

POLLY EDWARDS

Tiaras & Headdresses

BIOGRAPHY

Polly Edwards is a global pioneer in headdress design with a philosophy that keeps the bridal headdress precious. Trained as a fashion designer who went on to specialise in millinery, Polly developed a passion for the headdress and since then has directed her focus on the design and manufacture of tiaras and headdresses especially for brides.

Polly has worked with leading designers throughout her career. Her latest venture is with Jenny Packham, for whom she has been commissioned to design an exquisite collection of contemporary headwear. Her constant involvement in and around the fashion industry has enabled Polly Edwards to continue to provide a spectrum of inspirational designs to compliment the wide diversity of styles within the Bridal Industry.

Pieces from The Polly Edwards Collections have been worn by a selection of A-list celebrities and their bridesmaids from ballerina, Darcey Bussell to glamour model, Katie Price. Polly's work also features in high profile magazines such as Hello Magazine, OK! Magazine, Vogue, Cosmo Bride, You and Your Wedding, and Brides Magazine.

Polly's inspirations over the years have continually varied. Those that have influenced her more recent designs have been; 1930's illustrators (Nielson and Dulac), Art Deco, Erte, Alphonse Mucha, 20th Century Fashion (Vionnet, Dior, Galliano).

Polly Edwards' increasingly distinguished reputation as an exquisitely accomplished bridal headdress designer, now sees her collections stocked and sold by the United Kingdom's leading bridal wear stores.

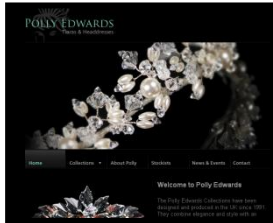
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HIGHLIGHTS

Website Launch



The launch of the new Polly Edwards website at the end of last year has been received by the public with great success. With impressive log-on statistics and with an easy to use layout, Polly Edwards have been able to expand and increase their market on to the international stage. Please go online to view the collections and keep up to date with our news and events at www.pollyedwards.com

Headdress Days

2008 saw Polly Edwards increase its number of specially organised Headdress Days and produced some fantastic results. These events for brides-to-be have given all involved - brides, their bridal entourage, stockists and the designer, an invaluable experience; boosting customer relations and sales all round. For more information on Headdress Days with Polly Edwards, please call +44(0)1903 733820

Best Headdress Designer Finalist



To be selected as a finalist for the best headdress designer of the year award was an incredible accolade and a wonderful way to gauge how well the company has progressed in the industry since last year. The Bridal Buyer Awards reflect the voice of the bridal industry in the UK and on an international level and Polly was extremely honoured to have received such overwhelming support.

Polly Edwards for Jenny Packham Collection



The highly acclaimed, world-renowned designer, Jenny Packham, approached Polly Edwards to design her new collection of headdresses and hair accessories for Jenny Packham Bride at the beginning of the year. The duo has since collaborated to produce an impressive and exquisite range of tiaras and headdresses to perfectly compliment the Jenny Packham Bride Collection and is available to view and order at the Jenny Packham Boudoir, London. For more information or to request a catalogue, please visit www.jennypackhambride.com

Charity Support



As part of the Polly Edwards development and since holding a strong affiliation with War-torn countries, this year has seen Polly Edwards pledge its support to the worthy cause of War Child. This international organisation is a child protection agency that works with the most marginalized children - child soldiers, street kids and children in prison in Iraq, Afghanistan, the Democratic Republic of Congo and Uganda. Polly Edwards' next opportunity to support War Child will be at their annual gala scheduled to take place in the New Year. For more information, please contact us on +44(0)1903 733820.

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THE 2009 COLLECTION

The Polly Edwards 2009 Collection is a representation of opulence and grace, delicately laced with elegant silver sheens.

Whilst drawing upon the elements of vintage that glimmered in her previous works, the Polly Edwards 2009 Collection incorporates inspirations from Tiffany, floral forms, fairy art, deconstruction and 1930's illustrators Kay Nielson and Edmond Dulac; with smokey shades of gold and silver, clean cool platinum twists, delicate florals mixed with crystal, subtle diamante and soft finish to create masterpieces that blend enchantment with sophistication.

By expanding on her previous creations, this collection in its entirety depicts Polly Edwards' impeccable understanding of her customer's wants, needs and desires by providing them with a selection of products that span the entire spectrum of that which is on offer. From the understated to the over embellished – The Polly Edwards 2009 Collection's vines, garlands, and asymmetric pieces of will stretch and captivate the imaginations of brides to extraordinary dimensions that they had never before considered.

Launched at this September's British Bridal Exhibition Harrogate,
The Polly Edwards 2009 Collection is her most eclectic,
inspirational and imaginative yet.



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POLLY EDWARDS FOR JENNY PACKHAM

Polly Edwards has been especially approached by the internationally acclaimed designer Jenny Packham, to create an unprecedented collection of tiaras and hair accessories, currently available to view in full at the Jenny Packham Boudoir.

The synergy of vintage inspiration, exquisite design and meticulous craftsmanship from these two exceptional designers has brought to life a collection of fantastically fabulous headwear that perfectly complements the Jenny Packham Bride Collection. Gorgeous, glamorous and sumptuously sublime, the Polly Edwards shimmering array of deco inspired contours, dusky silver shades of crystal and glimmering cultivated pearls, emanate an understated, sophisticated beauty that stylish brides have been dreaming of.

The increasingly distinguished reputations of both Polly Edwards and Jenny Packham within the bridal market combined with their natural compatibility meant the two designers were suited perfectly. Polly Edwards comments, "As designers with similar values, passions for art, fashion and with an unbiased appreciation of one another's work, our ideas and approaches have complemented one another to produce a truly unparalleled collection."

As an established associate of the bridal industry and with a creative style that is instantly recognisable, Polly Edwards is a designer who delivers trend setting headdress compositions to suit every bride, year on year. The Polly Edwards for Jenny Packham Collection is yet another example of that master craftsmanship and adaptability, and a tremendous compliment to her capabilities within design.



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2009 AT A GLANCE



The POLLY EDWARDS 2009 COLLECTION made its debut at The British Bridal Exhibition Harrogate, in Room 10 of The White Hart Hotel on 7th, 8th and 9th September 2009.

For more information on up and coming shows please contact info@pollyedwards.com

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