

# JASMINE

## SPRING 2020 COLLECTION

*Hold Release Until 11/15/2019*

Jasmine Bridal Spring 2020 collection has officially released! After acquiring Jose Dias as lead designer, Jasmine Spring 2020 is highly refined and has exceeded many expectations. Crafted from hand-picked high quality fabrics as well as hand-beaded embellishments, both Jasmine Collection and Jasmine Couture have redefined bridal standards. This upcoming season also introduces Jose's pioneer collection of wedding gowns, Privé by Jasmine. Not only is this year momentous for its new bridal line, but Jasmine also celebrates 35 years of making brides' dream wedding dress come true.

Looking back over the last 100 years of fashion, inspiration for Collection and Couture is influenced by its major moments. From old Hollywood Glam to art deco lace motifs, both bridal lines bring new designs from historic style to create a whole new modern style. The unique styles of notable celebrities can be recognized too. Jasmine Bridal's attention to detail cannot be missed as each gown was created with the bride in mind. Jose takes us way back to show the evolution of his artistic vision for each piece throughout the collections.





# JASMINE

## COLLECTION

The Jasmine Collection label is made for any and every bride, regardless of her style and budget. For Spring 2020, Jasmine Collection was all about the sophistication, versatility, and, of course, romance she emanates while maintaining all-day comfort. This was especially important for Jose while he designed Collection. Because brides wear their wedding dress almost the entire day, Jasmine Bridal Collection is constructed with fabrics that feel good against the skin, like stretch crepe and Mikado satin. Clean silhouettes and looks were prevalent throughout this collection as well. For

a more romantic vibe, Jasmine incorporated soft tulle skirts paired with different necklines ranging from off-the-shoulder sweethearts to illusion halters. With bold floral lace and specks of sparkle, any bride will feel like a modern-day princess.

Because Jasmine Collection caters to all kinds of bride styles, you'll find everything from flowy fabrics to sultry body-hugging silhouettes. And while keeping bridal looks traditional, Jasmine incorporates modern touches and details to stay consistent with today's fashion. For this, Jasmine Bridal's lace patterns and textures have stepped up. You'll see vintage lace motifs and constructed bodices along with plunging necklines and backs.



Not only are Jasmine's gowns comfortable and modern, but the accessories to pair are simply to die for! Matching headbands and veils, detachable capes and skirts with pockets keep brides' looks versatile from day to night.

# JASMINE *Couture*

For Jasmine Couture Spring 2020, Jose concentrated heavily on the details of each gown. This meant that beading, lace, silhouettes and fabrics were carefully thought out. While many designers use the word *couture* without defining it through their garments, this collection justifies *Jasmine Couture*.

This season, the upgraded beadwork is demonstrated quite substantially, especially in beaded bodice with Mikado skirt offered in both black and ivory colorways. There is a beautiful ivory/black color storyline that is very retro glam- the words Jose describes Jasmine Couture.



From channeling vintage opulent looks with intricate details, you will get gorgeous sleek silhouettes that contour to any body shape and size. To achieve a body-curve look, Jasmine uses innovative textile technology by incorporating new body-shaping fabric structure within the construction of the wedding dress.

Because Jasmine Couture is edgy, yet classic, every piece in this collection stands out on its own. The Mikado satin, lace motifs and tulle craftsmanship is unlike anything you will see in the industry. Jasmine Couture gowns give the right amount of drama, attention and, of course, beauty that a bride strives for on her wedding day. Attention to detail didn't go amiss with this line. Think opulence. Think elegance. Think luxury.

# PRIVÉ

BY JASMINE

Privé by Jasmine is Jasmine's newest bridal line comprised of five bodice and skirt separates. Brides can choose her favorite top and bottom piece, which will be sewn together at the natural waistline, creating a dress that is the only one of its kind. New designs can also be paired with previous ones, which means, possibilities are endless for both the retailer and bride. Each gown is truly custom made; each order is personally hand-cut one at a time.



To safeguard the silk fabrics during this process, Each layer is protected & inspections are done for quality control. Jasmine dressmakers devote so much time to each gown, giving this line its namesake, Privé, which translates to French for private or single. *Individual.*

On the Jasmine website, brides can use the design program to mix and match her favorite bodice with her favorite skirt. She can see how the overall style will look before placing an order. In the future, brides will be able to pair the current season separates with previous styles, so the options are endless. You'll see Privé accessories are a daring pink colorway as Jose drew inspiration from the Met Museum's CAMP exhibit. Accessories are also offered in black and traditional ivory.





You can find the full Jasmine Collection, Jasmine Couture, and Privé by Jasmine bridal collections by visiting their website at [www.JasmineBridal.com](http://www.JasmineBridal.com) or finding a Jasmine trunk show near you. To preserve exclusivity, only a limited number of authorized Jasmine retailers carry Privé by Jasmine- you can find your nearest one using the Jasmine Bridal store locator page on the website.



Jasmine Bridal is the design house to nine different wedding wear labels for brides, bridesmaids, and mother of the bride/groom for over three decades. Jasmine designs wedding and evening wear for the entire wedding party and is only sold at authorized retailers- never online. Jasmine Bridal specializes in custom gown services. Please visit your local retailer to place an order or to inquire about customizing a Jasmine Bridal gown.

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PRIVÉ  
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