

DAVID'S BRIDAL SHOWCASES FALL 2009 BRIDAL FASHION TRENDS

CONSHOHOCKEN, PA, April 1, 2009 – David's Bridal, the nation's most trusted bridal authority, is proud to unveil its Fall 2009 collection of luxurious bridal gowns, bridal party attire and accessories, perfect for allowing brides-to-be to create a wedding day that is as unique as they are. Whether a bride hopes to evoke a bold and glamorous 1920's *Deco Dazzle*-inspired style; play up a mix of her naturally chic, yet traditional personality for a *Luxe Country wedding*; or embrace classic styling with a modern twist for nuptials that embody the *American Ideal*; David's fashionable looks are influenced by the latest runway trends to achieve a memorable wedding day style. By offering a vast array of gorgeous designer gowns from the Galina Signature, Oleg Cassini and Galina Collections at an un-matched value, David's Bridal ensures brides' wedding dreams come true, no matter their budget.

Dramatic and Daring in *Deco Dazzle*

For brides-to-be looking to make a bold statement, the *Deco Dazzle* theme is all about glamour with sleek and sophisticated designs reminiscent of the modernist 1920s. Supple fabrics like charmeuse and chiffon reign supreme, while plunging necklines, trumpet shaped skirts and opulent jeweled embellishments reflect the lavish mood of the era. To complement and enhance the bride-to-be's captivating style, dramatically draped bridal party dresses in shimmering metallics like Silver and Pewter are key. Striking accessories such as layered crystal bracelets, dramatic gloves, pleated peep-toe shoes, crystal encrusted headpieces and metallic embellished veils complete this alluring look.

An Elegant Wedding in a *Luxe Country* Setting

The modern bride looking to combine timeless elegance with contemporary styling will find herself saying "I do" to the season's refined designs of David's *Luxe Country* designs. Perfect for a wedding in a beautifully renovated barn, the natural, yet elegant bridal gowns in satin, lace, chiffon and taffeta embody this ageless yet relaxed theme. Exquisitely beaded embroidery and ethereal lace detailing add sophistication to traditional designs, such as empire silhouette strapless gowns with lace bodices and full chiffon skirts. Soft, flowing bridesmaid's dresses in lovely lavenders such as Wisteria and deep jewel tones, echo the bride's graceful look. Delicate crystal jewelry and elbow length veils, luxe clutches and unique, twisted wire headpieces command attention as perfectly polished finishing touches.

Retro Resonates with the *American Ideal*-ist

With the hip style of the Rat Pak and the enduring images of fashion icon Jackie O from the Camelot years serving as the ultimate inspiration, brides will look and feel radiant in vintage-meets-modern designs of the *American Ideal* theme. Clean and classic bridal gowns in simple, yet elegant fabrics such as satin and taffeta are dominant this fall. Accented with stunning ruching, portrait collar necklines, belted waistlines and contemporary beading, dramatic detailing emphasizes a bride's femininity. Bridal parties and wedding guests will stand out in short and sassy dresses with playful prints and colors, from fanciful florals to solid hues in sumptuous colors like deep Sangria and neutrals such as Mocha and Gold. Minimal, yet bold statement pieces like three-strand pearl necklaces, jeweled brooches, Russian tulle veils and pointed, closed toe shoes add a touch of whimsy to this playful, retro style.

No matter the wedding style or budget, David's Bridal's stunning Fall 2009 collection ensures a picture-perfect walk down the aisle. Bridal gown prices range from \$299-\$1250 and are available in sizes 0-26W, with select petite (0P-16P) and plus sizes (14W-26W) and additional styles in 28W and 30W. Fashionable, wear again bridal party and special occasion styles are available in sizes 2-26, with select styles in sizes 28 and 30, and prices from \$105-\$170. David's flower girl dresses are not only the perfect addition to the bridal party, but are also adorable for Communion and other special occasions. Flower girl prices range from \$79-\$149 and are available in sizes 2T-14. Select styles, priced from \$69-\$79, are also available in infant sizes 12M, 18M and 24M.

About David's Bridal

With more than 50 years of bridal experience, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted dresses, available at affordable prices. Today, with over 300 locations nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of superior quality, value and service. To locate a store nearby, consumers can call 1-877-693-BRIDE or visit www.davidsbridal.com, the #1 ranked wedding website in the Lifestyle-Weddings category, according to Hitwise, the leading online competitive intelligence service.

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Contact:
Pauli Cohen/Kristen Tully
LIPPE TAYLOR
212.598.4400 ext. 164/157
pcohen@lippetaylor.com/ktully@lippetaylor.com