

# ATTIRE

JANUARY/FEBRUARY 2015 ISSUE 45

## Bridal

### Top marks

Hair decorations  
for stylish brides

### HOT STEPPERS

Special occasion shoes

*Party time!*  
Prom gowns  
come of age

### Fashion files

This season's  
hottest designs

Launching  
in 2015  
London Bridal  
Fashion Week

### Plus

- \* Business tips
- \* News and events
- \* Retail technology

[WWW.ATTIREBRIDAL.COM](http://WWW.ATTIREBRIDAL.COM)



**WENDY NICHOLS, EMMERLING**  
[www.emmerling.co.uk](http://www.emmerling.co.uk)

### What was your best-selling tiara for 2014?

For classic brides our best-selling tiara was style 18129. Together with the matching necklace set, it offers brides a regal look and suits many types of gowns.

For the modern bride, our best-selling hair decoration was style 20045. This variation of a bird cage is perfect for the self-confident bride for whom a veil is too classic but who seeks a romantic touch. With such a statement hair decoration, she'll be able to command the audience when walking down the aisle.

For the bohemian bride, our best-selling hair decoration has been style 21100. This is pure vintage, highly fashionable and not something that can be worn with a run-of-the-mill dress.



### Tell us a little about your new designs for 2015.

Top of the fashion agenda has been the vintage look, and to this end we've unveiled some amazing new headpieces – especially diadems and bandanettes. Rock on Ava Gardner, Rita Hayworth or Katharine Hepburn – any of these gorgeous divas could easily have been depicted wearing them.

### What do you predict will be the key trends for 2015?

Classic accessories that dominate the vintage trend are pearls, glittered embroidery and feathers. Indeed, there are more feather headpieces awaiting introduction in our new spring collection.

The increased competition from the internet and the strengthening of consumer values through various European legislation have also had an impact on the bridal industry. Long gone are the days when a bride was happy to take something pretty away to wear – today much more focus is placed on quality and workmanship. As these push to the fore, so too does the issue of value for money. We've devised a number of decorations that can be worn in their hair, as a belt or as a hair accessory. These are also items that can be worn after the wedding to an evening function, on a cruise or to a cocktail party. Finally, we're introducing more real jewellery and hair decorations with higher quality attributes.



natural pearls and a good, versatile fit. It's a good piece to stock, mainly because it can also be used as a belt or head piece.

### Tell us a little about your new collection.

We're very excited about our 2015 collection as it'll include more luxurious lace veils, a line of hand-made headpieces made with semi-precious metals and fashion-forward tiaras.

### What do you predict will be the key trends for 2015?

Key trends for the coming season include delicate pieces with a modern vintage twist, pearls, crystal and lots of lace.

**GRAHAM BARTLETT, TWILIGHT DESIGNS**  
[www.twilightdesigns.co.uk](http://www.twilightdesigns.co.uk)

### What was your best-selling hair decoration for 2014?

Our best-selling piece for 2014 is TLT4541. It appeals to brides who require a mixture of pearls and diamanté finish, and comes at the right price for retailers.

### Tell us a little about your new collection.

Our stunning back necklaces are brand new for the coming season. We offer pearl detailed designs, as well as those featuring a mixture of pearls and diamantés.



**BARBARA DIMITREA, NYMPHI DESIGN**  
[www.nymphidesign.com](http://www.nymphidesign.com)

### What was your best-selling hair decoration for 2014?

Our Dione design sold extremely well in the past 12 months. It has just enough bling, along with

