthy search for the right premises, discovered Ketteringham Hall – a grade II-listed property divided into beautiful retail spaces. Adella Bridal occupies a spot on the ground floor, overlooking the estate's 36 acres of rolling grounds.

The perfect space for fashion-forward brides, the showroom blends blush and gilded tones with fresh floral bouquets and the finest designer dresses. Chic and feminine, Adella marries a stress-free environment with understated luxury. "I found that a lot of local brides were travelling to London because certain dresses simply weren't available in the Norfolk area." With that, Amy had found her niche.

Knowing that her target brides would be fashionable with a love for quality, Amy planned the boutique around her – an approach that has proved fruitful. "Quitting my job was a risk and setting up the business has been a challenge," Amy says. "But I absolutely love what I do and everything I did before led me to where I am today. All the knowledge I gained is now invaluable to me and my business."

CUSTOMER CARE

At Adella, the bride is of the upmost importance and Amy knew that finding the perfect approach to service would be a key part of perfecting her business strategy. "Customer care is the most imperative thing to us," she explains. "We want all our brides to be completely at ease when putting their trust in us."

For Amy, making the dress-buying experience as smooth as possible is a significant part of her method. "So many brides find shopping for their dream dress a daunting task, so we aim to make it as easy as possible. We really listen to our brides' needs and adapt to them where we can."

For instance, if a customer has a tricky work schedule and needs an appointment outside of the store's usual opening hours, Amy will do what she can to cater for them. "We also offer fittings on Sundays, so brides don't need to take time off work to come in mid-week," she explains.

The team invests time in each bride, giving them the whole shop to themselves for the duration of their appointment. "We never have two customers in store at the same time. While this is limiting for us, since we can only have a certain amount of appointments each day, our brides love the exclusivity," she says.

For Amy, creating a relaxing and luxurious environment is far more important than squeezing in as many clients as she can. "Offering exclusive appointments reassures our brides that it really is all about them, with no distractions!"

A BRIDE'S JOURNEY

At Adella Bridal, a customer's dream dress journey starts before her first appointment. Most of Amy's brides book online, but the team always speaks to them directly before they visit the store. "We prepare them, and us, for the appointment. Sometimes that's over the phone, other times it's via email or social media. It all depends on the customer," Amy explains.

When a bride arrives, a member of the team will sit down with her and gain an understanding of who she is and what she is looking for. "From chatting to them about their wedding

plans, to finding out what sort of dresses they want to try on, we tailor every appointment to each individual," Amy says. "We suggest some dresses for them to try on, but we also encourage brides to have a look and try anything that they're drawn to."

When a bride says yes to a dress, the team ►



A TYPICAL TUESDAY

"Our week starts on a Tuesday, so the morning is usually spent replying to emails and social media messages that have come in over the weekend. I also use this time to catch up on admin. I look at any dresses that are due in during the week and let the brides know, booking in any necessary fittings appointments in the process. Tuesday afternoons are normally spent on the shop floor, taking care of our brides!"



At Adella Bridal, excellent customer service is always a priority



With her fashion background, Amy knows what gowns brides will love



TOP TIPS

celebrates with them and explains what will happen next. “They’re given a luxury goody bag to take home, as well as information about the next steps. These key details can be missed during the excitement of finding a dress, so we send out the essentials after the appointment, along with our supplier recommendations and a little thank you card,” Amy confirms.

Each bride is then invited back for an accessories appointment, which gives them another chance to create some magical pre-wedding memories. “Each bride gets to have fun styling her dress. We try and fit these around hair and make-up trials, so they can get a real idea of how they will look on the day,” says Amy.

When the bride’s dress arrives, they’re sent an email to invite them in for a fitting. “We have an in-house seamstress, Kate, who’s worked in the industry for more than 30 years,” says Amy. “For me, it’s really important to offer in-store alterations. It makes it much easier for the bride and saves them the stress of having to find someone themselves. They can trust that Kate will alter their dress perfectly.”

Adella Bridal also stores each dress right up until the wedding day, preparing it for collection. “We always send a little message to the bride on the morning of her wedding, too,” Amy says – proving that the high level of service doesn’t stop once a sale is made.

THE GOWNS

When it comes to sourcing the all-important dresses,

- Don’t worry about what anyone else is doing. Just because it’s right for someone else, doesn’t mean it’s right for you. Focus on your brides and their needs.

