



FOR IMMEDIATE RELEASE



Contact: Jackie T. Thomson
Leapfrog Public Relations
jtyler@leapfrogprco.com

Charleston Weddings Magazine Presents Charleston Fashion Week's **Bridal Couture Show** *Drawing Southeast Brides-to-Be to a City Synonymous With Weddings*

December 22, 2008 – **Charleston, SC** – *Charleston Weddings* magazine is pleased to announce its second-annual **Bridal Couture Show**. On Saturday, March 28th from 10:30 a.m. until 1:30 p.m., regional bridal boutiques and local designers will showcase an array of dazzling wedding gowns and luxe accessories. Held in the tents at Marion Square, the **Bridal Couture Show** is the region's essential event for viewing the latest in bridal designs while gathering tips and trends from top national industry experts.

This year, Anne Chertoff (*Brides.com* Senior Editor, former *Martha Stewart Weddings* staffer, and author of *The Wedding Planner* and the award-winning bridal blog, *From "I Will" to "I Do"*) will be on hand to share style secrets and shopping advice. "I am thrilled to have such a well-respected pro join us from New York. Anne's nine years in the industry, wealth of knowledge and enthusiasm make her an invaluable—and affable—resource for brides-to-be," says *Charleston Weddings* Editor Melissa Bigner.

Runway shows will highlight the best in spring and fall designs by celebrated couture designers Monique Lhuiller, Reem Acra, Badgely Mischka, Alvina Valenta and Priscilla of Boston, among others, and original designs by Pure Couture. Participating boutiques include Belle Couture Bridal (Mt. Pleasant, SC), Bella Vista Bridal & Wedding Boutique (Columbia, SC), White (Daniel Island, SC), The Gown Boutique (Daniel Island, SC), and Charleston Formal Wear (Charleston, SC). In addition, an accessories and style lounge will proudly display Big Day baubles and trimmings by handbag, veil and jewelry designers.

Bridal Couture Show guests will enjoy mimosas and nibbles in a breathtaking setting by gathering: event + floral design, whose work has appeared in *Modern Bride*, *Elegant Bride*, and more. Attendees will register for fabulous door prizes, and one lucky bride-to-be will be invited backstage for a personal consultation and bridal makeover by Charleston Fashion Week's hair and makeup team. Visit www.charlestonfashionweek.com for a complete schedule of events, more information on participating retailers, to purchase tickets, and more.

The third annual Charleston magazine's Charleston Fashion Week is a five-night celebration of the city's flourishing retail and design community featuring runway shows from local retailers, a bridal couture show, and the debut of emerging regional designers. With nearly 100 designers presented, chic after-parties, and a portion of the proceeds benefiting the Charleston chapter of Dress for Success, this year's Charleston Fashion Week will be the "haute"-est event of the season. CFW 2009 has been named as one of The Southeast Tourism Society's Top 20 Events in March and will be held March 24th through 28th under the tents in Marion Square in downtown Charleston. Visit www.charlestonfashionweek.com for more information on the designers, schedule of events, sponsors, tickets, and more.

###