

VIKTOR®ROLF

MARIAGE

Spring/Summer 2019

Viktor&Rolf Mariage Spring/Summer 2019 is an intricate offering of bold and striking silhouettes.

Sculptural creations are embellished with delicate embroideries and signature elements such as classic tulle, iconic bows, patchwork volumes and feminine flower motifs - a mingling which, when paired with the graphic nature of the Mariage collection, results into a typically Viktor&Rolf statement on luxury bridalwear.

This season, an abundance of flowers add an ethereal touch, juxtaposing the stark nature of the collection. Lily of the valley, couture flowers inspired by the 'Surreal Satin' Haute Couture show, and flower appliqué motifs mingle throughout the designs and evoke a play on opposites, complementing the outspoken designs with soft embellishments. Tulle, a staple of the Mariage collections is highlighted throughout the offering. Highlighting this essential element are two standout gowns: the 'Tulle Patchwork Gown', a voluminous creation with a dramatic patchwork of tulle volume crafted out of intricate layers of signature volants, and the 'Lily Garden Sheath', a soft and ethereal sheath dress with a crystallised ruffle neckline and an all sheer tulle overlay with intricately crafted tulle flowers and crystals.

About Justin Alexander:

Justin Alexander is an award-winning designer and manufacturer of mid to high-end wedding dresses under five collection labels: Justin Alexander, Justin Alexander Signature, Lillian West, Sincerity Bridal, and Sweetheart Gowns. Justin Alexander is a global company with offices in New York City, New Jersey, London, Rotterdam and Hong Kong, and is sold by more than 1,000 authorized retailers worldwide. For more information, please visit: <https://www.justinalexander.com/>

About Viktor&Rolf:

Viktor&Rolf is the avant-garde luxury fashion house founded in 1993 by fashion artists Viktor Horsting and Rolf Snoeren after their graduation from the Arnhem Academy of Art and Design.

Widely recognized and respected for its provocative Haute Couture and conceptual glamour, the house of Viktor&Rolf aspires to create spectacular beauty and unexpected elegance through an unconventional approach to fashion.

Staging signature collections for over twenty years during Paris Fashion Week – ever since the first Haute Couture collection in Spring/Summer 1998 – Viktor&Rolf creations evoke a provocative spirit infused with surreal contrasts. With Viktor&Rolf Mariage, Viktor&Rolf presents its bridal collection - an exploration of iconic elements inspired by classic couture influences.

Viktor&Rolf's luxury products include exclusive eyewear line Viktor&Rolf Vision, and an addictive catalogue of fragrances featuring worldwide bestsellers: Flowerbomb, Spicebomb, Bonbon and Magic.

<https://www.viktor-rolf.com>

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