



| FALL 22

k a l i

F R A N C E S C A

Avila



01

01

BETTE

STYLE 92250

An ivory floral embroidered organza gown with natural waist and full ballgown skirt, featuring illusion side pockets, plunging v-neckline with embroidered applique details, illusion back neckline, and covered buttons add stunning detail.

*Shown in Ivory.
Available in Ivory only for stock and reorder.*





02

02

TAYA

STYLE 92251

A modified a-line gown in ivory/silver Chantilly lace over net. Crescent illusion strapless bodice features embroidered applique detail, and the natural waist offer a flattering fit. Available with detachable illusion draped bell sleeves.

Shown in Ivory/Silver.

Available in Ivory/Silver only for stock and reorder.

Shown with draped bell sleeves.

Available without sleeves for reorder only.





03

03

LISETTE

STYLE 92252

An ivory over cashmere floral embroidered organza fit to flare gown with tulle for added volume in the skirt. Strapless plunging neckline features embroidered applique details and illusion back neckline adds a sensual touch. Available with detachable balloon sleeve jacket with embellished appliques, for a dose of drama.

*Shown in Ivory/Cashmere.
Available in Ivory/Cashmere only for stock.
Available in Ivory/Ivory for reorder.
Shown (at right) with balloon sleeved jacket.
Available without jacket for reorder only.*





04

04

LILLA

STYLE 92253

A stunning gown in blush tulle and silver Chantilly lace over cashmere lining. Features an illusion one shoulder corset bodice with detachable tulle and lace illusion ruffle neckline detail. Full a-line skirt sits at the natural waist, and has a wrap front with dramatic side front slit and illusion side pockets.

*Shown in Blush/Cashmere.
Available in Blush/Cashmere only for stock.
Available in Ivory/Ivory for reorder.
Shown with ruffle one shoulder sleeve.
Available without sleeve for reorder only.*





KALI | FALL 22

05 | ZADIE

05

05
ZADIE

STYLE 92254

An ivory crepe trumpet gown, with flattering cami neckline. Features illusion Chantilly lace detail and lace up back neckline for a dramatic, sensual look.

Shown in Ivory.
Available in Ivory only for stock and reorder.



KALI | FALL 22

05 | ZADIE



06

06

ETTA

STYLE 92255

Chantilly lace fit to flare gown, with a strapless corset bodice, and illusion back with embroidered appliqué detail. Full layered skirt of Ivory tulle and sparkle tulle with embroidered appliqué detail. Shown with detachable illusion long sleeve Chantilly lace jacket.

Shown in Ivory.

Available in Ivory only for stock and reorder.

Shown with detachable jacket.

Available without jacket for reorder only.





07

07

SIA

STYLE 92256

An ivory floral burnout organza fit to flare gown, featuring a flattering asymmetrical draped bodice with curved strapless neckline. Tulle in the skirt adds fullness, while the low v draped back adds style.

*Shown in Ivory.
Available in Ivory only for stock and reorder.*





08

08

RYLEE

STYLE 92257

An ivory sateen gown with net in the ballgown skirt for added volume. The plunging v-neckline and fitted natural waist with box pleats make for a flattering fit, while the side pockets, and low v illusion back with covered buttons adds a touch of drama.

*Shown in Ivory.
Available in Ivory only for stock and reorder.*





09

09

MILA

STYLE 92258

An ivory Chantilly lace long sleeve gown with cashmere jersey lining and sparkle net for added detail. Features a plunging v-neckline and low open back for a sensual touch. The embroidered appliques on the bodice, puff sleeves, and dramatic tulle tie streamers at the back create a showstopping look.

*Shown in Ivory/Cashmere.
Available in Ivory/Cashmere only for stock.
Available in Ivory/Ivory for reorder only.*





10

10

BLAKE

STYLE 92259

Ivory dotted pearl tulle over cashmere fit to flare gown, with a strapless sweetheart neckline, and flattering draped bodice. Shown with detachable illusion dotted pearl tulle draped sleeves.

*Shown Ivory/Cashmere.
Available in Ivory/Cashmere only for stock.
Available in Ivory/Ivory for reorder.*





11

11

BRIELLE

STYLE 92260

A gown in stunning Ivory dotted pearl tulle over cashmere lining. Features a crescent strapless bodice, and a full a-line skirt that sits at the natural waist. Illusion draped off the shoulder detail adds a romantic touch.

*Shown Ivory/Cashmere.
Available in Ivory/Cashmere only for stock.
Available in Ivory/Ivory for reorder.*



kali

FRANCESCA
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 bride 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.

