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WWWD

Fashion. Beauty. Business.



EVER After

At this week's New York Luxury Bridal Fashion Week, bridal collections are leaning into romantic femininity and ethereal sensibility, with nods to spring collections' transparencies, lace, embellishments and ruffles, as seen here from Morilee. *For more, see pages 16 to 27.*

PHOTOGRAPH BY EMERALD LAYNE

WWD NEW YORK LUXURY BRIDAL PREVIEW

Brides Increasingly Shop Till They Drop for Gowns

Last year the average price of a wedding gown was \$2,000, according to a study by The Knot. BY ROSEMARY FEITELBERG

Wedding gown shoppers fall into two camps – the ever-searching and the need it now.

Heading into this week's pivotal fall bridal market that was the synopsis from a handful of specialists. While some like Becker's Bridal in Fowler, Mich., and Chic Parisien in Miami have been around since 1934 and 1969 respectively, they are playing up social media and customer service to reel in shoppers. Other resources such as Badgley Mischka and Anne Barge have an array of wholesale bridal offerings and a retail outpost or two. Badgley Mischka has a Beverly Hills boutique and Anne Barge has a store in Atlanta and another one on Madison Avenue in New York City.

Last year the average retail price of a wedding dress was \$2,000, according to the Knot Real Weddings Study, which polled 10,000 brides. While many are adding more personal signatures for their wedding receptions, scaling back the flowers for environmental purposes, and opting for smaller wedding cakes and more desserts, the majority of brides are still wearing dresses. Ninety-eight percent of the survey's female respondents wore a dress for their nuptials and only 20 percent selected custom ones.

WWD asked bridal specialists about current trends, their business and expectations.

Marissa Rubineti

executive vice president and chief operating officer of Kleinfeld Bridal

What's most surprising about how brides are shopping now?

We have seen a growing desire for our VIP shopping experiences, which provide brides with a three-hour time slot, along with additional benefits and extras such as accommodating more guests and complimentary Champagne. We also offer VIP Diamond experiences on Tuesdays, where brides can get the entire salon for just them and their bridal party during their appointments. We also have the all-new Gold Friday appointments which are semi-private. We also continue to welcome brides with shorter lead times. This trend really began a few years ago and spurred the creation of kleinfeldagain.com, an online marketplace for pre-loved or never-worn wedding gowns.

How are you using social media in a way that you haven't before?

It's a two-way conversation with our brides. We've been testing out a lot of new video content, have had our popular consultants go live on the platforms, and we continually strive to share those happy "Yes" moments as much as possible.

What's the most popular affordable style and the most popular expensive style?

Kleinfeld's most popular affordable style is Naomi from Blue Willow by Anne Barge at \$2,500 and the most popular expensive one is the 5057 by Pnina Tornai at \$12,300.

Where are brides getting their style cues from?

The red carpet remains a key style influencer for bridal fashion, with popular

ready-to-wear trends often translating into wedding attire. Brides also draw inspiration from pop culture, social media and celebrity weddings – all of which shape bridal trends for each generation.

Are there any changes that are impacting business?

With the introduction of some new designers into our mix, we've successfully captured some higher price points, expanding our market reach. We also have cultivated strong relationships with our partners to ensure we can always offer the most exclusive assortment at competitive prices. This strategy allows us to maintain our position as a premier destination for fashion-conscious consumers while accommodating various budget considerations.

Mark Badgley and James Mischka

cofounders of Badgley Mischka

What's most surprising about how brides are shopping now?

The most surprising thing for us is how late brides are shopping for their dresses. Even if they are planning the wedding a year out, they are waiting until just a few months before choosing their dresses.

How are you using social media in a way that you haven't before?

We're using Instagram more for direct communications with the brides than ever before, and TikTok has been super important for introduction and engagement.

Where are brides getting their style cues from?

Literally everywhere – the challenge (and opportunity) for today's bride is in editing all of the information that she is overloaded with. The one thing that seems to have less influence than before is the "celebrity" bride. There are so many other visual cues to choose from and make the wedding more personal.

Are there any changes that are impacting business?

With brides making their selections later, and the supply chain issues that we have seen these past few years, it is definitely a challenge. Our major change has been to move our manufacturing to Italy from Asia. It is obviously more expensive, but so much more reliable. Having the confidence that our bride will have her dress on time is priceless.

Shawne Jacobs

creative director and owner of Anne Barge

What's most surprising about how brides are shopping now?

Brides, who had postponed making purchases in July and August, are returning. This trend stems from brides wanting to be thorough and explore all options before making a decision. We're also seeing a rise in brides with tight time frames, who require rush orders. For the first time in our company's history, we have several bestselling styles in multiple sizes available to offer quick rush orders at no charge.

