

From April 17 to 21, 2024
www.barcelonabridalweek.com

Barcelona Bridal Fashion Week 2024 dresses the city and the world with the latest fashions

- 37 leading brands on the catwalk and 400 in the show will reveal the latest trends in an edition with Giambattista Valli as the star of the show
- The event sets a new record for international participation and brings fashion to the streets of Barcelona with a performance from La Fura dels Baus

Barcelona Bridal Fashion Week (BBFW) will hold its most international edition ever and one of the largest of recent years, with the aim of telling the world about the excellence of the finest creations in bridal fashion and making the city vibrate with the event. With 37 leading brands on the catwalk, the haute couture designer Giambattista Valli as the star of Barcelona Bridal Night and 400 brands in the trade show, the city will be the week-long focal point for designers and professionals of the whole bridal world.

Organised by Fira de Barcelona with the support of the Department of Business and Employment of the Government of Catalonia, BBFW 2024 has grown by 14% in the number of brands and exceeds its international record, with 80% of the 400 firms in its trade show coming from more than 35 countries outside Spain. In this way, with its catwalk, from April 17 to 20, and the trade show from April 19 to 21, the leading event in the industry will once again bring together the entire bridal fashion ecosystem in Barcelona and generate an economic impact for the territory of more than €61.5 million, according to a study by the Institute of Economics of the University of Barcelona

The director of BBFW, Albasari Caro, highlights that *"in this edition we have a greater number of brands and internationality, bringing together the most prestigious designers in the industry. For this reason, Barcelona will be, more than ever, the global epicentre of business and trends in the industry and we want the city to experience this great celebration of fashion, creativity and excellence"*.

Top fashion on the catwalk

The event catwalk will bring together 37 prestigious brands whose 900 dresses will set the trends for the next season, which aim at the 'new luxury' fusing classic femininity with avant-garde touches.

The firms set to participate in the fashion catwalk throughout the four days include Jesus Peiró, Atelier Pronovias, Isabel Sanchis, Sophie et Voilà, Yolancris, Marco & María, Ogadenia Couture, Lucas Balboa, Formoso and Pedro Palmas, as well as international firms Agnieszka Swiatly (Poland), Marylise & Rembo Styling and Carta Branca (Belgium), The Atelier Couture by Prof. Jimmy Choo (Malaysia), Joli Poli (Vietnam), Madame Burcu (Turkey), Wona Concept & Eva Lendel and Katy Corso (Ukraine), Demetrios (Italy), Julia Kontograni/Corona Borealis (Bulgaria) and Madeline by Morilee (USA). Global Bridal House will parade with its Modeca, GBS Herve Paris and Libelle Bridal brands from the Netherlands and Randy Fenoli Bridal from the United States.

Among the new features, the brands gracing the BBFW catwalk for the first time will include Allure Bridal, Caroline Castiglione, Sima Couture from Germany, Serina from Japan, the Italian designer Claudio di Mare and the Spanish designers Alicia Rueda, Raquel López, and Mariano Moreno. In addition, 'The Edit' catwalk will feature designers such as Olga Maciá, Helena, Andrea Lanza, and Serravalle.

To achieve greater impact and global reach, the BFW fashion shows will be broadcast in open streaming and will also serve as a source of inspiration for brides-to-be who will be able to see the collections live or after the event on the salon's website and app.

Giambattista Valli, the star of Bridal Night

World-famous haute couture and ready-to-wear designer Giambattista Valli will preview the creations of his third "Love Collection" 2025 in what will be his first exclusively bridal catwalk in his career. The event will take place as part of Barcelona Bridal Night, the show's gala night, on April 18, at the Llotja de Mar in Barcelona, an iconic building that encompasses more than 5 centuries of the city's history, art, architecture and culture.

Barcelona Goes Bridal!

In this edition, the event is also committed to opening up to the city, leaving the catwalk and bringing fashion to the streets of Barcelona. To this end, it launches, in partnership with the company La Fura dels Baus, the creation Barcelona Goes Bridal! an artistic installation that will be on display throughout the event on Passeig Maria Cristina at the Montjuïc fairground, with the aim of attracting and interacting with the general public.

