

DAVID'S BRIDAL SHOWCASES FALL 2007 BRIDAL FASHIONS

CONSHOHOCKEN, PA, July 6, 2007 — Fall 2007 showcases rich colors and varied silhouettes through three distinctive bridal themes: Wine Country, Colorful Destinations and New Traditions. The new season brings fresh designs to suit any personality or wedding type: traditional, for the bride wanting to wear a formal ball gown; destination, with an exotic feel; or modern, for the bride who wants classic elegance and a contemporary look.

Regardless of the wedding style, a key bridal trend for Fall 2007 is personalization. Leading the way is David's Bridal – the only national bridal retailer, with more than 275 stores across the country – offering many creative ways for brides to showcase their individual style. A recent introduction for fall, David's is offering a variety of sleeve options to customize the gown of every bride's dreams. Brides-to-be can select from elegant cap sleeves, sophisticated short sleeves, romantic three quarter sleeves or dramatic long sleeves, to ensure a wedding day look as unique as they are.

Another way to create a personalized bridal look is through color coordination, and David's Bridal offers endless opportunities. Whether the hue is seasonal or just a personal favorite, it can be incorporated throughout all aspects of the wedding, from the bridesmaid dresses and accessories to invitations and even favors, to create a unified and unique theme. The newly launched Oleg Cassini Bridesmaid collection, which will be available in select stores, boasts beautifully designed dresses for the modern bridal party in elegant wear-again styles, colors and natural fabrics (\$150-\$225) for a fresh and timeless look.

Serving more brides-to-be than any other retailer in the United States, David's Bridal offers top trends for bridal gowns, bridesmaid dresses and separates, special occasion looks and accessories, to ensure every bride feels her most beautiful on her special day.

Wine Country

·**Bridal Gowns:** Inspired by a crisp autumn day at a Napa vineyard, brides looking for more traditional looks will find a variety of wedding dress silhouettes from which to choose. Classic bridal fabrics such as taffeta and lace, complemented by sleek satin bodices, combine beautifully for an elegant affair in a relaxed setting. Brides can select from a range of flattering A-line shapes, including bustled skirts and pick-up ball gowns, perfect for making a grand entrance. Best captured in a David's Bridal halter A-line gown with lace appliqué on the bodice, satin empire band waist and a lace modesty panel (T9211; \$699) or a strapless beaded lace pick-up ball gown with a satin sash accent at the waist (E9210; \$699), these styles make for an understated, yet polished look.

·**Bridal Party:** Consistent with the bridal gown styles, bridal party dresses from this theme also speak to the beauty of the wine country that inspired them. Bridesmaids can coordinate with the bride by wearing a rich, harvest shade of the season, such as Persimmon, Truffle, Redwood and Champagne, as well as fall favorites such as Cabernet, Apple and Serene. Bridal party silhouettes mirror bridal styles, boasting traditional shapes in iridescent taffeta and lamour satin with strapless or halter necklines and strong skirt interest. An eye-catching long Cabernet tissue taffeta sleeveless bridesmaid dress with whimsical twist straps and bow back detail (81505; \$155) or a full tissue taffeta skirt with pockets in Cabernet (81492; \$99), paired with a more casual, yet elegant knit sweater set (tank, \$29; shrug, \$39), are perfect complements to the Wine Country theme.

·**Accessories:** Accessories in this theme also reflect the nature-inspired surroundings. David's Bridal offers sophisticated pashminas, shawls and shrugs, to provide warmth and protection from the chill of the cool autumn air. Jewelry takes a twist on traditional jewels, pearls and crystals, by using a variety of stylish colors to coordinate with the bride's color scheme. Bridal veils take center stage in length and impact, featuring long cathedral length options with embellishments, alongside classic tiaras, serving as a great way to capture the sparkle of the sunset during an outdoor celebration. Trend-driven handbags adorned with jewelry accents complete the look for both the bride and her bridesmaids, and can easily be carried again for a night on the town.