How are you using social media in a way that you haven't before?

We have started to add more short-form



Becker's Bridal offers on-site alterations and other special services to attract shoppers.

video content to TikTok and Instagram Reels to connect with our audience in a more bite-sized, engaging way. We are also focusing on building a stronger community by having a community manager to respond and engage on all social channels.

What's the most popular affordable style and the most popular expensive style?

Our most popular affordable style is the Blue Willow by Anne Barge bridal gown, specifically the Naomi design, which retails in the mid-\$2,000 price range. Our most expensive style, which has consistently ranked in the top five for several seasons, is the Dream Weaver that retails in the mid-\$8,000 price range, especially when paired with the matching bow. (Both styles are offered for immediate deliveries.)

Where are brides getting their style cues from?

Brides are increasingly drawing inspiration from social media platforms, particularly TikTok and Instagram influencers for the latest trends and styles. Additionally, many are tuning into ready-to-wear fashion weeks to discover innovative ways to personalize their wedding gowns and wardrobes. There is also a notable rise in brides hiring bridal fashion stylists to help curate their outfits, ensuring a unique and cohesive look for their special day.

Are there any changes that are impacting business?

Pricing has increased, due to the rising costs associated with importing and exporting fabrics, as well as the fabrics themselves. Retailers value our Blue Willow [by Anne Barge] and Anne Barge lines for their quality and consistent price points. However, maintaining these successful price points has become more challenging. I've decided to feature one collection per year. The October bridal market will serve as the primary venue for launching our new collection, while the April market will be an opportunity to address any emerging trends and to discuss with retailers which bestselling carryover styles they may need. I also believe our bridal industry can make significant strides in reducing waste associated with producing two collections annually, particularly since many of our retail partners lack the space and budget to accommodate purchases from two bridal markets each year.

Cayla Johnson

brand manager at Becker's Bridal

What's most surprising about how brides are shopping now?

They have a desire to keep shopping at several shops to extend the experience. We hear from brides about how special and exciting this process is, despite having fallen in love with a gown on their initial visit. The bridal entourage size is growing too, as many brides want to "event-ize" each and every moment of the engagement period.

How are you using social media in a way that you haven't before?

We are posting consistently, using current trends to fit our brand, and treating social media as a tool to help our brides feel comfortable with our staff even before

stepping foot in the door. Becker's Bridal is a family-owned business and we strive to make all brides feel part of the family.

What is the most popular affordable style, and the most popular expensive style? Justin Alexander's "Lillian West" at \$1,999 has the perfect blend of detail, fit and comfort. The most popular expensive style has to be the Haven style from Elizabeth Lee Bridal's "Haven" style at \$5,250. The silhouette is stunning and the hand-painted puff sparkle is a truly one-of-a-kind look.

Where are brides getting their style cues from?

Brides are inspired by social media, including popular bridal influencers and celebrity wedding dress styling.

Are there any changes that are impacting business?

It's unavoidable that wholesale cost of goods, overall business expenses and domestic transportation costs are up, due to global inflation. This means we need to adjust our business budget to accommodate both for wages to match the cost of living, and ways to balance the end price to the consumer. We provide price transparency for our brides through our website and social media channels.

Catherine Fox Milian

owner of Chic Parisien

What's most surprising about how brides are shopping?

Basically, they are willing to travel anywhere for anything. Obviously, with social media they will see something and chase it until the end of the earth. There is a big trend for second and third looks – their main dress, a party dress and sometimes an after-party dress.

How are you using social media differently?

[Patricia Azze, who handles branding and marketing for the store, said] people connect on social media with much less edited, filtered and uber stylized content. We've found that very raw, organic, naturalist content is what people connect with. We've been working on a lot more of that in video content. Our salesgirls often try on the dresses so that the brides can see them on the [average] body [versus on a model's body].

Are there any changes that are impacting business?

The prices for on-site alterations have gone up a little bit just because the cost of living and wages have gone up.

What's the most popular affordable style and the most popular expensive style?

One collection could have 50 styles so it would be more designer-based. Chosen by Kyha has a very stylish, great look for the price. At the higher-end, we do very well with Monique Lhuillier and Mira Zwillinger. The trends come and go. Right now we're seeing a lot of interest in bows, traditional lace and dropped-waist silhouettes. We also have 40 to 45 styles of minidresses for after parties. I think they like to change for a different look for their pictures. So the fairy tale has the whole story.