This is a large-scale reproduction that will represent the cycle of the bridal fashion industry: a large spinning hanger 100 meters long and 2.5 meters high from the ground can be seen, displaying 35 dresses from Catalan brands such as Pronovias, Jesús Peiró, YolánCris, Novia d'Art, Mariano Moreno and Olga Macià, among others, thus supporting the dissemination of local firms.

Business hub

BFW 2024 is not only a fashion and trend centre, but also a business hub. With the aim of boosting business opportunities for participating brands, the show has rolled out its "hosted buyers" plan, which directly invites the highest-profile international buyers with high purchasing power, which will mean a major investment in the industry. These professionals come from over 80 countries, particularly from key markets such as Europe, the USA; Japan, South Korea, Latin American, South-East Asia and, for the first time in this edition, Australia.

The event thus brings together key buyers with the exhibitors of a trade show that goes beyond borders with brands from more than 35 countries such as Spain, the USA, Italy, the United Kingdom, the Netherlands, France, Poland, Ukraine and Turkey and with firms participating for the first time from countries such as Australia, France, Colombia, Kosovo, Lebanon, South Korea and Romania, among others.

In addition, the show will feature more *haute couture* brands such as Giambattista Valli, Zuhair Murad, Elie Saab, Stephane Rolland, or Viktor & Rolf, as well as other fully established international designers such as Jenny Packham, Tony Ward and Ines Di Santo, who are joined for the first time in this edition by Georges Hobeika.

Bridal & Fashion Awards

The event will feature the second edition of the Barcelona Bridal & Fashion Awards, endorsed by a prestigious panel of international experts and, in a ceremony presented by the famous US television personality Randy Fenoli, will reward the best designers and creations of the year for their talent, creativity and commitment to innovation, sustainability and inclusiveness in their collections.

Among the finalists for the best dress of the year are brands of the level of Galia Lahav (Israel), Cucculelli Shaheen (USA) and Pnina Tornai (USA). The best collection finalists are Ines Di Santo (Canada), Marco & María (Spain) and Sophie et Voilà (Spain). The awards also include categories for the best groom's collection, ceremony, image campaign, tradition and innovation, craftsmanship and, as a new development, an audience award.

Barcelona, April 2024

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37 leading brands from the industry will showcase their new collections presenting 900 designs

The Barcelona Bridal Fashion Week catwalk sets the pace for global bridal fashion

With a lineup of 37 designers, the Barcelona Bridal Fashion Week (BBFW) catwalk will once again become the leading global stage showcasing the bridal fashion creations for the coming season. More than a dozen brands will make their débuts at this year's event, proving that creativity and design are constantly evolving and continuing to captivate brides, grooms and guests from all over the world.

Organised by Fira de Barcelona with the support of the Ministry of Business and Labour of the Government of Catalonia, the BBFW catwalk will host between 17th and 20th April the shows for the 2025 season collections, showcasing over 900 wedding dress, groom, cocktail and evening wear.

The firms that will take the runway during four days include Jesús Peiró, Atelier Pronovias, Isabel Sanchis, Sophie et Voilà, Yolancris, Marco & María, Ogadenia Couture, Lucas Balboa, Lorena Formoso and Pedro Palmas, as well as Agnieszka Swiatly (Poland), Marylise & Rembo Styling and Carta Branca (Belgium), The Atelier Couture by Prof. Jimmy Choo (Malaysia), Joli Poli (Vietnam), Madame Burcu (Turkey), Wona Concept & Eva Lendel (Ukraine), Katy Corso (Ukraine), Demetrios (Italy), Julia Kontograni / Corona Borealis (Bulgaria) and Madeline by Morilee (USA). Global Bridal House will exhibit its Modeca, GBS Herve Paris and Libelle Bridal brands from the Netherlands and Randy Fenoli Bridal from the United States.

