

## **PRESS RELEASE**

September 17, 2018

BMA SHOWROOM Paris is an annual location for emerging conceptual brands and fashion professionals. This season BMA SHOWROOM showcase following brands : BYLUMA and Josephine from Spain, Henry Kole from Sweden, Miriam Budet from Puerto Rico, Alexandra Tapu from Italy, Harmnni from Poland, Triinu Pungits from Estonia and others.

The main differentiator point of our brands is their creative vision, their particular style and innovative approach. We provided a strict selection of brands, targeting creative, innovative, qualitative designers sensitive to fashion trends and high quality materials.

### **BMA SHOWROOM SS2019 BRANDS**

**BYLUMA**, a new premium womenswear brand, is unveiling its first ready-to-wear collection for spring/summer 2019 during Paris Fashion Week. The brand offers a new energy and spirit of self-expression that gives women the freedom to let their wardrobe reflect their lives, from the inside out.

**Harmnni** was created for daring, modern women who are looking for outstanding cut that will perfectly emphasise their individual style and silhouette. Each design is a combination of individuality that is reflected in original patterns, which are then transferred into high-quality product.

**Miriam Budet** collection created with a perfect balance between day to day pieces but with the right amount of edge and artisanal touch to make them unique. Working with world trends but always adding a bit of the Caribbean flare which flows naturally.

**Henry Kole** is a lifestyle shoe brand founded in 2015 and based in Sweden. Inspired by the modern and urban lifestyle of stylish women on the move, Henry Kole provides continuously updated collections of trend-driven shoes made of high grade materials, fit and quality.

**Alexandra Tapu** was founded in 2012 by Alexandrina Tapu, Italian designer for fashion, design and architecture, with an eye to minimalism and taste for sober functionalism.

**Triinu Pungits** is an Estonian fashion designer and fashion teacher in Estonia. The brand is all about texture, new shapes and cuts, pattern placements and self-confidence. Bold yet tasteful plays of different colors, digital prints and cuts.

**Jo Sephine** is a lifestyle, a way of being and a way to relate to the world. It is a micro-luxury Brand designed for all those women who value timeless fashion, design and quality and love everyday clothes easy to wear with great finishes and awesome fabrics.



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**The Brand Management Agency** was set up in 2016 to promote emerging and established fashion designers internationally and co-ordinate this promotion through showroom, presentations and showcasing events. BMA Paris provides Brand Consulting, Marketing & PR Consulting, Event Management and Media Production Services for fashion, luxury goods and art industries.

BMA Showroom is a biannual showcase for creative designers to display their collections and to meet international buyers and journalists. Sales agents team of BMA Paris helps designers to succeed sales sessions during the Woman Paris Fashion Week.