

From 20 to 24 April 2022
www.barcelonabridalweek.com

The trade fair is becoming more international

BBFW 2022 once again takes centre stage on the global bridal fashion scene

Barcelona Bridal Fashion Week will once again take centre stage on the international bridal fashion scene by bringing together the main players and designers in an industry seeking to consolidate its recovery. As a global business centre and platform for trends, the event will feature over 320 brands at its trade fair and fashion shows from 34 designers intended not only to the professionals but also to future brides, in a pledge to innovation, sustainability, diversity and solidarity as the major challenges and opportunities for the future of the industry.

Bridal fashion's leading international event, organised by Fira de Barcelona with the support of the Catalan Government's Ministry of Business and Employment, will be back this year in Halls 1 and 2 of the Montjuïc venue, with the fashion shows featuring more than 34 designers from 20 to 23 April, plus the offer from over 320 firms at the trade fair from 22 to 24 April. Five days will thus be devoted exclusively to bridal fashion and evening dresses, with the leading brands and young talent presenting their 2023 collections within the framework of the event.

The fair has a high international profile, with 80% of foreign companies —6 percentage points above 2019— coming from 27 countries, mainly from the U.K., USA, Italy, the Netherlands, Germany, Turkey, France, Portugal, Belgium, Poland, Lebanon and Israel, among others, which ratifies it as an essential event for professionals and bridal fashion lovers from all over the world.

Similarly, in order to further promote business and enable the future brides to view the collections, BBFW will set up a digital platform equipped with an area for the exclusive use of the participating brands and professionals and another one, open to the general public, showing live and recorded versions of the fashion shows. The BBFW Digital Experience mobile app will remain active until June 2022.

With the aim of spurring more commercial transactions, BBFW has also set up various programmes, including the invitation of business people, retailers and distributors from around one hundred countries, as well as strategic buyers from Italy, Germany, the United Kingdom, France, Portugal, the United States, Brazil, Mexico, South Korea, Japan and the United Arab Emirates, all of which are the show's target countries.

Barcelona Bridal Night

The renowned haute couture brand Viktor&Rolf will be the star of the Barcelona Bridal Night, presenting the world's first fashion show of its bridal line, Viktor&Rolf Mariage. The evening will take place on 20 April at the Montjuïc venue and will be attended by national and international guests including professionals, designers and buyers.

Embracing change with *Move to New*

The slogan for the 2022 show, *Move to New*, will reflect BBFW's history and future, as well as the values it advocates. "We're delighted to bring the industry back together this year in Barcelona. We're back in earnest and eager to display the evolution of bridal fashion in a season packed with innovation and creativity", declared BBFW director Estermaria Laruccia. "Standards, customs, the market and consumers

have changed in recent years. Our aim is to evolve with these changes and face up to the challenges of the future hand in hand with the industry, insisting on the need to innovate, promote sustainability throughout the product value chain and embrace diversity as an invaluable source of wealth”.

Collaboration with Save the Children

Following the success of the 2021 Barcelona Bridal Fashion Week Gala, the show will continue to cooperate with the Save the Children NGO in its project to combat child marriages, specifically the work being done in Mauritania. It will also propose different cultural and informative activities to promote art, design, creativity and sustainability, with the aim of holding an event that's committed to people and their environment.

Barcelona, April 2022

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75% of the trade fair is made up of international firms

BBFW presents the fashion shows of 34 designers and the collections of more than 320 brands

The Barcelona Bridal Fashion Week (BBFW) catwalk will be in the spotlights between 20 and 23 April presenting creations designed by major national and international bridal wear designers. 34 top-level firms and emerging brands will take part in the fashion shows of the industry's international benchmark event, presenting their new products, as will the 320 firms that will be taking part in the fair.

The BBFW catwalk will be the setting for the launch of national and international firms, who will present their 2023 collection of bride gowns, groom wear and evening wear to buyers, communication media, wedding planners and guests, who will also be able to follow the fashion shows on the fair's digital platform.

National companies such as Atelier Pronovias; Rosa Clará; Jesús Peiró; Yolancris; Sophie et Voilà; Isabel Sanchis; Marco & María, and Ramón Sanjurjo have confirmed their presence. In addition to the new Nicole Milano brand proposals, the Pronovias Group will present for the first time the Marchesa for Pronovias collection, the result of a mutual endeavour with the American brand.

