

Market

As the only main event in the lifetime that people can prepare to celebrate, getting married is mostly joy and happiness, but also anxiety and stress. A perfect marriage should be the one that follow the dreamed scenario and ending, without any incident, with the couple passing through the happy cherished crowd of the invited and guests. The Albanian market needed a company like Geraldina Sposa, to realize the dreamed moment with the best efforts of the dedicated people that have the ability, style, persistence and perseverance to realise up to the tiny detail crucial events on life. And that's why Geraldina Sposa came in the Albanian market and still remains the first and best choice.

Achievements

In 20 years we have made possible the dreams of the Albanian married couples to be dressed in the most modern way, so part of the success was the selection of the wedding dresses as a process of changing the mentality of the Albanian people by acceptance of the most modern style of the moment, combined with the local tradition. Dealing with all the "if", "or" and "maybe" of the brides to be, is finding the right moment to give an end to their hesitations.

Introducing a new line collection, completely created by "Geraldina Sposa" 's team was an historical moment after 10 years of activity, and this line keeps renewing year after year. During 2015 more than half of the customers have chosen there dresses from the Geraldina Sposa's collection.

It was a smart solution to enter in a successful collaboration with 2 talented Italian designers and a famous artisanal atelier, for the realization of the designed models with the most precious materials of the world.

The motive to pay a visit to the showroom differed from the need of finding the dreamed dress, to the need of comparing and choosing the right traditional one, or just going for the last famous model of the Passarella's around the world, sometimes achieving, sometime disappointed of the choice made outside, but most of them proudly happy to find absolutely what they have dreamed of.

We fill proud and grateful when our clients in a real or online way declare with joy and happiness "we got marry by you"!



History

More than 20 years before, it was the time that brides knocking door to door to find and rent a bridal white dress coming from "abroad", Geraldina Sposa has opened the door to the professional services of ceremonial events.

It was baptized with the name "Geraldina Sposa" in honour of the Austrian Countess Geraldine, who became queen of the Albanians for a while, but remained in

the memory of everyone as the symbol of women's charm and elegance

In more than 20 years, the only special care was that every bride, entering in to feel like e real Queen.

It is proudly, the place to be, not only to find the perfect dress, but the place that you can find the dreamed ceremony for matrimony or a happy occasion.

Starting from the June 3d, 1995, when "Geraldina Sposa" welcomed for the first time its guests, many things has change.

THINGS YOU DIDN'T KNOW ABOUT GERALDINA SPOSA

The challenge with the spouse requests, demands and wishes is to have them satisfied and we did it all the time, but the biggest challenge is to convince them that the traditional wedding dress of their native region is the best solution ever. So it is managed to introduce in our creations, folkloric motives and elements that put emphasis on the origin and tradition developed.

Along with the dress's models have changed toiles, silk accessories or voile, but what has remained intact is the spirit of "Geraldina Sposa". Thanks to "her" in 20 years our brides are dressed with dreams.

Products

It's not just a shop, it's not just a showroom, it is "Geraldina Sposa", the brand name symbol of high quality, high prestige, excellence of services and a history full of best creativity ever realized in the Albanian territory.

For "Geraldina Sposa" passing by the simple but gorgeous dress to the full set of the ceremony it was a matter of art and dedication.

Now the ceremony set is one of the most common services offered by the team. It is not a simple chair or table. It's not a simple glass or spoon. It is a piece of art of the entire set when the actors are a multitude of people, that have a unique intention, to be there and to celebrate without headaches and preoccupation, without thinking: What it will happen next, or What if...

