

// FALL 22



F R A N C E S C A
Luila



01 DANEA

STYLE 82250

A blush organza fit to flare gown featuring a strapless draped sweetheart neckline, asymmetrical draped elongated bodice, and a full layered tulle and organza skirt with textured embroidered detail.

Shown in blush.

Available in blush, and ivory for stock and reorder.

Shown with open back.

Available with closed back for reorder only.



01



02 RENATA

STYLE 82251

A champagne tulle ballgown, with a sweetheart bodice featuring stunning crystals and embroidery, which cascade over the natural waist.

Shown in champagne.

Available in champagne, and ivory for stock and reorder.

Available with Tulle and Crystal High Neck Bolero.

Available with matching veil.



03 NIKA

STYLE 82252

An ivory silk satin trumpet gown featuring curved strapless neckline, and draped bodice with low v draped back. available with illusion crystal embellished long sleeve top, with princess sleeve.

*Shown in ivory.
Available in ivory only for stock and reorder.
Shown with crystal top.
Available without crystal top for stock and reorder.*





04 EMIE

STYLE 82253

An ivory silk satin draped sweetheart bodice, with a full tulle ballgown skirt. features an open cut out back with a dramatic silk satin removeable bow.

Shown in ivory.

Available in ivory only for stock and reorder.

Shown with bow.

Available without bow for reorder only.





05 MIA

STYLE 82254

A stunning full a-line gown featuring an ivory lace and floral embroidered bodice with illusion off-shoulder detail. The blush organza skirt is banded at the natural waist, and features hidden pockets. Illusion back with covered buttons add gorgeous detail.

Shown in ivory/blush.

Available in ivory/blush, and ivory/ivory for stock and reorder.



05



06 BRYN

STYLE 82255

A romantic lace gown featuring a plunging v-neckline with slight cap sleeve, and a low open back. Removeable ivory organza overskirt sits at the natural waistline, and transforms the trumpet silhouette into a ballgown.

*Shown in ivory with cashmere lining.
Available in ivory/cashmere, and ivory/ivory for stock and reorder.
Available without organza skirt for stock and reorder.
Shown with unlined bodice.
Available with lined bodice for reorder only.*



07 INGRID

STYLE 82256

A strapless sweetheart gown featuring a lace demi cup bodice that is ivory with nude net for added detail. silk crepe trumpet skirt sits at the natural waist, and features a removeable crepe belt and front slit.

*Shown in ivory.
Available in ivory only for stock and reorder.
Bodice shown unlined.
Available with lined bodice for reorder only.*





08 MINKA

STYLE 82257

A nude pink tulle full a-line gown featuring a sweetheart neckline with delicate spaghetti straps, and beaded floral embroidery covering the bodice and cascading over the natural waistline.

Shown in nude pink.

Available in nude pink, and ivory for stock and reorder.



08



09 CHANCE

STYLE 82258

A 2-piece gown in ivory organza with a stunning textured organza ballgown skirt. Skirt pairs with three top options: full length draped sweetheart organza bodice, organza crop top, and a full length lace bodice.

Shown in ivory.

Available in ivory only for stock and reorder.

Available for stock with full length organza bodice.

Market Special: Add both of the other top options (the organza crop top and full lace bodice) to your stock for only \$500 total





10 ALONDRA

STYLE 82261

An ombre sparkle tulle gown featuring an asymmetrical draped strapless bodice and delicate v back. Full ballgown skirt sits at the natural waistline and features horsehair trim detail.

Shown in ivory/cashmere.

Available in ivory/cashmere, and ivory/ivory for stock and reorder.

Shown at left with removeable ruffle sleeve (for stock orders).

Available with bishop sleeve (shown at bottom middle), or with no sleeve for reorder only.





11 AVELINA

STYLE 82262

An ombre sparkle tulle gown featuring crescent strapless bodice with asymmetrical draping. The three-tiered ballgown skirt has a natural waistline and features horsehair trim detail. Available with illusion crystal embellished long sleeve top.

*Shown in ivory/cashmere
Available in ivory/cashmere, and ivory/ivory for stock and reorder.*



F R A N C E S C A
Avila

SIZE CHART

SIZE	BUST	WAIST	HIP	H TO H
0	32	25	35	60
2	33	26	36	60
4	34	27	37	60
6	35	28	38	60
8	36	29	39	60
10	37	30	40	60
12	38 ½	31 ½	41 ½	60
14	40	33	43	60
16	41 ½	34 ½	44 ½	60
18	43 ½	36 ½	46 ½	60
20	45 ½	38 ½	48 ½	60
22	47 ½	40 ½	50 ½	60
24	49 ½	42 ½	52 ½	60
26	51 ½	44 ½	54 ½	60
28	53 ½	46 ½	56 ½	60

PLEASE NOTE THAT ALL MEASUREMENTS SHOWN ARE IN INCHES.



FRANCESCA AVILA

DESIGNER BIO

Award-winning designer Francesca Avila Pitera recently released her debut namesake collection, Francesca Avila, as well as a brand new bridge collection, Kali by Francesca Avila for the Fall 2022 season. Francesca first designed JLM's Blush collection when the label launched in 2009, and also has designed for legendary brands such as St. John, Jim Hjelm, and Monique Lhuillier throughout her celebrated 20 year career.

"It was a dream to rejoin the JLM team last season and I'm even more excited to unveil my upcoming signature collection, which will feature modern and romantic looks with a twist – something different, yet classic and tasteful," says Francesca.

Designing under her maiden name Avila is a choice that is close to her heart. The debut collection is an homage to her late mother who was a great source of inspiration and support throughout her life. "My mom had great style and impeccable taste. I loved playing dress-up with her clothes and watching her get dressed up for date night with my dad. She was always my biggest supporter and she was so happy when I rejoined the JLM team because she knew how much I loved it there. I know she would be so proud of this collection and so I dedicate this to her."

Francesca hinted at a debut of versatile looks featuring interchangeable accessories, exquisite details and texture to be unveiled in New York, in keeping with her sensual yet classic aesthetic. Her looks are infused with effortless elegance and femininity for the bride who loves fashion and embraces individuality.



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