Colorful Destinations

·**Bridal Gowns:** Brides-to-be who are inspired by a land rich in beauty and heritage, such as Morocco, will appreciate this season's newest bridal trend in destination weddings. With a rich, exotic feeling and a lavish color palette, brides looking to capture the essence of the Colorful Destinations theme can wear either long or short wedding dresses in soft fabrics - such as charmeuse or chiffon - to complement the less formal location. The fabrics are also key to staying cool in warmer climates, and are in keeping with the feel of an island bride. Key silhouettes for this wedding theme include long, flowing styles or trumpet silhouette skirts with fishtail trains in fabrics such as charmeuse, chiffon and all-over Chantilly lace. Delicate details frequently adorn the bride's gown for a scintillating look. A romantic beaded lace trumpet gown with godet inserts at the skirt and hem with a charmeuse sash (VW9340; \$449) or a chiffon sheath with spaghetti straps, a ruched empire bodice, beaded lace and crisscross back, (M9233; \$399) are both perfect examples of this trend.

·**Bridal Party:** In harmony with the unique feel of their bridal counterparts, the bridesmaid dresses representative of this trend embody warm Matisse-like colors, using deep and vibrant shades of Azalea, Blue Velvet, Clover, Burnt Orange and Regency. In addition to the luxe fabrics found in the bridal styles, bridal party looks boast rich textures of crinkle chiffon and charmeuse to match the lush surroundings. Regardless of dress length, an emphasis on draping and gathering is prevalent throughout, to flatter every figure. A striking long crinkle chiffon halter gown in Azalea with a ruched bodice and a cascading tie back (F12688; \$135) or a Blue Velvet short strapless chiffon dress with ruching (F12284; \$130) exemplify the essence of this trend.

·**Accessories:** Accessories for this wedding theme are more casual and trend-driven, but not less refined. Veils are shorter and more playful, but can also feature simple long and narrow silhouettes. Flowers worn in the hair as an exotic accent also complement this look. Simplistic designs in jewelry, such as circle and pear shape accents, are used to make a fresh statement. Metallic shoes and clutches lend themselves to creating a modern accent to silky, sexy dresses.

New Traditions

·**Bridal Gowns:** Brides who embrace the New Traditions trend desire a combination of modern and traditional elements, set in a more formal wedding environment. With shapes and silhouettes inspired by the architectural and voluminous shapes of Balenciaga, bridal gown styles in this theme are perfect for a contemporary gala wedding balanced with classic touches. Dramatic dresses range from modern, sculptural ball gowns to sleek trumpet shapes with dressmaker details and crystal inspired beading to provide a clean, contemporary look. New Traditions is perhaps best illustrated by a sophisticated satin A-line bridal gown, featuring beaded embroidery, a satin belt with brooch detail and a full organza skirt (CT232; \$1000), or a sensual strapless mermaid gown with beaded metallic embroidery and a sweetheart neckline (V9322; \$499).

·**Bridal Party:** The bridal party styles for this trend echo the bridal styles, with contemporary ball gowns, trumpet silhouettes and short structured looks that exude glamour. Calming neutrals and modern metallic shades such as Marine, Truffle, Ivory, Pewter, Titanium, Platinum and Bisque, provide a modern wedding feel. A splash of color is also important, while black is used as a key accent to add a graphic touch. David's short strapless navy and black brocade dress featuring a taffeta sash and sparkling brooch (F12697; \$155), or a graceful sleeveless faille ball gown with pockets (F12667; \$155), are perfect fits for this bridal party theme.

·**Accessories:** Accessories for this bride include big, bold gemstone and crystal accents to make a major impact. From handbags and shoes, to the rhinestones used in jewelry and tiaras, everything is larger in scale compared to traditional silhouettes. Jewelry is reminiscent of red carpet styles, while veils and headpieces are dimensional, using layers of tulle and heavy crystal embellishments. Fur capelets and stoles finish off this bride's look, providing an aura of sophistication.

Whether the wedding is large or small, held in a traditional setting or destination on the beach, David's Bridal offers today's bride an unparalleled selection of affordable, luxurious gowns and accessories to create a picture-

perfect wedding. David's Bridal gowns range in price from \$200 - \$1200 and in sizes 0-26W, with select styles in 28W and 30W. Bridal party styles range in price from \$80 to \$180 and are available in sizes 2-26, with select styles in size 28W and 30W. For more information, visit 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 dresses, available at affordable prices. Today, with more than 275 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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