

# DAVID'S BRIDAL REVEALS FALL 2008 WEDDING FASHION TRENDS

**CONSHOHOCKEN, PA, August 15, 2008** – This fall, David's Bridal, the nation's bridal authority, unveils a gorgeous collection of fashion-forward bridal fashions showcasing the latest trends to complement any wedding, whether contemporary, traditional or destination. As brides search for the perfect trend that best reflects their unique personalities, they can choose from classic silhouettes with playful twists on the *American Dream*, glamorous *Hollywood Hideaway*-inspired stunners or cutting-edge designs influenced by the latest runway trends for *Your Shining Moment*. Opulent details and rich color palettes provide endless coordination and personalization options to play up their individuality. Offering affordable luxury with designer gowns from Galina, Oleg Cassini and the newly launched Galina Signature Collection, David's brides-to-be will look picture-perfect in sophisticated styles.

With over 300 stores nationwide, David's Bridal carries an unparalleled array of stunning gowns and accessories for every member of the bridal party. To ensure brides and their bridal parties walk down the aisle in style, David's Bridal reveals the latest trends for bridal gowns, bridesmaid dresses, special occasion looks and accessories this season.

## **Hollywood Hideaway's Femme Fatales**

With Hollywood glamour serving as the ultimate inspiration, brides seeking to emulate their favorite celebrity will stand out in dramatic, one shoulder necklines and sleek, flowing fabrics such as charmeuse, satin or lace. Dazzling brooches and beautiful embellishments complete these perfectly polished looks, topped off by delicate, narrow veils. Jersey and chiffon bridal party gowns in autumn's color palette of deep jewel tones, including Plum, Blue Velvet, Apple, Holly and Truffle, create a sophisticated backdrop for the bride's dazzling debut. Deco-inspired accoutrements are key to achieving this knock-out style, from brooches in the hair to oversized, chandelier earrings. Sparkling crystal jewelry, bold cuffs or tiaras, paired with a chic clutch and stylish peep toes, provide the elegant finishing touch.

## **Stunning Silhouettes for Your Shining Moment**

With an abundance of figure-flattering, modified A-line silhouettes including dramatic trumpet and mermaid skirts, brides will look and feel radiant in gowns inspired by fashions fresh off the runway. Boasting beaded lace appliqués and shirred tulle bodices, these chic styles are perfect for the contemporary, fashion-forward bride. Warm golds and soft silvers, combined with rich fall favorites – such as Fern, Cognac, Champagne and Mocha, in such novelty fabrics as hammered crepe and brocade – allow hip bridal parties to shimmer as they dance the night away in wear-again short shifts and bubble dresses. Brides may choose to pair their sleek silhouette with a traditional veil and accessorize with chic gold jewelry and headpieces, regal handbags, chunky jewels or eye-catching shoes in modern metallics to complete that shining look.

## **Fresh Interpretations of the American Dream**

The modern bride who looks to embrace tradition, but still infuse her colorful personality into her special day will love fall's structured styles and bright hues. Silhouettes are clean and classic and whether she chooses a long or short gown, contemporary fabrics, such as faille, taffeta and organza eyelet add a playful twist to update these timeless shapes. With an emphasis on color and color combinations, bridal parties and guests alike will stand out with simple, satin or jersey wear-again dresses in cheerful colors such as Pool, Canary and Watermelon. The beautiful bride can accessorize her look by adding a short veil, as well as flowers, pearls or bows to hair and shoes for a fun, whimsical style. Jewelry from this trend is fresh and simplistic.

Regardless of her personal style or body type, David's Bridal helps brides achieve a striking look with fall's must-have, on-trend gowns stocked in sizes 0-26W, with select petite (0P-16P) and plus sizes (28W and 30W) available, and prices ranging from \$299-\$1,200. Brides can also complete their stunning, head-to-toe style with gorgeous, coordinating accessories. Fashion-forward, wear again bridal party and special occasion styles – available in 35 hues guarantee stand-out style and are available in sizes 2-26, with select sizes in 28 and 30, and prices from \$105-\$180. An amazing selection of stylish bridal, bridesmaid and special occasion dresses from the db Online Collection are also available exclusively online at [www.davidsbridal.com](http://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 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](http://www.davidsbridal.com).

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