

Tie the Knot in Style with the David's Bridal Spring 2010 Collection

CONSHOHOCKEN, PA, October 14, 2009. Influenced by the latest runway trends, the design team at David's Bridal, the nation's most trusted bridal authority, is set to unveil a new collection of bridal fashion, special occasion and accessory styles for Spring 2010. The collection will provide women of all budgets and body types with exclusive and designer gowns, plus fashionable wear-again bridesmaid dresses, to create a range of unforgettably stylish and personalized wedding day looks.

Perfect for Every Bride

Alluring accents, sumptuous fabrics, flattering silhouettes and unique necklines round out the season's top fashion trends. With David's Bridal, today's brides can achieve these quality, designer looks *without* the designer price tag. Complete with stunning, classic and elegant gowns, the **Oleg Cassini, Galina Signature, Galina, David's Bridal** and **David's Bridal Woman Collections** include options for every bridal personality, to make all wedding dreams come true.

The Oleg Cassini Collection includes modern ball gowns with elaborate floral embellishments and chunky beading and crystals that mix tradition and the latest trends. For brides who desire a dramatic wedding style, the Galina Signature Collection offers designs with cascading ruffles, intricate beading and multi-tiered tulle skirts. Trend-setting brides will look and feel radiant in a gown from the Galina Collection, including a sophisticated one-shoulder style as well as a contemporary short dress with three dimensional, fun and flirty floral appliqués. The David's Bridal Collection provides the modern day woman with classic designs that will make her look and feel like a princess on her wedding day. One of the largest available selections of plus-size gowns, with exceptional fit and styling, can be found in the David's Bridal Woman Collection.

Luxurious, fashion-forward frocks, including long jersey dresses, off-the-shoulder and halter shantung styles, take center stage this spring as part of the new David's Bridal **White Dress Collection**, available exclusively along with other fabulous options in the **David's Bridal Online Collection** at davidsbridal.com.

A Bold and Beautiful Bridal Party

Versatile, wear-again bridesmaid fashions in an array of figure-flattering silhouettes and lavish fabrics will command attention in Spring 2010. New chic dresses with paillette embellishments, loads of ruffles, sleek draping, soutache details and three dimensional floral elements, are available exclusively at David's Bridal.

Always on top of the latest color trends, David's Bridal adds fresh hues to its color palette each season. Bright Guava and Kelly Green will make bridesmaids stand-out in style, while sweet Pistachio and Pink flatter any skin tone.

Post ceremony, David's Bridal's special occasion dresses easily transform into classic wardrobe staples for seasons to come, allowing the bridal party to get extra mileage out of their wedding-day look. Versatile, bridesmaid separates, like a top from our new chiffon collection can be styled with jeans for an afternoon barbeque or dressed up for a night on the town. Pair a cotton or chiffon dress with a cardigan and flats for a casual backyard party.

Bridal party styles found at David's Bridal also include adorable flower girl and junior bridesmaid dresses, which are ideal options for Communion and social occasions.

And don't forget about Mom. This season's collection includes fashionable silhouettes in luxurious fabrics such as jacquard, hammered shimmer, taffeta and shantung at a great value. The shorter length option has become popular amongst today's moms, whether for a casual or formal affair. Also new this spring is a one shoulder, tiered dress with a wrap, which is a great option for the youthful mom!

Head-Turning Accessories

Glamorous veils, tiaras and headbands, adorned with delicate flowers, feathers, rhinestones and pearl details can make brides feel like royalty on their special day. Oversized crystal chandelier or rhinestone linear earrings complement your gown and your personality. Bold chunky bracelets and statement bib necklaces, available in ocean blues, bright oranges and sea greens, make any bridal party pop.

The retailer offers luxe, trend-right bridal and special occasion accessories, like layered bracelets and multi-strand necklaces that are sure to delight. Modern clutches and minaudiere cases embellished with crystals and bows provide a fashion-forward way to carry essentials. Pair them with glittering heels, whimsical ruffled peep toes, or this seasons newest platform styles.

Budget-Friendly Fashions

With gorgeous options for every bride at an unrivaled value, the David's Bridal Spring 2010 Collection is a smart and stylish resource for every special event.

- Bridal gown prices start at \$299, with Oleg Cassini and Galina Signature designer offerings starting at \$550. Gowns are available in sizes 0-26W, with select styles in petite (0P-16P) and extended sizes 28W and 30W. White Dress Collection prices start at \$99 and are available in sizes 2-26.
- Wear-again bridal party and special occasion dress prices start at \$89; Special Value styles start at \$79.99. Dresses are available in sizes 2-26 and select styles in sizes 28 and 30.
- Flower girl prices start at \$79 and are available in sizes 2T-14. Select styles, are also available in infant sizes 12M, 18M and 24M.
- Mother-of-the-Bride prices start at \$128 and are available in missy and women's sizes 4-24W.

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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