

MONVIEVE Milano  
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MONVIEVE  
MILANO

## COMPANY'S CLAIM: CREATING TIMELESS MEMORIES

Business type: **Manufacturing of bridal veils and headpieces**  
Main products: Bridal veils  
Headpieces  
Location: **130 West 57th Street, Suite 6E, New York, NY 10018  
(By appointment only)**  
Founded: **2008**  
Short description: Monvieve is a haute couture bridal accessory company based in New York and Italy. Elegant and definitive, the collection includes both bespoke veils from Italy and couture headpieces from France.



### THE COMPANY

Monvieve is a haute couture bridal accessory company based in New York and Italy. Elegant and definitive, the collection includes both bespoke veils from Italy and couture headpieces from France. Representing the highest levels of European traditions, the unforgettable heirloom veil collection expresses luxury in both exquisite fabrications and workmanship, while the headpieces parlay the sophistication and glamour of French couture.

Drawing upon the industry's premium offerings, magnificent Chantilly lace is created in the finest French houses and silks/tulles are custom

developed in Italy. Maintaining complete creative discretion to source, design and manufacture with exclusive resources and master artisans, Monvieve looks to the future of dressing brides worldwide.

### PRESS RELEASE

#### #MonvieveMoments

Enchantment reigns high over the Tuscan hills... the exquisite veils from the new collection create powerful moments of profound beauty and meaning. Inspired by the cultural traditions of Tuscany, we continue in our oeuvre of proprietary blushed and pale metallics, and clean architectural lines. The bespoke collection honors this history of artistic tradition as luxurious Chantilly lace, experimental techniques and old world Italian craftsmanship create not only today's interpretation of modern elegance, but true pieces of art.

Defy definition, embrace the unexpected, and be prepared to be taken on a high fashion journey of definitive style and absolute beauty. This is your moment, your season of the heart. Create your #MonvieveMoments and be the breathtaking bride who frames every memory in a singular heirloom veil that will mesmerize for generations to come.

## COMPANY'S HISTORY

The creative force behind AlidioMichelli, Alison Miller brings a designer ready-to-wear/couture background and deep artistic sensibility to the bridal world... one that celebrates bridal as a composite of lifestyle, culture and emotion, and delivers an exciting product with a definitive point of view.

Ivy league fine art trained Miller has her base in the visual arts: she worked at Phillips in New York, the Tate Gallery in London, and collaborated in Rome with the late Mario Schifano on numerous projects including the Venice Biennale. Constantly designing clothes, Miller developed a private clientele while living in Europe. Through her travels she gained in-depth knowledge and appreciation for exquisite fabrics while honing her skills alongside Roman tailors, couturiers and artisans. Her fine art background and well informed affinity for architecture and industrial design cemented an aesthetic of clean, sculptural silhouettes grounded in Italian tailoring and couture technique. Upon returning to New York, she attended the Fashion Institute of Technology and received the graduating fashion show critic's award.

In 2003 Miller launched her fashion business as the creative director for AlidioMichelli, a luxury women's designer r-t-w and accessories company located in Florence, Milan and New York. Modern clothes for urban living, they eschewed an understated elegance through high, directional design premised with a sophisticated, downtown edge. Highly received, the collections were distributed worldwide.

While at AlidioMichelli, Miller received critical awards, including being honored in 2008 by the Camera Nazionale della Moda in Milan, and awarded 'The Best of Made in Italy'; Villa Borghese, Rome. Recognized for efforts grounded in research and technique, as well as an ongoing commitment to the highest levels of quality, AlidioMichelli was chosen as the first womenswear company to use the rarest luxury fabric in the world- an extraordinary cashmere with truly innovative properties. The collection was previewed during Milan Fashion Week and later presented on behalf of the Canadian Government at the Winter Olympic Games in Torino. AlidioMichelli was also selected to participate in NY/Mercedes Benz Fashion Week events such as The Red Dress campaign.

Miller always offered a special couture/made to measure bridal service (gowns, headpieces and accessories) directly out of her showrooms in Florence and Milan. Primarily servicing European brides, word of mouth garnered a growing American business. It was upon client request that Monvieve was born... and the commitment to bring to market the couture bridal accessories that were once available only to select private clientele.

Today, Miller serves as the creative director of Monvieve and oversees all design, sourcing and production..

## PRODUCTS OF EXCELLENCE



### STEFANIA BLUSHER

COLOR: 41 - ARGENTO ANTICO/ORO LUSTRE

Delivers approximately 12 weeks from date of purchase

Editor's Note:

This MONVIEVE veil features exquisite laces worked together to create an intarsia effect that finishes high within the veil. It has a hand applied crystal shimmer on one lace and a delicate pale gold metallic thread running through the other.

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## LAURA BLUSHER

COLOR: 02 - OPALINE AVORIO

Delivers approximately 12 weeks from date of purchase

Editor's Note:

This MONVIEVE veil features soft ivory lace with inset silk organza panels and is trimmed with a silk organza border.



## EMILIA BLUSHER

COLOR: 35 - CHAMPAGNE LUSTRE

Delivers approximately 12 weeks from date of purchase

Editor's Note:

This MONVIEVE veil features a champagne lace that has a hand applied crystal shimmer. The delicate design finishes high within the veil.

## CHIARA BLUSHER

COLOR: 01 - PERLA LUMINOSA

Delivers approximately 12 weeks from date of purchase

Editor's Note:

This MONVIEVE veil features a modern light ivory lace combined with silk organza panels and a wide silk organza border. The design finishes high within the veil.



## CONTACTS

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