



AMRANY AYALA

GENÈSE COLLECTION

F/W2024
LINESHEET

GENÈSE COLLECTION

A love story between the modern and classic aesthetic. The eternal combination between the past and the future. The Rococo and the 18th century, especially in France, was abundant with square-shaped cleavages, fabrics with delicate floral textures, and a slightly lower waistline.

All these have been incorporated with modern silhouettes, transparent corsets and dresses, practical silhouettes, and smooth and quality fabrics; all of which represent the period we live in.

This combination results in a rich collection, refined, classic and regal, replete with handsewn details.





LUMIÈRE | 3,300 USD



EXQUISITE BALL GOWN EMBELLISHED WITH GLASS BEADING, SEQUINS, AND DELICATE FLOWERS & PEARLS. TOP FEATURES SEE-THROUGH COSET, DIAMOND SHAPED BACK, AND LONG SLEEVES. SKIRT IS LAYERED WITH EMBROIDERED SILK TULLE AND FEATURES A LONG TRAIN.



IRIS | 2,600 USD



FIT FOR THE OSCARS. MERMAID STYLE, CORSETED DRESS FEATURING A BOAT NECKLINE. GOWN IS MADE OF LAYERS OF SILK TULLE WITH RICH FRINGE BEADED DETAILS. THE DRESS HAS A SILK TULLE TRAIN, WOVEN WITH FRINGE FABRIC.



ELODIE | 3,100 USD



PRINCESS DRESS WITH A MODERN TOUCH, FEATURING LAVISH 3D FLORALS ON A LIGHT, SHEER CRINOLINE BASE. THE DRESS IS DELICATELY HAND EMBROIDERED MADE OF LAYERS OF SILK TULLE, ORGANZA, AND FLORAL TULLE. SKIRT FEATURES A LONG EMBELLISHED TRAIN.



CELINE | 2,600 USD



A MINIMALIST SILK MIKADO GOWN FEATURING A SQUARE NECKLINE & STRAPS. BACK FEATURES PEARL BUTTONS. SKIRT HAS A DEEP SLIT COMBINED WITH A SECOND LAYER THAT GIVES THE APPEARANCE OF HAVING A DOUBLE SKIRT, CREATING A SOPHISTICATED LOOK. ALSO COMPLETE WITH A LONG TRAIN.



MICHAEL | 2,800 USD



A-LINE SILK SHANTUNG DRESS FEATURING DELICATE CORSET HAND-
PLEATING, SWEETHEART NECKLINE, OFF-SHOULDER PLEATED SLEEVES. SKIRT
FEATURES PLEATING, LONG TRAIN AND A LARGE DETACHABLE BOW.



OLIVIA | 3,600 USD



PRINCESS GOWN MADE OF TWO TYPES OF EMBROIDERED TULLE, AND A SOUTACHE THREAD. LONG SLEEVES ARE ATTACHED UNDER THE SHOULDER. SKIRT FEATURES LAYERS OF SILK TULLE, ORGANZA, AND EMBROIDERED TULLE. THE DRESS ALSO FEATURES A LONG TRAIN.



ADELE | 3,200 USD



A SULTRY FITTED DRESS MADE OF FRENCH LACE, COMPLETELY HAND EMBROIDERED, COMBINED WITH LAYERS OF SILK TULLE, AND A CINCHING LEOTARD. FEATURING A HIGH COLLAR, LONG SLEEVES, AND FRONT SLIT. THE DRESS ALSO FEATURES A LUXURIOUS LACE TRAIN.

AMRANY AYALA

MAIN STUDIO

165 BEN YEHUDA ST.

TEL AVIV ISRAEL

OFFICE – +972 3 5290699

