

## MADE IN ITALY FASHION SHOW IN CHINA

Sanya, Hainan Island, China - December 20<sup>th</sup>, 2018 - The 2018 Sanya International Wedding Tourism Destination Industry Forum had been one of the expo's biggest events in China. It always attracted dozens of wedding industry elites to Sanya, to jointly explore and discuss new trends, concepts, and ideas both for Sanya and the rest of Hainan. The Sanya Destination Wedding Expo opened with an incredible exclusive Fashion Show of the latest Couture Collections designed by the Italian couturier Peter Langner.

On Thursday night December 20<sup>th</sup>, inside the beautiful and modern CDF Mall, Peter Langner showcased the luxurious "Creating Memories" collection - a mix of elegance and creativity - made of more than 60 gowns from both the evening and the bridal lines, involving the audience in a unique event.

Sumptuous chandeliers, trees and birds in crystal enriched a fairy tale scenario surprised the guests with a magical atmosphere. The models walked sinuously on the white and bright catwalk like fairy tale princesses in an enchanting forest.

The richness and sophistication of Italian culture were the main inspiration.

The evocative soundtrack and illumination divided the show in different themes: Contemporary and classy styles, architectural and sophisticated shapes, evening tailored gowns, timeless and romantic designs, and rich hand embroidered Haute Couture styles.

Ball gowns, A-Line and mermaid ones were embellished by an unsuspected overlaying of fabrics and embroideries typical of Peter Langner's essence.

Mikado, Taffeta, Crepe Cady, Chiffon and tulle are the main fabrics used by the designer, exceptional materials coming from Italy and France representing his loving for Made in Italy.

Necklines are generously deep and open backs surprise frequently, often adorned by oversized bows. With these big volumes, rich embroideries and precious fabrics, the designer wants to invite the audience to participate in a journey through the typical Italian palaces and interiors, involving everyone in an atmosphere full of history, culture, richness and timeless beauty, peculiarities of our beautiful and loved homeland.

The Fashion Show was a private event and had personalities from high society, Chinese celebrities and people from the Bridal sector as guests.

Special thanks to all the people who took part in the realization of this successful event. First of all the Chinese Government and the Wedding Industry Association who invited us, our personal photographer Jesús López ([www.jesuslopezpictures.com](http://www.jesuslopezpictures.com)), art director Francesco Estela per LAB ([www.lablifeartbusiness.com](http://www.lablifeartbusiness.com)) and Elena Perrone and Anna Martinez from The Courtyard Consulting ([www.thecourtyardconsulting.com](http://www.thecourtyardconsulting.com)) who made this event possible.