- Don’t overspend on stock. Have a budget and stick to it. It’s easy to get carried away, but you need to know your numbers to ensure a return on your investment.

- Outsource anything that isn’t your strong point, so your efforts can be better spent elsewhere.

- Look back at what you’ve achieved over the last year. Sometimes we’re so focused on setting the next goal, we miss how far we’ve come!

Amy goes with her gut – something that a decade in the fashion industry has helped her hone. “We only sell gowns that I personally love,” she says. “I have a solid understanding of fabrics, so I know exactly what to look for when hunting for new collections.”

Each of the store’s designers has been carefully chosen, in order to create a strong and diverse collection across the showroom. “I selected each designer for different reasons and each has its own signature style, which ensures we offer something for all brides,” says Amy. “The prices vary, too. It’s important to suit various budgets. I have a great relationship with my suppliers, which I think is incredibly important.”

Hanging on the store’s rails, you can find the fashion-forward statement gowns of Jesus Peiro and the whimsical elegance and femininity of the Blush collection from Hayley Paige. Elsewhere, you’ll find the beautiful cuts of Theia Couture, and the show-stopping back

and train detailing of Dando London. “We also stock Madison James, for those looking for something a little bit different,” Amy says.

Adella Bridal also offers veils, jackets, hair accessories, belts and shoes and is the exclusive Norfolk stockist of Freya Rose, an award-winning bridal shoe designer, creating exquisitely embellished heels for brides seeking a touch of wow-factor. “Our designers really meet the ethos of our brand,” says Amy. “Our brides come to us for quality, so this is always at the front of my mind when buying.” ■



Adella Bridal’s showroom is filled with luxurious and quality designs



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We love this rustic, pastel look; ideal for flowers or a chic standalone piece. *Pale Blue Ceramic Round Vase*, £35, shimu.co.uk



Spring forward! This clock has serious 1920s deco vibes. *Dragonfly Karlsson Clock*, €48.95, tapetenunduhren.de



A superb blend of retro cool and subtle colour. *Wild and Wolf 746 Phone*, £39, redcandy.co.uk



We are in love with this mesmerising pistachio green chair! *Eichholtz Mirage Chair*, £1,090, sweetpeaandwillow.com



This light pendant has a graceful shallow curve, ideal for an elegant shop interior. *Kaelan 1 Light Pendant*, £45, darlighting.co.uk



This soft velvet scatter cushion is both beautiful and undeniably comfortable. *Mint Green Round Velvet Cushion*, £25, mintandmay.co.uk



Jump on the botanical style trend with this textured palm leaf design. *Round Glass Embossed Vase*, £39, cultfurniture.com

SHOP THE TREND

Spring GREENS

Give your shop a seasonal makeover with the latest muted tone



The ideal side table; a gorgeous gold frame and stunning terrazzo top. *Zuiver Luigi Round Side*, £149, cuckooland.com



Add a cool feature with this set of three hand poured concrete candle holders. *Tealight Trio in Sage*, £35, concreteandwax.com



Inject some glamour with this lavish clamshell-shaped chair. *Eichholtz Bristol Dining Chair*, £540, sweetpeaandwillow.com



A luxe touch for a contemporary set-up. Round Gold & Green Occasional Table, £41.36, melodymaison.co.uk

Is there anything more spring-like than this cute stool? Bird Stool in Green Velvet, EPOA, circu.net



Add a soft and tactile finish with this shaggy rug. Noble Damask Mint Rug, £48.99, carpetright.co.uk



A gorgeous rounded design that combines comfort and style. Ligne Roset Paipai Armchair, EPOA, ligne-roset.com/uk



Add a Scandi vibe with this elegant display piece. Gross Von CADA Sideboard, £869, designbotschaft.com



This Dulux paint offers the perfect soft green shade. Fragrant Herb, £26 per 5L, diy.com



Inject a little tropical ambience with this bamboo design. Rattan Ceramic Table Lamp, £108, darlighting.co.uk



This Alpaca throw offers a durable, luxurious finishing touch. Alpaca Throw in Mint, £149.95, annabeljames.co.uk



The ultimate comfy chair for your consultation area! Gramps armchair, £845, loaf.com



Brides will adore this feather feature. Fabulous Feather Chandelier, £565, rockettstgeorge.co.uk



Add a pop of colour with this bold and bright light. Sundance Table Lamp In Turquoise Glass, £128, with Drum Shade In Fuschia Dupion Silk, £58, pooky.com



