

# For Immediate Release

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## DAVID'S BRIDAL

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### DAVID'S BRIDAL "DRESS YOUR WEDDING" FACT SHEET

**CONSHOHOCKEN, P.A., January 2, 2007** —Most brides have a vision of their perfect wedding, but now, for the first time ever, they'll be able to bring their wedding ideas to life before their very eyes with an unprecedented, exciting new enhancement to the David's Bridal website ([www.davidsbridal.com](http://www.davidsbridal.com)). Launched on December 21, 2006, *Dress Your Wedding* is a unique, proprietary online tool that enables a bride to create the "virtual" wedding of her dreams. While David's Bridal is well known for their selection of wedding gowns, *Dress Your Wedding* now offers an exclusive opportunity for brides to experiment with new bridal trends, colors, fashions and wedding accessories in a comprehensive online format, so that they can visualize how to coordinate their entire wedding, from the convenience of their home or workplace.

Once introduced via a tutorial, visitors will have the opportunity to create the special day they've always imagined. Key functions of the online tool include:

- **Bride, Groom, & Bridal Party Feature Customization** - *Dress Your Wedding* offers visitors the ability to customize the look of the bride, groom and wedding party members to reflect the features of their loved ones. A variety of hair color, hair style, facial feature and skin tone options are offered.
- **Background Preference** - Brides can choose from a variety of backgrounds, such as a formal banquet room, a lush garden or a tropical beach for a glamorous destination wedding.
- **Wedding Party Assortment** – *Dress Your Wedding* allows brides to add and organize wedding party members to match current bridal trends and colors, incorporating their own personal touches in a variety of scenes. Brides can add or delete Bridesmaids, Groomsmen, Flower Girl, Ring Bearer, Junior Bridesmaids, Mother of the Bride, Father of the Bride, Mother of the Groom and Father of the Groom, using as many or as few as they like in different scenes.
- **Personal Wedding Album** - Brides are able to save up to ten different wedding scenes, each of which they can email to friends and family in the bridal party, whether it be an individual wedding gown or the attire of the entire bridal party. And for busy brides, *Dress Your Wedding* allows visitors to save their scenes and return to them at a later date without losing content.

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- **Floral Design** – Using a unique assortment of floral designs, brides are able to add flowers color-coordinated to match the shades of the bridal party's attire or wedding gown accents, providing a seamless look. From bouquets to boutonnieres, the possibilities are endless.

Updated regularly to reflect the hottest new bridal trends of the season, *Dress Your Wedding* includes the complete collection of over 115 David's wedding gowns, as well as the vast assortment of bridesmaid dresses and Make-A-Match separates. Not only is the bride able to choose her wedding gown, bridesmaid dresses and wedding accessories, but she is also able to select from a full range of tuxedo colors, styles and accessories to ensure that the men in the wedding are fully coordinated with the bridesmaid dresses. In addition to the latest bridal trends, fashions, and accessories, other key features include:

- **Easy Apparel Viewing** – *Dress Your Wedding* has the unique ability to allow visitors to view wedding gown styles from both the front and back for a complete visual of the design. In addition, the bride is able to select from different looks for bridesmaid dresses, or easily outfit the entire wedding party in matching styles.
- **Accessories** – Brides can add a wide variety of accessories to each member of their wedding party, including hair accessories, jewelry, handbags and shoes. In addition, a bride is able to add sashes, ribbons, and wraps in colors that match her wedding.
- **Dyeable Products** – This feature allows brides to select accessories and “virtually” dye them to complement their wedding gown. Flower girls can tote color-coordinated baskets and Ring Bearers can carry matching pillows.
- **Intimate Apparel** - *Dress Your Wedding* automatically recommends intimate apparel to match their selected wedding gown, be it strapless, backless, or halter.
- **Shopping Guide Tool** - When it comes time to shop for the big day, the bride will be able to print out her *Dress Your Wedding* plans and use them as a shopping guide when she's ready to visit her local David's bridal boutique.

Whether the wedding is large or small, upcoming or just a faraway fantasy, *Dress Your Wedding* is both a time-saving and fun tool to assist in the wedding planning process.

***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 wedding gowns, available at affordable prices. Today, with more than 270 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](http://www.davidsbridal.com).

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