The brands making their debut on the BBFW catwalk feature Allure Bridal, Caroline Castigliano, Sima Couture from Germany, Italian designers Claudio di Mare, Serina from Japan and Alicia Rueda from Spain. Furthermore, the fashion show *The Edit* will include brands such as Olga Maciá, Camila Elena, Andrea Lanza and Serravalle.

Giambattista Valli, the star of Bridal Night

Giambattista Valli, the world-famous *haute couture* and ready-to-wear designer, will reveal his 2025 creations for his third "Love Collection" at the Barcelona Bridal Night, the events' gala evening set to be held on 18th April at the Llotja de Mar in Barcelona, an iconic building encompassing over five centuries of the history, art, architecture and culture of the city of Barcelona.

From 19th to 21st April, the last two days of the catwalk, the trade show will open its doors and showcase more than 400 brands, 80% of them international (the highest percentage recorded by the Barcelona event) coming from 35 countries, strengthening BBFW's status as a leading event in Spain and a global benchmark in its speciality.

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More brands and a more international Barcelona Bridal Fashion Week 2024

- The number of exhibiting brands increases by 14%
- International firms reach 80% of the total, the highest percentage to date

The upcoming Barcelona Bridal Fashion Week (BBFW) will feature more brands and the largest international offering in its history with over 400 renowned bridal fashion, ceremony and accessories firms from all over the world. This way, the Barcelona-based event will become once more the unmissable meeting point for the industry to discover new trends and creations, explore new business opportunities and strike new deals with buyers from 80 different countries.

These more than 400 firms represent a 14% increase from 2023 and a record 80% internationality with exhibiting brands coming from over 35 countries. The most significant growth recorded comes from brands from the USA, followed by Italy, United Kingdom, the Netherlands, France, Poland, Ukraine and Turkey. Debuting firms, represent a 7% and come from Australia, France, Colombia, Kosovo, Lebanon, Republic of Korea, and Romania, among others.

The most significant increase comes from brands based in the USA, Italy, United Kingdom, Netherlands, France, Poland, Ukraine, and Turkey. In addition, the designers that will debut in Barcelona represent 7% of the total and come from Australia, France, Colombia, Kosovo, Lebanon, South Korea and Romania, among other countries.

BBFW will once again feature renowned Spanish brands such as Jesus Peiro, YolánCris, Cortana, Novia d'Art, Isabel Sanchis, Sophie et Voilà and Marco & María. In addition, top international names in the industry will be taking the stage, including The Atelier (Malaysia), Liz Martinez and Julie Vino (Israel), Modeca (Netherlands), Savannah Miller (United Kingdom), Marylise & Rembo Styling (Belgium), Ersa Atelier (Romania), US firms of Justin Alexander, Morilee, Madeline, Demetrios, Allure, Enzoani and Jenny Yoo, the Italian Maison Signore and Ukrainian designer Eva Lendel.

Newcomer Temperly London, will be one of the standard bearers of British tradition, along with the legendary Halfpenny London, or Jenny Packham, a favourite of the British Royal Family. Also returning will be Caroline Castigliano, along with other brands that come every year and bring great value to the accessories line, such as Halo&Co.

Furthermore, the event is finalizing the registration of over 30 designers who will rock the catwalk including Pronovias, Jesus Peiro, YolánCris, Isabel Sanchis, Sophie et Voilà, Marco & María, Caroline Castigliano (United Kingdom), Madeline (USA), and The Atelier by Jimmy Choo (Malaysia), among others. Giambattista Valli's fashion show will headline the gala evening of this edition.

More space for Haute Couture

The show will also feature more *haute couture* brands such as Giambattista Valli, Zuhair Murad, Elie Saab, Stephane Rolland, or Viktor&Rolf, as well as other established international designers such as Jenny Packham, Tony Ward or Ines Di Santo, joined for the first time in this edition by Georges Hobeika.