NEW YORK LUXURY BRIDAL PREVIEW **WWD**

Wedding Dress Designers Want Brides to Rest Easy

Relatable social media posts, quick turnaround purchases and mix-and-match separates are served up for versatility and modernity. BY ROSEMARY FETELBERG

Knowing brides have an abundance of choices online and in stores, as well as buckets of advice from well-meaning friends and relatives, wedding dress designers and brands are trying to simplify shopping. From using everyday people instead of over-styled ultra-glam models to offering digital try-ons, bridal resources are trying to help shoppers define their views of the perfect wedding dress.

While many discerning brides will try on dozens of styles before buying one, some enjoy the search so much that they keep shopping even after they have decided on what they want. (The more enterprising consumers have boasted about trying on 15 to 20 dresses per appointment per Reddit.) Along with endless scrolling, there are plenty of in-store options from specialty stores to department stores and high-end boutiques. As of this year, there were 6,884 bridal shops in the U.S.

Adding to their indecision – or exploration – is the celebrity factor with thousands of the newly engaged mining fashion, entertaining and gifting ideas from high-profile nuptials.

Dealing with “very informed brides” can lead to high expectations and occasionally confusion, according to bridal designer Peter Langner. “Many brides are open to traveling globally to try on dresses they’ve seen online,” he said.

Connecting on Social Media

He has found that showcasing images of customers and their weddings on his company’s social media platforms “resonates strongly” with his audience. “Future brides often seek to connect with these experiences, drawing inspiration from enchanting visuals and stories. Authentic reviews and real-life photos are essential, as brides appreciate insights from others’ experiences.”

Amsale’s chief executive office Neil Brown said that fashion clients are demanding value for their investments more than ever, especially in luxury products. “The biggest challenge is assuring clients that the products and services provided are truly worth the price.” He added, “In retail and wholesale, we’ve expanded our collections to serve all attendees and events involved with weddings. We have refined the design, patterns, and craftsmanship of our offerings to ensure each wearer feels beautiful, confident, and truly themselves.”

Brides are increasingly prioritizing online search, and virtual consultations along with traditional in-store experiences, according to Soucy’s designer and owner Mariela Torres.

Like many brands, Soucy is dealing with rising material costs and supply chain issues that are increasing prices. “That affects our margins, but it has also sharpened our focus on quality over quantity,” she said.

To try to engage a younger audience, the company is using TikTok for behind-the-scenes content and real customer collaborations. The brand is also continuing to use Instagram and Pinterest more frequently as an image portfolio to showcase what it has to offer.

That strategy is key, since brides are drawing inspiration from all social media platforms, especially Instagram and Pinterest where they have access to celebrity and prominent figures weddings. In the past few weeks, the multi Grammy-winning musician Lana Del Ray and

Mark Ingram
Bridal, fall 2024



Princess Theodora of Greece each generated plenty of attention for their markedly different nuptials.

Del Ray initially attracted a lot of buzz, when it was mistakenly reported by some media outlets that she had thrifted her wedding dress from Trashy Diva in New Orleans. The retailer’s Jillian Villanueva told WWD, “Although Lana did pick up some goodies from us recently, her wedding dress wasn’t the particular one she purchased from us.”

Taking Cues From Notable Brides

The musician had worn a custom design from Cinq, whereas Princess Theodora chose a Celia Kritharioti-designed hand-painted organza wedding dress. With many shoppers taking style cues from notable brides, some like Faye Harris, Eauso Vert’s cofounder, gives admirers more than one dress to consider. In August, Harris, whose father Steve is of Iron Maiden fame, wed Tyrone Wood, whose father Ronnie is of Rolling Stones stardom. She wore an Elizabeth Filmore gown to exchange her vows, and later removed the dress’ delicate overlay to wear a slinky satin dress for the couple’s first dance. Harris switched into a sequin minidress from Clio Peppiatt for the after party.

Weeks before, Harris opted for Self-Portrait’s “White Bow Crepe Mini Dress” and Sergio Rossi white mules for the couple’s laid-back civil ceremony weeks

before in London. But due to a fractured toe, once the celebration got underway at The George Pub she swapped the classic mules for Reformation white sandals. While many brides-to-be can describe her multiple styles, one of Harris’ takeaways was audible. She said, “The part I won’t forget was in the moments at the town hall. Before we entered the room to get married, it was just Ty and I alone together. But we could hear our families coming together to meet and chatting loudly in the next room, which felt so comforting and fun,” she said. “We walked into a huge cheer, which was so special.”

Vera Wang has served up plenty of options – 45 to be precise – for the latest Vera Wang Bride collection that is being offered through her partnership with Pronovias. With styles that are short, long, formal, casual, white and black, the designer’s specialty is the fashion-forward.