Among international brands making their debut at the BBFW fashion show will be Italian designer Peter Langner, who will present his 2023 collection only in digital format; Ukraine's Katy Corso; South Korea's Vestal; Poland's Agnieszka Swialty; and Modeca from the Netherlands. Other international brands who will attend again, are Marylise & Rembo Styling, from Belgium; the American Demetrios; Julia Kontogruni, from Bulgaria; the Italian Carlo Pignatelli with his collection for grooms, and the French Cymbeline.

On the other hand, ratifying its commitment to young designers, the BBFW catwalk will host the 'New Talents' fashion shows with creations by Olga Macià, Lorena Panea, Poesie Sposa and Simone Marulli, among other designers who will be present for the first time on the BBFW runway like Andrea Lanza, Mireia Balaguer and the Italian firm More.

Other designers, all from Andalusia, are making their debut on the BBFW catwalk this year, Moncho Heredia from Malaga, Nicolás Montenegro from Seville, Higar Novias from Córdoba and Manila Novias from Granada. All designers will present creations for brides and bridesmaids, as well as proposals for evening dresses.

World premiere of Viktor&Rolf Mariage

The Viktor&Rolf Mariage brand will star in the Barcelona Bridal Night, the show's gala evening to be held on Wednesday 20 April at the Montjuïc venue. It will be the famous designers' first world fashion show of their bridal line, and will exhibit creations from their Spring/Summer 2023 collection, along with a selection of iconic haute couture pieces and gowns from their Mariage line.

Over 320 brands at the trade fair

The BBFW fair will run at the same time with the catwalk on 22 and 23 April and will remain open until the 24. This year's exhibition will feature more than 320 firms, 75% of them being international visiting from 27 countries.

The trade fair will feature the offer of the leading national brands such as Jesús Peiró, Pronovias Group, Rosa Clará, YolánCris, Sophie et Voilà, Marco&Maria, Sonia Peña, Carla Ruiz, Ramón Sanjurjo, Inuñez, Novia d'Art or Tot-hom.

Among the international brands, the renowned Lebanese firms Zuhair Murad and Tony Ward participating for the first time, stands out. The Americans Demetrios, Justin Alexander, Enzoani, Randy Fenoli, Allure or Amsale, and the Italians Nicole Milano, Peter Langner, Blumarine, Andrea Sedici, Elisabetta Polignano, Poesie Sposa, Simone Marulli, Valentini, Amelia Casablanca, Bellantuono, Maison Signore, as well as Madi Lane (Australia), Katy Corso (Ukraine), Vestal (South Korea), Julie Vino (Israel), Cymbeline (France), or Daalarna (Hungary), The Atelier by Jimmy Choo (Malaysia), Tony Ward (Lebanon), Otilia Brailoiu (Romania), and Penny Peckam (United Kingdom) which is participating for the first time, among many others, who will present their 2023 collections.

Barcelona, April 2022

The firm will exhibit its creations at Barcelona Bridal Night

Viktor&Rolf presents the world's first fashion show of its bridal line at Barcelona Bridal Night

Founded in 1993, the luxury brand created by artists Viktor Horsting and Rolf Snoeren is one of the most famous in the world of haute couture due to its distinctive avant-garde DNA, characterised by the spectacular fusion of art and design. The company will present the world's first fashion show of its Viktor&Rolf Mariage line, dedicated exclusively to brides. The show will include the creations of the spring/summer 2023 season and a carefully chosen selection of iconic pieces from its haute couture collections and dresses from its Mariage line.

The fashion artists Viktor Horsting and Rolf Snoeren will present the world's first fashion show of their bridal line during Barcelona Bridal Night, the gala night of the Barcelona Bridal Fashion Week event, which once again confirms itself as a world reference in bridal fashion. The fashion show —which is also the brand's first in Spain— will take place on Wednesday 20 April at the Montjuïc venue.

Viktor Horsting and Rolf Snoeren (1969, Netherlands) met in the early 90s during their studies at the Arnhem Academy of Art and Design, where they formed a friendship that would lead to the creation of their brand. As fashion artists, the Dutch duo stand out not only for their ability to innovate and break away from convention, but also for combining fashion, art and philosophy.

