

GET A CELEBRITY-STYLE WEDDING WITHOUT BREAKING THE BANK

David's Bridal Offers Tips on Bridal Style For Less

CONSHOHOCKEN, PA, March 14, 2007 – According to Condé Nast Bridal Media's American Wedding Study, nearly 40% of couples get married in the warm-weather months of May through August. This means that countless brides-to-be are busy planning their ultimate spring and summer nuptials, with many taking the plunge on the luckiest wedding date of the century, 7-07-07. So what do brides do if they want their wedding to exude an air of luxury like Donald and Melania's or Tom and Katie's without the platinum price tag? David's Bridal, the only national bridal retailer, and Mindy Weiss, one of the most sought after event planners & lifestyle experts in the U.S., offer advice on how to plan a celebrity-style wedding without breaking the bank.

Mindy Weiss - whose clients include Gwen Stefani & Gavin Rossdale and Heidi Klum & Seal - agrees that brides do have affordable options to achieve star style. "A luxury affair without the matching price tag is possible when armed with a little knowledge and ingenuity," says Weiss, who is best known for her creative ideas, unexpected décor accents and exquisite attention to detail. "While a lot of my celebrity clients may have disposable income to spend on a wedding, most couples do not, which is why it's great to see a company like David's offer affordable bridal gowns that don't compromise on style. I firmly believe that whether a star on the big screen or a schoolteacher in a small town, every bride deserves to feel special on her wedding day, regardless of budget."

David's Bridal and Mindy Weiss offer a few savvy and simple tips to minimize dollars and maximize star-style:

- ✓ **Put Your Money Where Your Heart Is:** Around 36% of couples outspend their budget and while celebrity's pockets may be deep, the rest of us need to mind our money. Figure out how much you have to spend, break it down depending on which details are most important to you and try to stick to it. If a great live band is a "must-have," but floral arrangements are not your thing, allocate more money to music and consider doing a creative, homemade centerpiece. If you've always dreamed of a show-stopping bridal gown with all the finishing touches, examine your overall budget to find other places where you are willing to compromise. A wedding should be all about the couple, so put your money towards things that mean the most to you.
- ✓ **Play Up Your Assets:** On the big day, all eyes are on the bride, so it's important to find a wedding dress that fits beautifully and reflects your personality. While Kate Moss may look great in a silk sheath, this silhouette might not be the most flattering for you, so it's important to take your figure into account and find a wedding dress that plays up your assets. For this reason, it's always a good idea to go to a store that allows you to try on wedding dresses on in your actual size, as opposed to only a sample size. This can minimize the alterations process and give you a clearer picture of how you will look in the bridal gown of your dreams.
- ✓ **Do a Wedding Dress Double Take:** A current trend in Hollywood is to wear a different dress to the ceremony and reception, like Weiss' client Avril Lavigne did. While every bride's budget may not allow for two wedding dresses, Weiss suggests purchasing a bridal gown that has a beautiful cover-up that may be worn for the ceremony but taken off for the reception to change the look. This is also a great option for covering shoulders in a place of worship. David's Bridal offers a variety of unique options to fill the bill, including a romantic Oleg Cassini wedding gown with beautiful beaded overlay, mermaid silhouette and stunning bolero jacket (style #CT229, \$1000) that is a creative way to get two striking looks for the price of one.

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- ✓ **Color, Color Everywhere:** A wedding is the perfect opportunity to show your “true colors,” which is why many brides, including celebrities, choose to make a statement and create a seamless look through color coordination. Toni Braxton memorably did this for her nuptials when she incorporated “Tiffany” blue throughout her wedding, from the color of cake to the fabric on the chairs. Whether the hue is seasonal or just a personal favorite, it can be incorporated throughout all aspects of the wedding, from the bridesmaids dresses and accessories to wedding invitations, favors and even the cake. If you love the colorfully-accented bridal gowns worn by Gwen Stefani and Jennifer Garner, but know that the price tag on their picks would put you in the “red,” Weiss recommends accenting your waist with an elegant color ribbon or sash. David’s offers options in a multitude of colors, making it easy to find a hue that best suits your personality. Their colors even coordinate to After Hours tie and vest options for men to ensure the wedding party look is cohesive. Looking for other fun coordinated ideas? Check out www.davidsbridal.com or log onto www.dressyourwedding.com for a new hi-tech planning tool that allows brides-to-be to create the virtual wedding of their dreams by experimenting with themes, colors, fashion – even flowers and locations – from the comfort of their own home.
- ✓ **Personalization Makes Perfect:** Celebrities, like the rest of us, want to be unique and are putting their personal stamp on just about everything these days. So when it comes to the wedding dress, stars will spare no expense for a one-of-a-kind bridal gown. While a completely custom wedding dress might not be an option for most brides, there are ways to get the personalized look for less. David’s Bridal offers a variety of sleeve options to customize and create the wedding gown of every bride’s dreams for a fraction of the cost. Brides-to-be can select from elegant cap sleeves, sophisticated short sleeves, romantic three-quarter or dramatic long sleeves to ensure the look is unique as they are. If you’re a bride that prefers a little embellishment, try enhancing your bridal gown with simple, yet elegant flourishes like a large silk flower or sparkling brooch. Another way to personalize is to pick a theme for your nuptials. It’s an important day, so make your mark and express your personal style.
- ✓ **Finish With Finesse:** Fashion finishing touches are critical to a wedding-day look and celebrities usually have people clamoring to give them “bling” for free. For other brides, time is usually scarce and Harry Winston is out of question. What to do? Weiss suggests going to a one-stop-shop like David’s Bridal that has everything you need - from headpieces and veils to jewelry, shoes and handbags – in one location at great prices. Getting bridal accessories at the store where you got your gown is not only a great way to make sure they complement your wedding style, but also a great time-saving solution.

With convenient locations and an incredible selection of gowns available to try on in your size, David’s Bridal allows every woman to find the dress of her dreams. Gowns range in size from 0-26W and prices from \$299 - \$1200. For more information, log onto www.davidsbridal.com .

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 and accessories, 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.

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