Paulette Cleghorn, creative director of Yumi Katsura USA, said that brides want their dream gowns and weddings to “feel utterly unique, which demands flexibility, customizations and creativity at every turn from the retailer to the manufacturer. Add to that the unpredictability of supply chains, fast-evolving fashion trends, and the fierce competition in the digital world, and it becomes a high-stakes balancing act between couture-level customization and seamless execution. Staying ahead means being both innovative and adaptable.”

Making Every Moment Instagrammable

She said popular styles include dropped waistlines, clean, classic dresses in luxurious fabrics like rich silks and brocades, and bridal separates “are taking over.” Yumi Katsura’s new “The Perfect 10” collection offers mix-and-match pieces for multiple, fashion-forward looks throughout the day – “from the ceremony to the dance floor, making every moment Instagrammable!” Cleghorn said.

The Justin Alexander Group produced 36,000 bridal dresses last year compared to 34,000 units in 2022, according to Justin Warshaw, chief executive officer and creative director. The Justin Alexander Group is broadening its reach with the debut of the Justin Alexander Studio, a platform that features custom occasion wear that can be delivered in just two weeks, plus exclusive offerings in personal care, lingerie, and other products. Through retail partnerships, Studio will be available through affiliate programs granting exclusive commissions and promotions.

With brides looking to social media influencers, celebrity weddings, and current fashion trends for style tips, “Instagram and Pinterest continue to be go-to resources” for brides to “explore the latest trends and see how different styles look on real people,” he said, adding that user-generated content is highlighted on the company’s site and social media to encourage brides to see what trends resonate with real brides and how they look on diverse body types.

Mark Ingram is building off last spring’s “Portrait of a Lady” campaign, which played up the classic bride but with a very “soignée-chic lens.” Ingram’s fall collection continues that narrative with “Part 2, The Lady in Question.” The fall campaign will feature 20 new gowns. Ingram has drawn inspiration from his mother Naomi’s poise and “deliberate style choices” like strong necklines that accent broad shoulders, small waistlines, and tailored fabrics.

Jacyln Whyte has seen consistent growth since the company opened a second atelier in Toronto for the collection and also for Whyte Couture, a company spokesperson said. Trunk shows such as ones with Bergdorf Goodman have been popular. The spokesperson said, “Brides are looking for the brand and connecting through social media looking for one-on-one appointments, and key retailers.”

Ukrainian designer Yuliia Lobachova manufactures “thousands upon thousands” of dresses each year for her company’s Ricca Sposa Couture, Ricca Sposa Atelier and Love by Ricca Sposa labels. The newest addition, Yuliia Lobachova Couture, will debut during this month’s bridal market and each gown will require more than 200 hours of work.

In the future, online try-ons will be offered to enable brides to visualize how gowns will look on them. This step, which will be accessible from people’s homes, is meant to make the dress selection process more convenient and personalized for every bride, according to Lobachova, who has a boutique in Belarus.