Their debut in the bridal fashion world dates back to 2017, when they presented their first collection dedicated to brides: an exploration of iconic Viktor&Rolf elements inspired by classic haute couture influences, with a modern and glamorous approach. Previously, bridal wear was already present in the collections of the firm which created Princess Mabel of Orange-Nassau's wedding dress. *"We've always been fascinated by the wedding dress because it's like a story, a little universe in itself. It's an icon of one of life's most wonderful moments,"* say Horsting and Snoeren.

For the Barcelona Bridal Night fashion show, Viktor&Rolf are preparing a presentation inspired by haute couture influences with a surreal and signature touch from the brand, resulting in a bold take on their striking bridal range of sculptural and romantic designs, complemented by avant-garde haute couture pieces and others endowed with large, light volumes that reflect the designers' perspective, always in search of the limits of transformation. On their upcoming participation in the event, the designers have stated: "We are delighted to be part of BFFW and to present our first Mariage fashion show in Barcelona".

According to Estermaria Laruccia, director of the BFFW, "Viktor Horsting and Rolf Snoeren fit perfectly into our idea of fashion: in each of their dresses they manage to capture a concept of 'beauty' that goes far beyond aesthetics to fully enter the world of art, creativity and experimentation, with the elegance, attention to detail and intensity of a firm which is used to being a master of both haute couture and ready-to-wear fashion. We couldn't be prouder of their presence here, which will undoubtedly bring more innovation, art and culture to the world of bridal fashion and the trade show".

About Viktor & Rolf

Viktor&Rolf is the avant-garde luxury fashion firm founded in 1993 by fashion artists Viktor Horsting and Rolf Snoeren. Widely recognised and respected for its provocative haute couture and conceptual glamour,

the company aims to create spectacular beauty and surprising elegance through an unconventional approach to fashion.

The brand has been presenting its exclusive creations at Paris Fashion Week for over twenty years, since the first haute couture collection in spring/summer 1998, with designs that evoke its characteristic provocative spirit infused with surreal contrasts. With Mariage, Viktor&Rolf presents its luxury bridal collections, created from an exploration of iconic elements inspired by the influences of classic haute couture.

The designers are also behind the Viktor&Rolf Mister Mister collection for men, which represents an extension of their personal style, an intimate reflection of formal wear with a playful twist. Viktor&Rolf's luxury lines also include the Viktor&Rolf Tulle collection, the exclusive Viktor&Rolf Vision optical line and a catalogue that brings together some of the world's best-selling fragrances such as Flowerbomb, Spicebomb and Bonbon.

Barcelona, April 2022

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Schedule of fashion shows at Barcelona Bridal Fashion Week 2022

The Barcelona Bridal Fashion Week (BBFW) catwalk will be in the spotlights between 20 and 23 April presenting creations designed by major national and international bridal wear designers. 34 top-level firms and emerging brands will take part in the fashion shows of the bridal industry's international benchmark event, presenting their 2023 collections.

- Wednesday 20 April 2022

12:00 pm Jesús Peiró**
1:30 pm Marchesa for Pronovias**
3:00 pm Isabel Sanchis**
4:30 pm Yolancris**
6:00 pm Peter Langner (digital)**
8:30 pm Viktor & Rolf Mariage (Barcelona Bridal Night)*

- Thursday 21 April

10:00 am Olga Macià/Mireia Balaguer/Andrea Lanza (New Talents)**
11:30 am Sophie et Voilà/Agnieszka Swiatly**
1:00 pm Nicole Milano**
3:30 pm Marylise & Rembo Styling & Carta Blanca**
5:00 pm Marco & María**
6:30 pm Cymbeline**
8:30 pm Rosa Clará*

- Friday 22 April 2022

10:00 am Julia Kontogrini**
11:30 am Ramón Sanjurjo**
1:00 pm Vestal**

3:00 pm Carlo Pignatelli**
4:30 pm Demetrios**
6:00 pm Higar Novias/Manila Novias**
8:30 pm Atelier Pronovias*

- Saturday 23 April 2022

10:00 am Katy Corso**
11:30 am Simone Marulli/Lorena Panea/Poesie Sposa/More (New Talents)**
1:00 pm Nicolas Montenegro/Moncho Heredia**
4:00 pm Modeca**

*access to the fashion shows allowed only by invitation of the designer

**access permitted until full capacity

Barcelona, April 2022