Adorn your ceilings with texture, grace and style with three gorgeous tiers of silky fringe. Fringe Lamp Shade, from £75 each, limitedabode.co.uk



Go geometric for a touch of modern class. Glimmer of Hope Pendant, £480, micucci.co.uk



This striking chandelier is the ultimate in contemporary chic. Cannes Gold Chandelier 3 Arm, £194, limelace.co.uk



Bunny hop with brides into the bright lights! Harvey Hare Antique Silver Table Lamp, £185 cottesrellandco.com



This bamboo lamp taps into the trend for natural materials. Bamboo Manta Pendant Light, £99.99, modishliving.co.uk



SHOP THE TREND

Let there be LIGHT

Illuminate your boutique with one of these stunning fittings

Create a focal point with this stunning velvet and brass piece. Velvet Table Lamp, £27.99, beautify.co.uk



Tall, elegant and ideal for adding a warm touch to your shop scheme. Wonder Wicker Floor Lamp With White Shade, £375, rockettstgeorge.co.uk



For something regal yet quirky, this peacock lamp is ideal. Large Gold Peacock Table Lamp, £115, frenchbedroomcompany.co.uk



We love this beautiful flower-like pattern in a pretty teal tone. Aspen Table Lamp, £170, sweetpeaandwillow.com





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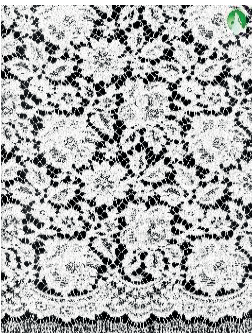
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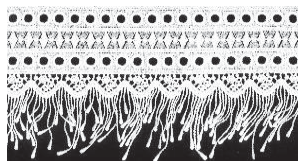
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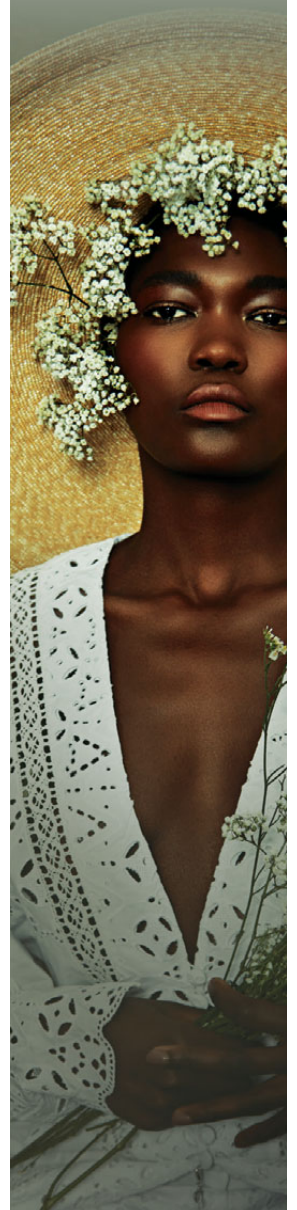
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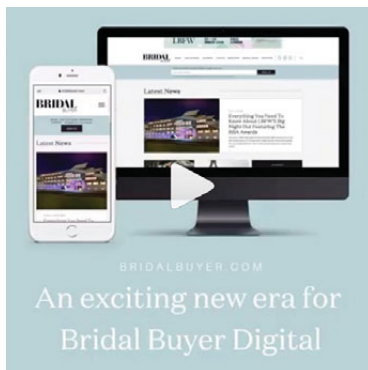




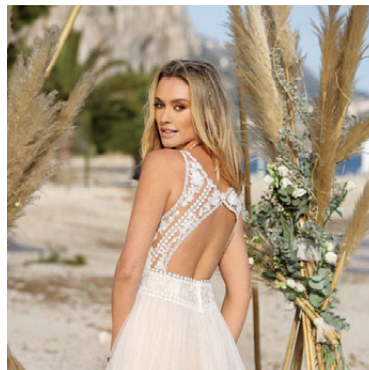
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Instagram INSPIRATION

We've been out and about snapping the world of bridal. Here's a few of our favourite posts from the past few weeks



Head to bridalbuyer.com to see the brand new website!



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Superstar Sharon Stone wears Eliza Jane Howell for Awards Season



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A woman with long brown hair, wearing a white lace dress, stands in a desert landscape with rolling sand dunes under a clear sky. The dress is off-the-shoulder and features intricate floral lace patterns. She is looking towards the camera with a slight smile.

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