

# AMSALE

## BRIDAL FASHION HOUSE AMSALE LAUNCHES ITS SPRING 2025 COLLECTION, “THE ART OF LIVING,” INSPIRED BY FRENCH ROMANTICISM

**NEW YORK, April 3, 2024** —With its feet firmly planted in New York, AMSALE looked to France to capture the essence of its Spring 2025 signature collection. “This season there is a focus on flora and the female form through the lens of French Romanticism,” says Head Designer Michael Cho. “The French phrase ‘*l’art de vivre*’—the art of living—infers a dedication to upholding the highest level of taste, aesthetics, detail and discipline in creating elegant objects of meaningful value. It’s a concept fitting for an object as important as a wedding gown.” The collection features 11 gowns and a selection of transformational accessories.

*L’art de vivre* is more than an ethos: The French showcase it through *objets d’art* like embossed crystal and cold glass-etched drinkware, which directly inspired this season’s designs. The artisanal techniques used in Cristallerie houses translate to a unique juxtaposition of fabrics: much like frosty etching adorns crystal-clear glass, here, Italian double duchess satin gets paired with soft tulle, floaty gazar with statement jewels, and floral printed Mikado with sheer silk organza evocative of etched glass. Unique treatments of classic materials—like hand rolled silk chiffon—creates a bold floral motif down a classic column gown, showcasing AMSALE’s modern and refined vision, reimagined for the new season.

In a nod to French dressing, corsets are a key piece of the latest collection. AMSALE introduces a double corset lining that cinches to create a beautiful structure. Artistry and craftsmanship are central to every design: Florals hand drawn by Cho on the fabric get embroidered by skilled artisans, and heavy draped liquid satin is tailored to perfection. A showpiece of this collection is a hand embroidered rose vine corseted drop waist gown with full tulle skirt.

With the addition of accessories like silk chiffon fingerless gloves, removable tulle arm ties and lace topper, the collection’s 11 looks can be worn and styled into infinite combinations, resulting in a bridal ensemble as one-of-a-kind as its wearer—or one that transforms with her throughout the day.

“Brides are looking for multiple dresses to wear on the wedding day, and want their second look to be as beautifully crafted and bridal as the first,” says AMSALE Chief Creative Officer Sarah Swann. “The romantic French inspiration of this collection ensures each gown tells an undeniably bridal story for every bride’s own vision.”

## ***About AMSALE***

Founded by Amsale Aberra and Neil Brown, The AMSALE Group is one of the world's leading luxury bridal houses and is 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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