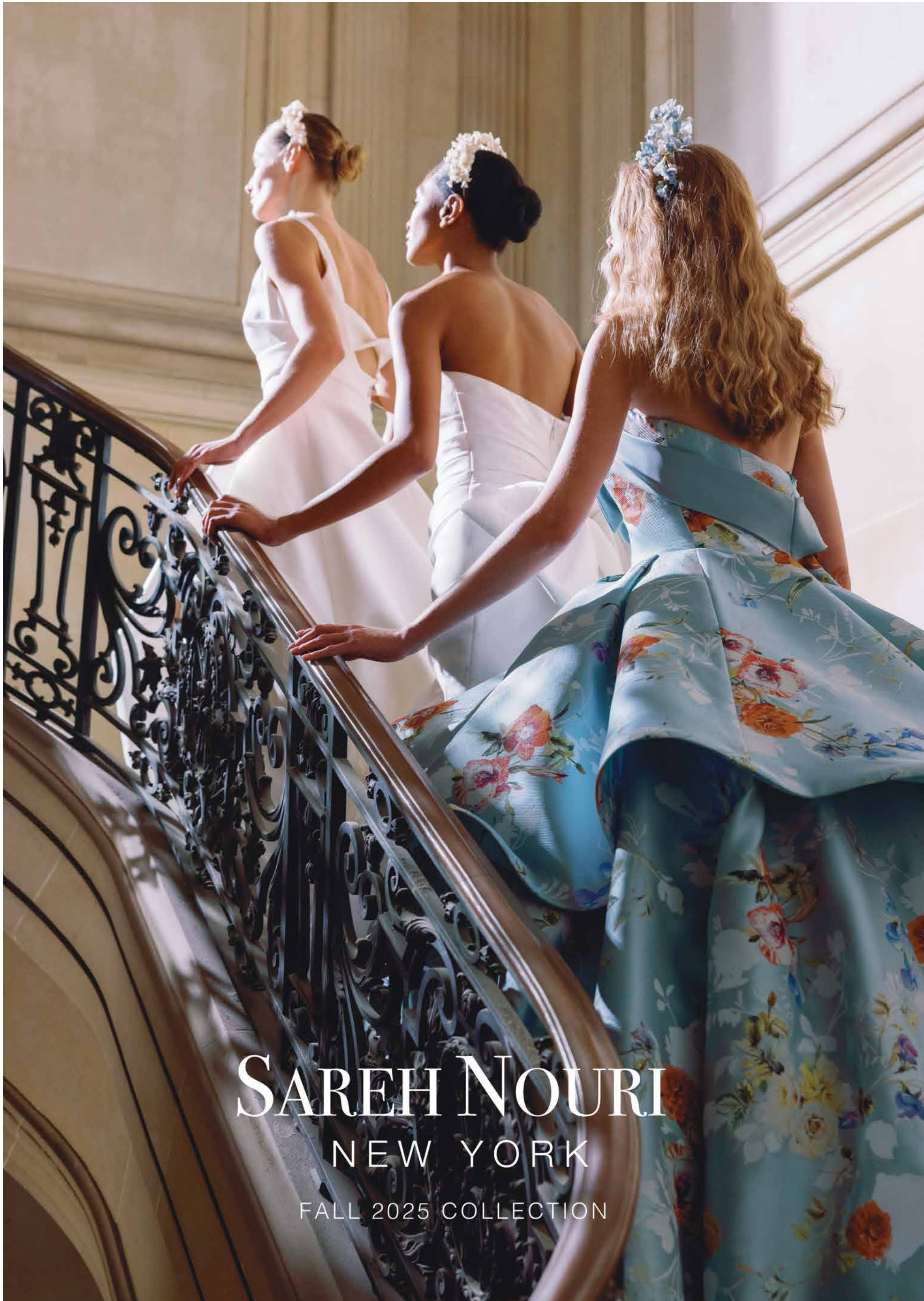
Some new additions will be spotlighted this week including House of Gilles, which will be showing bridal for the first time during market. Enaura will have the grand opening for its 4,000-square-foot atelier at 247 West 37th Street in New York. David’s Bridal will be talking up its Oleg Cassini fragrance, which is being developed with Tempest Consumer and under the licensing of Iconix International. Oleg Cassini bridal is the chain’s top-selling line. Many associate the late designer with Jackie Kennedy, whom he suited up throughout her White House years.





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WWD NEW YORK LUXURY BRIDAL PREVIEW

Brides Seek Colorful Accessories to Add Personality to Their Wedding Looks

While the “something blue” tradition reigns in the bridal accessories market, other muted and bolder shades are also becoming popular. BY LAYLA ILCHI

The bridal accessories market has been experiencing a jolt of color recently, with some brides forgoing the traditional white and ivory styles for bolder colors that reflect their personalities.

While neutral tones remain a go-to for bridal accessories, designers and brands are seeing more brides opt for colorful shoes, jewelry, handbags and other styles to complement their all-white looks, both at their wedding and at other wedding-related events.

“People more and more just want to feel like they are being themselves when they get married,” said accessories designer Jennifer Behr. “People are willing to do more and more experimenting so that they feel like they have a wedding that stands out and is really beautiful, which isn’t to say like – white can be very beautiful as well and can be unique – but color can also bring a lot of happiness and liveliness to things.”

Designers are seeing brides leverage a wide range of colors for their bridal looks. The most popular shade plays into the ubiquitous “something blue” tradition, where brides are opting for powdery blue shoes, jewelry, hair clips and other accessories.

At Loeffler Randall, founder and creative director Jesse Randall stated that year-to-date the brand’s blue heeled sandals comprise roughly 10 percent of the brand’s direct business. For the brand’s Dahlia shoe, which is its bestselling pleated heel year-to-date, the blue colorway is Loeffler Randall’s number-one style.

“We repost a lot of like user-generated content of brides wearing our product and

I’ve noticed this anecdotally,” she said. “I’ve noticed that on our Instagram, we’ve been posting a lot of UGC of people maybe wearing like a dark green or blue or a color in their shoes.”

Behr has also seen consistent interest in its blue accessories, and explained she’s been seeing the tradition evolve into different shades of blue.

“We’re going to see blue as well, but not in a super traditional way and in a more interesting way,” she said. “Blue for us is always a really, really strong selling color, and we’ve been seeing more sapphire rather than a really light blue. I think that will continue to develop – like a sapphire colorway.”

Light pink, green and red are also becoming more popular in bridal accessories, designers said.