According to Albasari Caro, Director of the event, "BBFW 2024 is witnessing a remarkable growth both in the number of brands and the international profile of its exhibitor base, as well as in the number of visitors expected." "In this regard," says Ms Caro, "it will be one of the world's most comprehensive and highest level platforms in fashion trends for the coming season, even transcending the bridal industry."

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Moreover, with the aim of boosting their participation and under its new concept "The Edit", the BBFW has brought together brands such as Studio Serravalle, Andrea Lanza, Mariano Moreno, Olga Macià, Emanuele Bilancia, and Studio Moda Bridal, and accessories brands such as The Touch Barcelona, Suzanne Ceremony, Zawadzky and Back to Glam, among many others.

Buyers from over 80 countries

With the aim of spurring business opportunities for participating brands, the show has rolled out its "hosted buyers" plan, which directly invites the highest-profile international buyers with high purchasing power from over 80 countries, particularly from key markets such as Europe, USA; Japan, South Korea, Latin American, South-East Asia and, debuting in this edition, Australia.

Organised by Fira Barcelona with the support of the Department of Business and Employment of the Generalitat of Catalunya, Barcelona Bridal Fashion Week 2024 will unveil the 2025 collections of over 37 designers on the catwalk at the Montjuïc venue on April 17th-20th, while the Trade Show will be showcasing the brands' commercial offerings from April 19th-21st.

Barcelona, April 2024

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Barcelona to become the first showcase ever to display his bridal collection

Giambattista Valli chooses Barcelona Bridal Fashion Week 2024 to showcase its bridal collection

World-famous Haute Couture and ready-to-wear designer Giambattista Valli will debut its bridal collection on the runway for the first time, and he has chosen the Barcelona Bridal Fashion Week as the stage for this occasion. The *maison* is a favourite among of the stars of international red carpets and Mr Valli has just been made *Chevalier de l'Ordre des Arts et des Lettres*, one of the highest honours awarded by the French Republic.

The catwalk will preview the designer's creations from his third *Love Collection*, as well as some staple designs. It will take place during the Barcelona Bridal Night, the show's gala event, held on April 17th, 2024 at an emblematic city venue.

In the last two editions, this special event hosted the shows of other internationally renowned brands, including Elie Saab and Viktor&Rolf, who revealed their collections to buyers, fashion industry professionals, influencers, celebrities and media outlets gathered in Barcelona for the occasion.

According to Giambattista Valli, "*Barcelona is the bridal fashion capital of the world and staging a fashion show here is the natural evolution for my Love Collection and it will give the chance to better narrate my vision on the best stage possible*".

Along these lines, BBFW Director Albasarí Caro, said: "*It's an absolute privilege for the Barcelona Bridal Fashion Week to welcome one of the most beloved Haute Couture and international fashion firms. Its participation will strategically position Barcelona as a destination for haute couture brands beyond Paris*".

The most French of Italian designers

Born in Rome, Giambattista Valli studied at Central Saint Martin's College of Art and Design in London. After working for luxury brands Roberto Capucci and Fendi in the Italian capital, he moved to Paris in 1997 to complete his training with designer Emanuel Ungaro and then took on the creative management of the prêt-à-porter line of the prestigious French firm.

In 2005, he founded his own *maison*, creating designs inspired by "*eternal, timeless and natural*" fashion that brought a new approach to the world of luxury and beauty. Valli thus conquered highly modern, international and sophisticated women, who remain faithful to the brand and its interpretation of elegance and glamour, including Hollywood stars and personalities such as Amal Clooney, Rihanna, Queen Rania of Jordan, Ariana Grande, Kendall Jenner, Zendaya, Jennifer López and Fan BingBing.

Giambattista Valli, regarded in some media as "the most French Italian designer", is one of the few non-French artists granted membership of the *Chambre Syndicale de la Haute Couture*, gaining admission to the exclusive world of the firms regarded as haute couture in 2011. His numerous international accolades include the *Chevalier de l'Ordre des Arts et des*

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Lettres in 2017, one of the highest honours awarded by the French Republic and presented to him last month at a ceremony in Paris.

