



ALLÉGRESSE

wedding fashion

WE SEE OUR *Mission*
AS FUNDAMENTALLY CHANGING THE PERCEPTION
OF WEDDING FASHION AROUND THE WORLD

WE HAVE BEEN PROMOTING SUCH AN AMBITIOUS APPROACH IN RECENT YEARS.
IT CONTAINS OUR SINCERE DESIRE FOR INNOVATION AND DEVELOPMENT
AND EVEN MORE - **OUR BELIEF IN THE UNIQUENESS OF EACH BRIDE!**

ALLEGRESSE BRAND, WHICH UNTIL RECENTLY WAS PART OF TRADEMARKS
OF THE ANNA SPOSA GROUP COMPANY, NOW IS A RENEWED AND
INDEPENDENT BRAND, WHICH IS BASED ON MORE THAN TEN YEARS
OF EXPERIENCE, THE BEST PRODUCTION TECHNOLOGIES AND NEW
APPROACHES TO BUSINESS.

ALLEGRESSE HAS CHANGED.

THUS BEGAN A NEW CHAPTER IN THE BOOK OF THE BRAND!
WE ARE SURE THAT TODAY WE ARE WRITING ANOTHER SUCCESS STORY
THAT EVERYONE CAN BE A PART OF!



The Brand History

JUNE 2016

Creation of **Allegresse** brand, which became the second one in the family of brands of the **Ukrainian company Anna Sposa Group**. The designs of the first collections are being developed and implemented. This is the time of experiments and finding own and unique style.

2017 - 2018

The brand is actively developing and very quickly winning the hearts of brides from all over the world. **At the end of 2018**, Allegresse was already presented in more than **100 salons in 20 countries of the world**.

2019 - 2023

The brand holds a strong position at the international level. More than **15 collections** of wedding dresses are released, which are regularly presented at the **international exhibitions** - at Bridal Week in Essen, London, Milan, Barcelona, Warsaw, Munich in particular. The number of **partners and brides** choosing dresses from **Allegresse** is growing even more.

MAY 2023

A decision was made to separate Allegresse into an independent brand. The brand leaves Anna Sposa Group brands group and begins its new history.

Production

The Allegresse brand is the embodiment of more than ten years of experience in the field of wedding dress production, a combination of the best traditional and our own unique technologies of design, processing and tailoring. We continue to look for new progressive technologies and solutions, improving our dresses every time.

**Innovation and the pursuit of perfection -
this is what drives us forward!**

Allegresse is about a recognizable style and design that precedes trends and changes the perception of wedding fashion around the world.

This is the way forward, a story of success and constant development and that is why bridal salons around the world choose to join us to change the perception of wedding fashion around the world together.

Production Stages

1. Creative team.

Each wedding dress begins with creative idea, which is carefully discussed and outlined in detail. A whole team of design industry specialists works on creating new models that will soon be present in wedding salons around the world.

4. Sewing department.

At this stage, all the details are turned into a dress. Corsets and skirts are decorated with lace and carefully checked for compliance with all tailoring standards.

2. Design bureau.

Here we find effective solutions to bringing to life the most diverse designs of our creative team. After all, each new design should look flawless and also be comfortable for the bride.

5. Décor department.

This is where the real magic happens. Crystals, sequins and pearls come to life in the hands of our experienced craftsmen. Wedding dresses begin to shine. Each craftswoman carefully follows the technological card of the décor, checking the embroidery pattern and the quality of sewing.

3. Cutting department.

When the design stage is completed, our specialists get down to business. Accuracy and compliance with clear technical requirements for cutting, re-checking the quality of fabrics, assembling parts for the next stage of the production process - all this is of utmost importance for making the perfect wedding dress.

6. Technological control department.

The most attentive quality control specialists work here, who carry out a repeated and final check of all ready-made dresses. Quality of tailoring, conformity of measurements, symmetry of drawings - every detail is checked. And only with full compliance with the highest quality standards, the dress is handled to the packaging department.

Quality Control System

The high quality standards of Allegresse brand wedding dresses are achieved thanks to the best specialists who know their business and a multi-stage control system, which is built on the principle of double verification.

Each wedding dress is manufactured according to a pre-approved technological card, with strict adherence to all operations of the production process.

The quality of the execution of each operation is checked when the product is transferred from one department to another according to the principle of double control "passed / accepted".

The ready-made wedding dress undergoes a final check in the technological quality control department, and only if it is fully compliant is it sent to packaging for further shipment.



Partnership

OUR PARTNERS ARE OUR GREATEST VALUE

We believe that trust, love for one's business and a sincere desire to grow and open new perspectives together are the basis of strong business relations. That is why we offer unique partner programs grounded on detailed market analysis and years of experience of cooperation with wedding salons around the world.

There are three indisputable principles that we follow in our work with wedding salons:

TERRITORY PROTECTION

Each wedding salon we work with receives reliable guarantees of the territory protection from competitors. So we take responsibility not to sell your selected models/collections of dresses to others in a specific city/region/or even country. This ensures that each of our partners maintains the uniqueness of the assortment in the region and becomes an additional competitive advantage of the business.

FLEXIBLE COOPERATION

We understand that each client is unique, has his own approach to business, his own goals and his own needs. That is why we are always ready to make changes to existing models of cooperation, discuss in detail the request of each salon and look for the best solutions for you.

EXPERT SUPPORT

We know how important it is to make the right choice! Therefore, we gathered a real team of experts with international experience, who know the markets and are ready to help you with your choice. We carefully study trends and analyze brides' requests. We recommend only what we are sure will definitely be sold in your region.

HOW TO START *Cooperation* WITH THE ALLEGRESSE WEDDING DRESSES BRAND

1. Leave your request using the quick contact form or send a letter to us by email. Be sure to indicate the country and city where your salon is located and the name of the salon. So we will be able to choose the best specialist with strong expertise in your market and business segment.

3. Having chosen the best model of cooperation, together with your personal expert, place a test order and confirm it by making an prepayment in the amount of 50% of the total amount. From this moment, your first order has been accepted and is in production.

5. After receiving our wedding dresses, be careful! After all, they are incredible and impress at first sight! Be sure to capture this on video it and send us your feedback.

2. After contacting our manager, provide him with as much information as possible about the salon and the assortment of wedding dresses, the average price range and the seasonality of the business. Specify all your wishes and expectations from cooperation with us.

4. Our expert will notify you once the dresses are ready. Provide all necessary shipping information, select your preferred shipping service, and make the remaining payment for your order before shipping.

Contacts

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