Accessories designer Lele Sadoughi said she sees brides go for jewel-toned accessories, typically for winter weddings. This December, Sadoughi is introducing her latest collaboration with Swarovski, which includes several bridal-inspired styles with an array of colorful crystals.

Sadoughi said she thinks part of the reason why brides are leveraging colorful accessories is because there are now more wedding-related events than in previous years.

“It’s no longer about just the actual ceremony,” she said.

“It’s about celebrations like a shower, a bachelorette, the brunch after, the rehearsal dinner. There’s a theme that goes into not just planning a Pinterest board for the day of, but actually the whole experience with your invitations and your bridesmaids’ outfits.”

With multiple wedding events comes multiple outfits, and colorful accessories are a way to make each bridal look unique, according to the designers.

“My guess is that people want to show their personality a little bit and have a little bit more fun,” Randall said. “People change into different looks – they might wear the blue shoe for the rehearsal dinner, or maybe they’ll put it on for the reception or even for the ceremony, too. There are so many more events now more than there ever were, so there’s probably more looks. That’s also part of wanting to have a lot of different expressions throughout the whole event.”

Colorful accessories allow brides to add a personal element into their bridal looks, whether they are playing into the “something blue” tradition, opting for

their favorite color, or matching their bridesmaids’ dresses.

“Accessories are the best way to customize your look,” Sadoughi said. “Someone might have the same [wedding] dress, someone might have the same bridesmaid’s dress, but there will not be that person that has the same combination of the beautiful headband that has a hint of color and maybe the bridesmaids all have different colors, so you can really individualize the look. At your wedding, you want to be the only person that looks like you. It’s an opportunity to individualize a look through accessories.”

Whether brides play into the “something blue” tradition or opt for a bold hue, the designers think accessorizing is an optimal way to add a subtle, personal element to any bridal look.

“There’s definitely a fashion customer for it, but I also think it’s a bridal customer as well,” Behr said. “We’re seeing people that are really trying to express their own style rather than looking like a quote, unquote bride.”



Loeffler Randall's Natalia Blue floral bow heel.



Jennifer Behr's Marisol earrings.



Jennifer Behr's Kendall headband.



Lele Sadoughi's Sweetheart sunglasses.



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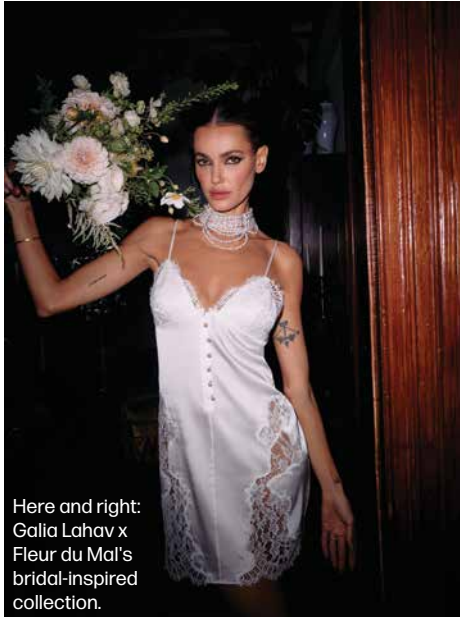
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WWD NEW YORK LUXURY BRIDAL PREVIEW

FASHION

Market Moments

A snapshot of the industry's latest launches, collaborations and up-and-coming designers.



Here and right: Galia Lahav x Fleur du Mal's bridal-inspired collection.



Galia Lahav, Fleur du Mal Collaborate

In celebration of New York Bridal Fashion Week, Israeli couture bridal house Galia Lahav has teamed up with New York-based luxe lingerie label Fleur du Mal to this month debut their collaborative bridal-inspired lingerie collection.

"We've always admired Fleur du Mal for their bold, sexy and unapologetically feminine approach to lingerie," Lahav told WWD, adding that both labels share a similar ethos of embracing sensuality and daring designs for powerful women. "This collaboration felt like a natural evolution — bringing together the worlds of high fashion and intimate wear to create something truly luxurious for the modern bride and beyond. Fleur du Mal's expertise in creating seductive, high-end yet sophisticated lingerie perfectly complements Galia Lahav's commitment to innovation and couture craftsmanship."

The brands' nine-piece collaborative collection was designed to offer seductive yet playful styles for brides' throughout their wedding journey, such as a silk and french lace appliqué mini slipdress and

matching robes (one short, one long) to wear while getting ready for the wedding ceremony.

"Each piece is designed to exude confidence and femininity. The inspiration comes from the idea of celebrating the modern woman in all her complexity — whether it's the night before her wedding, her bachelorette weekend or her honeymoon. We imagined muses like iconic women who are fearless in their self-expression — women who embody power, sensuality and independence. This collection is meant to reflect that spirit," she added.

