

Jeffrey fashion cares 2009

A Charitable Fashion Event Benefiting
Atlanta AIDS Partnership Fund
and
Susan G. Komen for the Cure
Greater Atlanta Affiliates

ANNE BARGE BIO



Renowned for her bridal gown designs, Anne Barge is founder and president of *Anne Barge Bridal Collection*, a timeless brand founded in 1999. The brand features three distinct lines – *Black Label*, *Couture* and *La Fleur* – and combines classic elegance with current style trends for the discerning bride.

The launch of *Anne Barge Bridal Collection* introduced classic designs in the finest of silks with museum quality beading and embroidery for the first time in the worldwide bridal market. As an avid art history and costume history scholar, Barge's designs are rooted in research and are largely inspired by vintage couture, featuring timeless references from the 1700s and 1800s.

From sketches to fittings, Barge is involved in the development of each bridal gown bearing her name. She is an expert in the field of gowns; from suggesting figure-flattering styles to detecting industry trends, she knows the bridal world inside and out.

Since beginning her design career as an apprentice with *Priscilla of Boston*, Barge has honed her skills in several facets of the fashion world. She's produced fashion shows at Rich's department stores, managed and bought for the Saks Fifth Avenue bridal salons and opened her own boutique, "Anne Barge for Brides," in 1981.

In 1996, British mogul Richard Branson asked Anne to open a bridal store in London and she became the managing director for "Virgin Bride," designing a private label bridal line for the store. She brought top American and European designers to the London store, introducing British brides to clean, chic simplicity that differed greatly from the traditional English styles prevalent at the time.

Since launching her private label, Barge's designs have been featured on television and in magazines including NBC's *Today*, *Women's Wear Daily*, *The New York Times* and the leading bridal publications. The line is represented in Neiman Marcus as well as in the finest stores throughout the U.S., UK, Spain, Hong Kong, Korea, Russia, and Japan.

In Spring of 2007 Anne Barge re-launched the Badgley Mischka Bride label after announcing a licensing agreement in the summer of 2006.

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Based in Atlanta, Barge opened a new flagship store in December 2006 in the heart of the city's Buckhead district.

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