In 2021, after designing and crafting wedding dresses for some of his most special clients, including Charlotte Casiraghi's for her religious wedding, he launched his *The Love Collection* bridal line, which reflects the delicately romantic, feminine and innovative DNA that characterises his firm, making it one of the most recognisable and admired brands on the international stage.

BBFW 2024 is Now

Barcelona Bridal Fashion Week (BBFW), organised by Fira de Barcelona with the support of the Ministry of Business and Labour of the Government of Catalonia, is the world's leading bridal fashion. Under the theme *Now* and boasting a daring image created by artificial intelligence, the preparations for the 2024 event are already underway. Held at the Montjuïc venue, it will showcase the collections of major fashion brands, haute couture firms and new talents. In addition to the catwalk, set to host the designers' shows between 17 and 20 April, the event will present the creations of over 400 brands, mostly from abroad, at its tradeshow which, from 19 to 21 April, will become an international business and networking hub for leading professionals, buyers, entrepreneurs and designers from the bridal universe.

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The famous US TV personality Randy Fenoli will host the Barcelona Bridal & Fashion Awards ceremony

The second edition of the Barcelona Bridal & Fashion Awards announces its 15 finalists

Bridal brands including Ines Di Santo, Jenny Packham and Yolancris feature among the finalists for the Barcelona Bridal & Fashion Awards (BBFA), which acknowledge talent in the field of bridal and ceremony fashion, highlighting the creativity, beauty, quality, innovation, sustainability, and inclusivity of the industry, in line with the core values of the event. The second edition of the Barcelona Bridal & Fashion Awards, endorsed by a jury of international experts, will hold its ceremony during the Barcelona Bridal Fashion Week 2024.

A total of 15 finalists have been announced for the 5 categories of the BBFA after considering the different aspects of bridal fashion, from the design of the collection to the graphic campaign, and assessing the creative talent, professionalism, and excellence of the firms in each specialty.

The awards ceremony taking place on April 20th will have an exceptional host: Randy Fenoli, the famous designer and star of the reality TV show "Say yes to the dress", set in the iconic Kleinfeld Bridal shop in New York. The winners will receive awards designed by Laura Carmona & Carol Pascual of Cual studio in Valencia, which - in keeping with the event's philosophy - is dedicated to combining the artisanal with the digital in the fields of art and design with the value added of being produced locally.

Albasarí Caro, director of BBFW, said the event will be *"a unique opportunity to celebrate fashion in all its aspects, rewarding the talent of professionals who are passionately dedicated to the pursuit of excellence in their work."*

The names of talent

For the "Wedding Dress" category, undoubtedly one of the most coveted awards, Galia Lahav (Israel), Cucculelli Shaheen (USA) and Prina Tornai (USA) have been selected finalists. One among them will receive the recognition for the most iconic and creative design, capable of setting trends among the brides for the coming season.

The "Bridal Collection" aimed at acknowledging the most visionary collection, capable of reflecting the woman of today and tomorrow, will go to one of these 3 brands: Ines Di Santo (Canada), Marco & Maria (Spain) and Sophie et Voilà (Spain).

Similarly, Luigi Bianchi (Italy), Lucas Balboa (Spain) and Mans Concept (Spain) have been nominated for the "Groom Collection", which rewards innovation and versatility in men's bridal fashion.

In the "Red Carpet Collection" category, the jury will choose between Jenny Packham (UK), Saiid Kobeisy and Georges Hobeika, both from Lebanon, who most represents sophistication, elegance and glamour in black-tie events.

Finally, Serravalle (Germany), Alexandra Grecco (USA) and Yolancris (Spain) are the three candidates for the "Campaign Image", which highlights excellence in the visual impact and artistic approach applied to image and communication in the bridal world.

New in this edition, the public at large will be able to vote and choose the "People's Choice" winner among the brands that walked the runway at BBFW 2023. In addition, two honorary awards will be presented: "Barcelona Brand" aimed at recognizing the local-brand granting the most visibility to the city of Barcelona, and the "Lifetime Achievement" award to honor a designer who has made outstanding personal and professional contributions to the world of fashion over the course of his or her life.