"The woman we envisioned as our bride for this collaboration is fiercely independent, a bit rebellious — and just might leave you at the altar. I definitely have muses we referenced when thinking about the design," Fleur du Mal founder and chief executive officer Jennifer Zuccarini echoed, citing Bianca Jagger as one of her inspirations for the line's take on a pajama-inspired suit, crafted in silk satin with a beaded shawl collar and matching fringe pants.

"I wanted every piece to be special and beautiful, taking inspiration from Galia Lahav's stunning gowns," she added of the lineup, priced \$145 to \$995, which also includes hand-beaded and silk-trimmed French Leavers lace lingerie and a bustier garter set. — EMILY MERCER

Ines Di Santo, Bobbi Brown Team Up for Beauty Kit

As Ines Di Santo's sole cosmetics partner, Bobbi Brown has been behind the bridal beauty at every one of her fashion shows for eight years, but this season, their collaboration will take another form.

Coinciding with the Toronto-based wedding couturier's fall 2025 collection, the two have curated a limited-edition essentials kit, making their looks attainable off the runway for real-world brides who wish to head down the aisle with their best face forward.

For Di Santo, makeup on a bride is like putting the final brushstroke on a painting. It should "not only complement the dress, but highlight her inner radiance," she explained, adding the kit was designed for "that magical moment when a bride looks in the mirror and sees herself fully transformed."

"My hope is that brides will cherish this kit as a keepsake of their special day," Di Santo continued. Although, with five bestselling Bobbi Brown products wrapped in a demure flocked mesh pouch inspired by her own corseting fabric, wedding guests could be tempted to do the same.

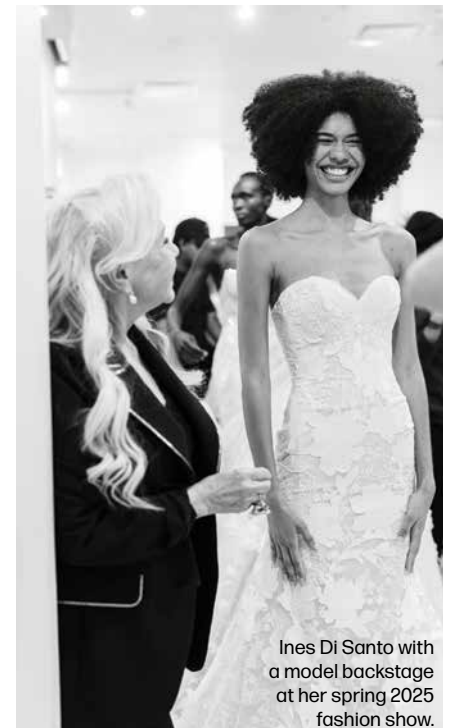
Included are travel-size versions of the 2-in-1 moisturizer and primer, highlighting powder compact and cream shadow stick, while water and smudge-proof mascara and lipstick tubes were added in full sizes, ensuring tearful vow exchanges and kisses at the altar go off without a hitch.

The shades are fully customizable to accommodate a variety of skin tones, something Cassandra Garcia, global artistry director at Bobbi Brown, pointed to as equally crucial as the kit's emphasis on skin preparation. "The better the quality and health of your skin, the better your makeup looks and wears," she advised.

Bridal makeup trends may come and go, but Garcia said perfect skin is something her clients are consistently after, noting that "everyone always wants



The Ines Di Santo and Bobbi Brown bridal essentials kit.



Ines Di Santo with a model backstage at her spring 2025 fashion show.

to achieve that beautiful bridal glow."

The Ines Di Santo and Bobbi Brown bridal essentials kit retails for \$147 and will be available online and at select Bobbi Brown counters worldwide starting Oct. 8. — ARI STARK

Mark Ingram Debuts Miss to Married Tote Bag With Rosa Bella

Mark Ingram already knows his way around a wedding gown.

The bridal multihyphenate operates a multibrand atelier in Manhattan and in 2019 launched a namesake line all his own. More recently though, he's been eyeing different categories to apply that knowledge.

Last spring, he created his first knit sweater and for fall, Ingram has linked up with Italian manufacturer Rosa Bella to debut his own interpretation of an often overlooked accessory in the bridal wardrobe: a handbag.

Even less expected, it isn't a bejeweled or satin clutch for wearing on the Big Day, but a sturdy, functional leather tote for all the errand-packed ones leading up to it.

Named the Miss to Married tote, Ingram said he sized and shaped it to accommodate a variety of shoeboxes, allowing a bride to bring hers along to fittings before she officially becomes a "Mrs."

