

# AMSALE

## LUXURY BRIDAL HOUSE AMSALE UNVEILS ITS FALL 2024 COLLECTION, “THE WAY OF FLOWERS”

**NEW YORK, October 10, 2023** — Inspired by and crafted with the same intentionality as Ikebana floral design, luxury bridal house AMSALE’s Fall 2024 signature collection is unveiled today. The range features 16 unique gowns and a grouping of transitional accessories, each piece meticulously handcrafted in the label’s Manhattan atelier.

“The Japanese art of floral arranging, ikebana design is all about simplicity, understated elegance, balance, harmony and a divine respect for nature; its goal is to convey a specific feeling or emotion to the observer,” says AMSALE Head Designer Michael Cho. “These are qualities also beautifully embodied in our brand, and mirror the philosophies instilled by our founder, Amsale Aberra.” The design team harnesses the intention of ikebana florists in their craftsmanship of this season’s gowns, which feature floral jacquard, sculpted blossom embellishments and sweeping stems. “These floral elements unite in a harmonious, unobtrusive way that is AMSALE’s signature style, with an undeniably modern and elegant aesthetic,” Cho adds.

Further inspiration for this season’s silhouettes comes from karesansui gardens, where sculpted stone formations serve as styled embellishments in raked gravel; embroidered tulle and jacquard represent the pebble work of these Japanese gardens. “These dual art forms emphasize a balanced aesthetic, ensuring that no singular component overwhelms the overarching beauty of the design as a whole.”

The collection’s showpiece gown is crafted by hand with a double duchess satin oversize clematis orchid blooming across the bodice, its stem sweeping down a tulle ballgown skirt. The flower itself is rolled with bendable wire; the bride can make the dress her own by shaping the petals. Other standout designs include a slinky bias-cut halter in double face liquid satin, a faille dress with picot-edge strips across the bodice, and a mint-hued gown in metallic floral jacquard with a soft blue silk taffeta sash evocative of the archival AMSALE blue sash gown. The collection as a whole, in fact, takes Amsale’s signature details and weaves them into modern styles inspired by nature.

The range also serves as a response to brides’ needs. “There is a surging trend of brides beginning the day in a big, voluminous gown, but changing into something slinky for the reception or afterparty,” says AMSALE Chief Creative Officer Sarah Swann. “Our new collection caters to that while also ensuring that the second gown is not just another party dress; it should be just as special, unique, intentional and bridal as the ceremony gown.”

This season AMSALE also releases new designs across all its collections, including Little White Dress, Nouvelle Amsale, Amsale Bridesmaids and Evening.

***About AMSALE***

Founded by Amsale Aberra and Neil Brown, The AMSALE Group is one of the world's leading luxury bridal houses, and widely credited as the inventor of the modern wedding dress. A Black-owned business headquartered in New York City, with a flagship in SoHo, the label offers a range of collections including AMSALE, Nouvelle Amsale, Amsale Bridesmaids, Little White Dress and Evening that are carried in some of the finest bridal salons and specialty stores worldwide.

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