



For more information, contact:

FashionBar LLC:

tony_long@fashionbarchicago.com

News Release FOR IMMEDIATE RELEASE

MARCH 17th, 2021

Chicago gains a new haute couture designer Wilmer Galeano

CHICAGO - Sept. 29 - Designer Wilmer Galeano launches his first fashion label, WGM, a haute couture label. Despite COVID-19 conditions, he has begun production of his first eleven handmade gowns which will be shown at his debut runway show in Fashion Week Chicago powered by FashionBar LLC.

This month, Galeano has completed his first gown, as seen in the attached images. This handmade gown features a skirt with over 300 ostrich feathers and a silk under lining with a hand-beaded and embroidered top. Galeano says this gown serves as a basis for his emerging style in his fashion design career, especially emphasizing themes of high class, sophistication, and elegance. The photoshoot for this gown was held in the historical Rookery Building [La Salle and Adams].

Wilmer's love for fashion began when he was 20 years old designing dresses for his family and friends. After immigrating to the United States from Juticalpa City, Honduras in 2002, the designer worked in Southbend, IN. After sketching over 500 of his own designs for over fifteen years, Wilmer began his fashion merchandising and design career in 2012. Upon deciding to launch his label during the pandemic, Galeano contacted Chicago fashion consulting business, FashionBar LLC, to help him finally realize his dream. He has now established his design team with design and development provided by Sarah Habibi and creative direction by FashionBar CEO, Tony Long.

When asked about his mission for his brand, Galeano is passionate about two ideas: "Making

men and women look and feel beautiful,” and seeing his designs displayed in Paris within the next year. Another dream of Galeano’s is to one day dress powerful high-class women such as Oprah Winfrey, Gisele Bündchen, and Sheikha Mozah, first lady of Qatar.

For his design influence, Galeano points to five major designers: the works of John Galliano, Karl Lagerfeld, Giorgio Armani, Oliver Rusteing, and Stephan Rolland. He states that he is inspired also by Parisian glamour, red carpet style, and east Asian culture. These influences are seen in his intricate designs, often featuring silks, beading, crystals, and ornate turbans.

In the future, Galeano plans on designing and producing lines of jewelry, shoes, bags, menswear, and more. In addition to breaking into the Paris haute couture scene, Galeano also dreams of exposure in New York, Chicago, Milan, London, and Dubai.

To find out more about WGM or Wilmer Galeano, visit www.wilmergaleano.com or Wilmer Galeano on Facebook. For more information on Chicago Fashion Week or FashionBar Chicago, reach out to FashionBar by visiting www.fashionbarchicago.com, or by emailing information@fashionbarchicago.com.