

DAVID'S BRIDAL UNVEILS SPRING 2009 WEDDING FASHION TRENDS

CONSHOHOCKEN, PA, January 15, 2009 – No matter what her wedding style, the David's Bridal Spring 2009 collection reveals a luxurious line of designer gowns and accessories that will ensure every bride looks picture-perfect on her special day. Whether a bride-to-be chooses to show off her delicate, feminine side with ethereal gowns reminiscent of *Shades of Tuscany*; walk down the aisle as the *Uptown Bride* in a classic, yet contemporary stunner; or whimsically showcase her preppy personality in a short, sassy style for a *Wedding in Nantucket*; the nation's most trusted bridal authority offers brides a gorgeous array of fashion-forward gowns that reflect the latest runway trends at an exceptional value. Sophisticated styles from such designer collections as Oleg Cassini, Galina Signature, and Galina offer affordable luxury *without* the platinum price tag.

A Classically Chic Wedding in Nantucket

Crisp, fresh silhouettes reign supreme this season allowing brides to achieve an effortlessly elegant look that is all their own. For the bride-to-be with a classic, yet contemporary style, long or short figure-flattering gowns in fabrics - such as satin, chiffon and taffeta - with minimal embellishments are key. For the bridal party, a punchy Tangerine floral print dress or brightly colored coordinating bridesmaids styles in Candy Pink or Saffron illustrate how brides can mix cheery colors, fanciful floral prints and brocade fabrics to give their girls true stand-out style. Chic and simple pearls, gold jewelry and floral print or metallic shoes complete this whimsical look.

Softness Shines in Shades of Tuscany

Romantic and relaxed, the natural beauty of the European countryside inspired this trend toward long, flowing gowns in sumptuous satins, laces and chiffons. Accented with intricate draping and elegant beading, these delicate designs allow brides to flaunt their femininity. Whether a bride chooses one hue for her bridal party or complementary tones to create a unique, ombré effect, spring's beautiful pinks, yellows, blues and greens undoubtedly create the perfect backdrop to a bride's luxurious look. Trend-driven accessories such as bold, jeweled cuffs, retro-inspired clutches and striking sandals are crucial to this ultra-glamorous style.

The Uptown Bride's Twist on Tradition and Trends

Brides-to-be with a fondness for mixing heirloom pieces with modern-day trends will undoubtedly look and feel radiant in an elegant bridal gown with a twist. By fusing classic fabrics, such as brocade and lace, with contemporary silhouettes, dramatic embroidery and crystal details, brides can strut their signature style as they walk down the aisle in a truly distinctive gown. A playful palette of deep jewel tones and rich neutrals - ranging from Truffle and Apple to Metallics and Fern - punctuate the season's bridesmaid's dresses and provide endless ways to showcase individuality. It's all about the details for this chic, cosmopolitan bride, so simple, yet unique jewelry, floral hair accessories and flirty shoes emerge as stylish finishing touches.

With stunning styles for every personality, figure and wedding budget, David's Bridal's beautiful Spring 2009 Collection can help to make every wedding dream a reality. Bridal gown prices range from \$299 - \$1150 and are available in missy sizes 0-16, with select petite (0P-16P) and plus sizes (14W- 26W) and select styles available in 28W and 30W. Glamorous, wear again bridal party and special occasion styles are available in sizes 2-26, with select sizes in 28 and 30, and prices from \$105-\$180.

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.

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