



ATELIER PRONOVIAS  
BARCELONA

*Haute Couture*

—  
NEW 2020 COLLECTION  
BEYOND THE STARS



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## NEW 2020 COLLECTION

### BEYOND THE STARS

When crafting the 2020 Atelier Pronovias Collection, Hervé Moreau, Pronovias Artistic Director, thought back to his childhood in Nice, where he was first exposed to the arts in the Museum of Marc Chagall. Famous for painting worlds of fantasy, love, and joy, Chagall is renowned for celebrating the happiness of brides, and portraying their beautiful silhouettes floating in musical dreamscapes, surrounded by flowers, birds, and glowing stars.

In his new Collection, Hervé re-interpreted Chagall's universe in a unique way, adorning the gowns with stunning beadwork that pushed the skills of the 60 passionate artisans working in the Pronovias Atelier. The result? An array of stars, glowing moons, and lovebirds artfully beaded onto each piece.

Impeccably tailored silhouettes, crafted out of new materials, such as Crepe Couture, embellished mesh, and handcrafted laces from France elevate not only quality of the gowns but they flatter and celebrate the female form.

This innovative collection of wedding gowns was crafted with an improved fit that ensures both comfort and confidence - the aspiration of every modern bride. Every dress was designed to be featherlight, with streamlined construction made for moving with the grace and elegance reminiscent of the dreamy brides in Marc Chagall's masterpieces.

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## LACE

Couture

Whether an all-over melody of threaded embroidery, or an understated piece with illusion paneling, the gowns in this collection celebrate lace through a variety of gorgeous techniques. Combined with intricate beading or puffed sleeves, sleek crepe or transparent tulle, this hand-cut lace comes to life in artful, bridal masterpieces that leave a stunning impression.



Asteroid



Interstellar



Spacegirl



Condesa







# FASHION

Couture



In a glamorous combination of princess, A-line, and mermaid silhouettes, these wedding gowns are sculptural works of art, featuring fashionably puffed shoulders, innovative, folded sleeves, and an array of creatively styled bows on bodice, waistline, and back. Many also feature a combination of hand-embroidered techniques atop either crepe, Mikado, or brocade.



Red sun



Rocket surfing  
(Rocket)



Gravity



Black star



Space travel  
(Space)



Stellar



Estrella





# ARTISTIC Couture

Inspired by the art of Marc Chagall, these gowns feature innovative, tattooed embroideries, exquisite organic patterns, and hand-beaded symbols of moons, stars, and birds atop illusion fabrics. With unmatched attention-to-detail, a variety of chic necklines, and consistently breathtaking trains, these dresses are the crowning achievement of the Atelier collection.



Equilibrium



Space odyssey  
(Odyssey)



# AVANTGARDE

Couture

In this diverse family of gowns, the limits of hand-beaded embroidery, volume, and transparencies were pushed. Highlights are two little white dresses and one mermaid gown solely out of illusion-tulle and beading, sketching stars, streams of white, fringes and exquisite patterns onto the entirety of each piece.

Experimenting with ruffles, a glamorous cape in cloud-like pinched tulle and two princess gowns with seemingly infinite, extravagant layers of ruffles compliment this family.



Seven stars



Cosmic

Earthrise



Voyager



# BEADED

Couture

These A-line, sheath, and mermaid gowns are the canvases for embroidered artwork, featuring breathtakingly intricate, hand-beaded suns, stars and streams of light reminiscent of the glittering universe. With varying layers of tulle, crepe, and satin, each dress has a distinct, stylish language, from minimalist but sexy, to feminine and romantic.



Wandering star  
(Wandering)



Infinity



# MINIMALIST

Couture

Composed of either crepe or satin, these sleek, minimalist mermaid gowns are designed to celebrate the female figure. Soft, creamy fabrics are carefully cut to trace the bust, waist and hips, hugging the curves and flowing into flattering, silky skirts. Designed with premium fabrics and impeccable stitching, these classic compositions triumph in both craftsmanship and quality.



Lux



Eclipse



Blue moon



Moon river  
(River)



Starshine



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