Top-notch jury

The finalists have been selected by a specialized committee, comprised of Triana Alonso, Editor of the Fashion Network (France); Leticia García, Editor-in-chief of SModa (Spain); Charo Mora, Fashion consultant, Professor and Curator; and Albasarí Caro, Director of BBFW.

The international jury who will choose the winners is made up of 15 renowned fashion and design specialists, as well as Spanish and international communication professionals such as Ayuka Matsumoto, Editor of Elle Japan and Brides USA; Giovanni Sparacio, Editor-in-chief of Elle Spose (Italy); and María José González - Associate Fashion Editor of Vogue Mexico and Latin America.

The jury members coming from the Spanish media are Jesús María Montes, Director of the RTVE show Flash Moda; Carmen Catasús, Deputy Director of Hola Fashion and Hola Novias; Isabel Clarós, Fashion and Lifestyle Editor of La Vanguardia; Lucia Francesch, Deputy Director of Telve magazine; Paloma Herce, Fashion Consultant and journalist at Elle and Cool The Lifestyle; Patricia Moreno, Director of Fashion Now; and Virginia Cánovas, Director of Marketing and Communication at The Knot – Bodas.net.

In addition, the jury will also include internationally renowned Wedding Planners Anna Francisco (Italy), Bruce Russell (UK), and Juan Pablo Partida (Mexico), as well as two representatives of design schools: Estel Vilaseca, Director of the Fashion Design Area at LCI Barcelona; and Andrea Marchesi, Director of the Istituto Europeo di Design (IED) in Barcelona.

BBFW, organized by Fira de Barcelona with the support of the Catalan Ministry of Business and Labour, will be the epicenter of bridal fashion from April 17th to 21st at the Montjuic venue. With 37 designers taking part in the catwalk shows and over 400 firms – 80% of which international – presenting their products at the trade show, the event strengthens its leadership as the main platform for business, internationalization and networking in the world of bridal fashion.

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The bridal fashion industry in Spain

- The Spanish bridal fashion industry holds an important position in Europe and is the second-largest exporter globally, after China. Spain produces approximately 920,000 wedding dresses annually, with a turnover of €1,350 million, and approximately 80% of its production is sold abroad.
- Spain ranks as the fourth-largest producer of wedding dresses worldwide, after China, Vietnam, and the United States. Within Spain, Catalonia traditionally leads bridal fashion sales, accounting for 41% of the total turnover.
- Spanish bridal exports find their main markets in Europe (mainly France, Germany, Italy, Portugal, the United Kingdom, and Poland), the Middle East (particularly Saudi Arabia), and the USA. Additionally, Spanish bridal fashion is growing steadily in Asian markets.
- Despite the challenges posed by the pandemic, the bridal fashion sector in Spain has recovered and exceeded pre-pandemic figures. Globally, the bridal fashion market reached \$61.1 billion in 2022 and is projected to hit \$83.5 billion by 2030, with a steady annual growth rate of 4%. Key growth markets during the 2022-2030 period include the USA, China, Japan, Canada, and Germany.
- The economic impact of the BBFW show is €61.5 M. This includes direct and indirect impact:
 - The direct impact is 33.7 M€.
 - 61% corresponds to business done at the show, i.e. sales of the exhibitors themselves.
 - 10.6% corresponds to expenditure for the organization and operation of the show. 28.4% derives from the expenses incurred by exhibitors and visitors during their stay.
 - The indirect and induced impact is estimated at 27.8 M€, generated by cross-industry relations, job creation and consumption.
 - This means an impact on the Gross Value Added (GVA) for the Catalan economy of around 30 million euros.
 - The sectors that will benefit most are the textile industry, commerce, and catering and hotel services.

Barcelona, April 2024

Main source: Study "Millennials Brides and Generation Z" (2019) by BBFW and data from the Institut d'Economia de Barcelona.