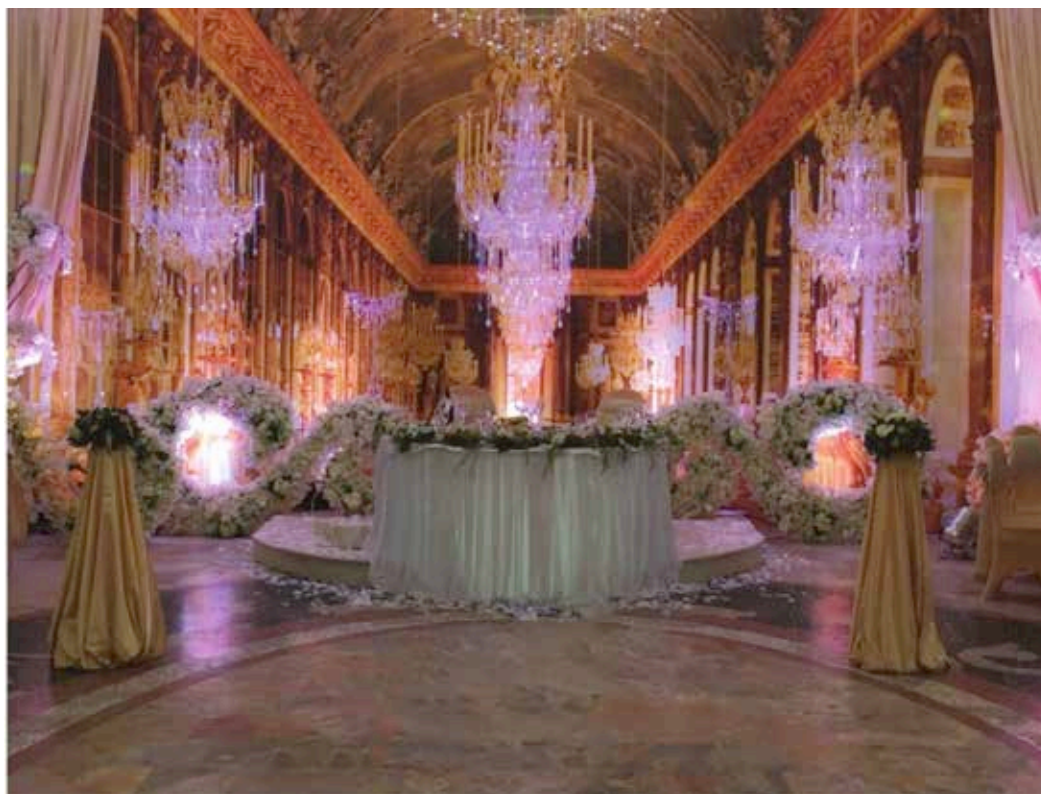
The simple space offered by a hotel or restaurant, it is converted in a forest or in a medieval castle heavenly decorated. Everything is possible so just don't stop dreaming, as life is made of beautiful moments.

Recent developments

Initiated in a 21sqm space saloon with an small inventory of expensive and some donated clothes, it has started the dreamed activity of a lifetime. The passion prevailed the financial needs and has become a profession.

The belief is that the culture of a nation is expressed in weddings and funeral's ceremony, but the passion has conduit in deep analysis of the bride and the wedding rituals. Knowing in details the rituals of most of the Albanian areas has made possible a successful activity, starting from wedding rituals, dances and costumes, due to this deep knowledge all our wedding ceremonies has always reflected the traditional rituals of the married couple, in a modern way.

For Mr. Armand Peza, the name "Geraldina Sposa" was not only the name of the Austrian countess, internationally known for her beauty and grace, at the earlier 20th century,



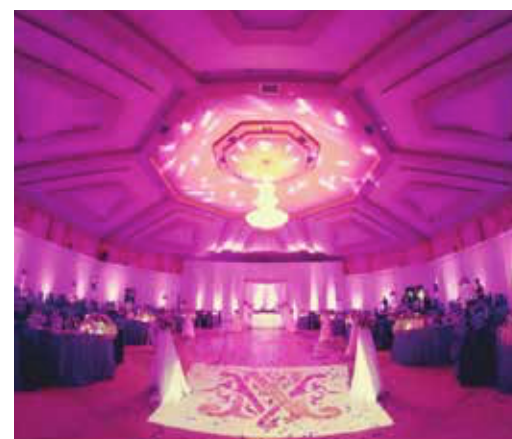
but it was the fact that Geraldina's wedding ceremony marked the change of the way that Albania represent itself in a modern and European way. The entire world has reflected the ceremony and this was the detail selected by Mr. Peza, in the historic point of view. The day by day efforts and dedicated creativity and work, make possible that the same echo "Geraldina Sposa" 's events have in the present days also.

Three years later the business headquarter moved in to a much bigger area, this due to the success of the activity and to the joined effort of Marçela, a promised talented student at the time. Since than the married couple Armand and Marçela has become "Mandi and Marçela of Geraldina"

The new 21st century find the "Geraldina Sposa" in an bigger and modern saloon situated in the center of Tirana city in a two floor building. First floor is dedicated as usually to the ceremony organization, conducted as usually by Mr. Peza. In the second floor, Mrs. Peza is doing her magic by creating wedding dresses, based on personal requests of the guests and the phantasy of the professional team.

Promotion

The ceremony has the name of "Geraldina Sposa" all over it and sometimes it is personalized by the famous people that contribute on it like: "This is the right dress



for the Grand Gala of the First Lady" ... or "this could be the right dress for this famous actor" or "This is the exactly the dress of the actor...". Most of the media people have personalized their performance helped by the team of "Geraldina Sposa"

Brand value

It was a time that all the wedding dresses was likely the same, mostly white and with just a few accessories on it.

"Geraldina Sposa" have bring colours, richness of choice and, what is more important, the change in the mentality of the Brides to their families and to the entire generation of the 21st century

The traditional popular wedding dresses and the rest of the ceremonial dresses of man and wife, of different part of the Albanian territory, now are part in 2 volumes, as "The treasure of traditional dresses of Albania", preserved in the Sciences Academy of Albania. What better can show the local affiliation and how rich or poor was the persons, then the wedding dress and the men's suit of the specific are and time given through the years?

Knowing how the people got married through generations is realizing the dreams of the tradition passing from the old model to the new modern one, keeping the heritage line intake – this is the true value of "Geraldina Sposa".