

For Immediate Release

Contact: Catherine Pope/ Maris Callahan
Lippe Taylor
(212)-598-4400 x.172/x.164
cpope@lippetaylor.com / mcallahan@lippetaylor.com

DAVID'S BRIDAL

1001 Washington Street
Conshohocken, PA 19428
www.davidsbridal.com

DAVID'S BRIDAL SHOWCASES NEW SPRING 2007 BRIDAL TRENDS

CONSHOHOCKEN, PA, January 2, 2007 — Spring 2007 showcases three distinct inspirational bridal themes that address a variety of personalities and wedding types. Whether traditional, looking for a princess ball gown; destination, with an easy-going feel; or modern with avant-garde styles and lines; finding the perfect look has never been easier.

The new season also highlights the latest trend in coordination, allowing the bride to unify her wedding with color. Whether through a sash on the bridal gown that coordinates with the bridesmaid's dresses or a ribbon around the bouquet that matches the invitations; brides are finding a way to tie the wedding together with a variety of hues providing a truly cohesive look.

On the forefront of these bridal trends is David's Bridal, the only national bridal retailer with more than 270 bridal boutiques across the country. This trusted brand offers a variety of beautiful designer wedding dresses, bridesmaid dresses, special occasion looks and accessories designed to reflect contemporary styles and timeless classics, ensuring that regardless of the type of wedding you have or where it takes place, it will be the wedding of your dreams.

Simply Charming

- **Bridal** – Reminiscent of *Gone with the Wind*, brides-to-be looking for dramatic wedding dresses will find a variety of styles to suit their wishes. The looks from this theme include romantic detailing such as pick-up skirts with elegant tucks and folds, subtle asymmetrical draping, corset bodices, feminine ruffles, lace up backs and light, lofty fabrics including taffeta, organza and lace. With color no longer limited to bridal party attire, many designer wedding dresses boast the flattering allure of an allover color-wash in champagne, latte or light gold. Exuding a nostalgic antebellum feel, these gowns are perfectly suited for a gracious wedding with a grand reception or in the cooling shade of a weeping willow tree. Best captured in a David's Bridal strapless satin, pick-up ball gown with a pink satin ribbon accent at the waist (#T9167, \$399), this style fits a bold, yet traditional bride.
- **Bridal Party** - In harmony with the bridal trends and styles, the bridal party also speaks to the grandness of the era. Bridesmaids can echo the bride's look with soft tulle pick up skirts; stylish ball gowns and sheaths; or fluid, shorter styles. The designer wedding dress color palette speaks to the time of the ceremony, with shades reflective of the afternoon light in hues such as hazelnut, titanium and champagne as well as soft pastels like lilac, pink and banana.
- **Accessories** – Wedding accessories inspired by the Simply Charming theme complement the feminine, southern inspired look. Silk flowers combined with a pick-up veil soften the face while jewelry also makes a floral statement. The look creates a delicate mixture of crystals and pearls. Traditional, ladylike shoes with a peep or open-toe lend themselves to an outdoor, afternoon affair.

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Coastal Delight

- **Bridal** - A perfect fit for the destination bride, this look evokes the feel of a daytime wedding set in Cape Cod or the Hamptons. Drawing from the clean, classic elegance of a coastal setting, brides wanting to capture this feel can select a tea-length gown or a simple long satin wedding dress, which are both appropriate in this “anything goes” atmosphere. Slimmer silhouettes, flared trumpet skirts and color accents, through ribbons and sashes, play an important role, while deep v-necks, low or split back detailing and minimal embellishment keep things simple and sophisticated. A pleated chiffon tank designer wedding dress from Galina demonstrates this trend perfectly, with a beaded empire waist, crisscross tie in back and chiffon sheath overlay (style #VW9146; \$399).
- **Bridal Party** - Bridesmaid gowns inspired by this bridal trend feature similar silhouettes to their bridal counterparts, represented by short dresses with smooth lines in either crisp or soft fabrications. Truly functional dresses, they can easily be worn again. Inspired by the sea and coastline, the palette features glowing, bright colors such as clover and wild orchid, along with nautical hues such as pool, cornflower and marine paired against crisp white, with occasional floral patterns.
- **Accessories** – Key wedding accessories for this bridal trend incorporate the casual, destination feel of the event. Pleated veils, minimally adorned hair combs and fabric headbands incorporate the nautical theme, while a simple satin clutch, understated, pearl jewelry and whimsical strap sandals and wedges keep the overall attitude simple and elegant.

Hollywood Romance

- **Bridal** – Brides-to-be longing for the glamour of Old Hollywood need to look no further, as sensational bridal styles abound this season. Reminiscent of golden age style, this wedding trend captures the feel of Fellini's *La Dolce Vita*, giving every bride the chance to be Sylvia. Women who appreciate this look may gravitate toward sexier fabrics – such as satin, chiffon and taffeta – that exude luxury. The theme suggests an elegant city wedding with a touch of retro mod inspiration; think sleek and strikingly simple silhouettes adorned with crystals and beaded accents. While strapless designer wedding dresses maintain their place at the forefront of bridal fashion, other necklines also play an important role this season. A variety of beautiful coverage options celebrate the return of glamour, including vintage-inspired halters and romantic sweetheart necklines. Hollywood Romance is perhaps best seen in a sensual and smooth a-line gown with a split front halter and modern details (#T9218; \$599).
- **Bridal Party** – The bridal party of this sophisticated, celebrity-inspired era would look lovely in luxurious charmeuse gowns, short, full-skirted taffeta styles or sleek soft satin ensemble pieces. To contribute to the juxtaposition of simple and ornate, some of the season's new wedding styles are adorned with modern beading details. A classic color palette of cherry, marine, black and honey, as well as jewel tones and mid-tones such as hyacinth, olivine, berry, burnt orange and regency, allow for room to explore in this glamorous theme.
- **Accessories** – As a perfect complement to the luxurious look of Hollywood Romance, bridal accessories are the definition of modern retro. Bolero jackets and vintage-inspired gloves are worn to and from the wedding. Geometric wedding jewelry, embellished shoes and bubble veils lend themselves to the overall elegance of this nighttime gathering. Topped off with a minaudière handbag, the bride and her attendants truly look like they have stepped off the set of a Fellini film.

No matter what look or style you choose, David's Bridal offers unique, fashionable wedding dresses. Each of their bridal boutiques remain committed to providing an unparalleled selection of affordable, luxurious gowns and accessories that will make any bride's wedding dreams come true.

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 dresses, available at affordable prices. Today, with more than 270 bridal stores nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of superior quality, value and service. To locate a bridal store nearby, consumers can call 1-877-693-BRIDE or visit www.davidsbridal.com.