"It travels to appointments with her

planner and to other vendors as well," he added, "providing an elevated look while holding all of her wedding-related files filled with ideas."

The shopper features artisanal touches like whipstitching to resemble the corset laces on his dresses and embossed script on the exterior that spells out "Love." The lining, meanwhile, was done in robin's egg suede so a bride always has her "something blue" handy.

Available exclusively at the Mark Ingram salon from Monday, the Miss to Married tote retails for \$890. It comes with a matching white strap, which can be interchanged for a floral printed one that matches the salon's wallpaper. The latter goes for an additional \$300 and is "distinctively my brand's aesthetic," said Ingram.

As for his next project, the designer was tight-lipped on specifics, but said he is currently working on "special pieces created together with luxury houses that speak to our brides in unique ways." — A.S.



The Miss to Married tote bag by Mark Ingram and Rosa Bella.

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**JUSTIN ALEXANDER
SIGNATURE**

WWD NEW YORK LUXURY BRIDAL PREVIEW

ever after

Romance is in the air at this week's New York Luxury Bridal Fashion Week, with collections expected to lean into femininity and an ethereal sensibility, while touching on the spring runways' latest trends.

Photographs by **Emerald Layne**
Styled by **Alex Badia**

ON THE COVER: Morilee tulle handkerchief skirt ballgown with detachable sleeves and pearl- and crystal-beaded, 3D floral embroideries; Sandy Liang mary jane pointe shoe in optic white napa; fresh floral crown by Edelweiss Floral Atelier; Tiffany & Co. Ziegfeld Collection pearl wrap necklace with silver clasp; Adeam pearl logo harness and pearl ribbon bracelet.

THIS PAGE: Soucy organza and French lace tunic and cotton tulle bodysuit with grosgrain ribbon details; Jennifer Behr Lindy headband and Verlee earrings; Christian Louboutin shoes; stylist's own gloves.



HERA COUTURE

by Katie Yeung

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Mark Ingram plissé tulle full A-line skirt; La Chenille Bridal nylon and spandex stretch satin swimsuit; Morilee tulle veil; fresh floral crown by Edelweiss Floral Atelier; stylist's own gloves; Melissa Kaye Clara Collar in 18-karat white gold with natural diamonds; Grown Brilliance 14-karat white gold, lab-grown diamond bracelet; Michael M 18-karat white gold and diamond Montage Cluster Halo tennis bracelet.





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Ines Di Santo gown with French lace drop-waist corset, layered soft tulle full skirt and detachable bolero of billowy tulle sleeves; Sandy Liang mary jane pointe shoe in optic white napa; Viktor & Rolf Marriage tulle veil with floral appliqués; Chopard 18-karat white gold Temptations Collection earrings; Dena Kemp Platinum baguette diamond necklace; Grown Brilliance 14-karat white gold, lab-grown diamond fashion ring; For Future Reference Vintage platinum ring with center diamond.



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Honor sheer tulle gown; Jennifer Behr Kyra headband over stylist's own veil; Christian Louboutin shoes; Tiffany & Co. Ziegfeld Collection pearl wrap necklace with silver clasp; Adeam pearl logo harness and pearl ribbon bracelet; Anne Klein blanc glass pearl necklace with two-tone metal plating rondelles.





Morilee's Chief Design Officer Jiyup Kim Talks About Her Upcoming 2025 Collection

The New York label's designer gives **EXCLUSIVE** interview about her new role and the **FUTURE OF BRIDALWEAR**.

SINCE 1953, New York-based bridal brand Morilee has created beautiful gowns for all women. Over the decades, Morilee has grown into a global brand, now sold in more than 3,000 stores worldwide. Today, the brand is entering a new chapter under the visionary leadership of its new chief design officer, Jiyup Kim – a seasoned couture and bridal industry veteran with a decade of experience at Vera Wang.

Kim's new collection is set to launch in 2025, at the National Bridal Market in Chicago in March and Barcelona's Bridal Fashion Week in April. Kim previously told WWD that her work at Morilee will focus on storytelling and "looks forward to honoring its heritage while injecting a fresh, elevated luxury perspective."

One of the major goals of Kim's appointment is to expand Morilee's reach – by offering three distinctive wedding lines and price points to suit everyone's needs and cater to their customer base's demands.

"Having worked across various price points, I'm skilled at reverse engineering product development to maintain an elevated look at an attainable price," Kim told Fairchild Studio. "My deep understanding of garments – from the inside out – helps me make informed decisions on where to streamline without sacrificing design integrity."

Here, Fairchild Studio sat down with Kim to discuss her new role at Morilee, crafting gowns for future brides, resonating with modern women, keeping the integrity and legacy of Morilee, the inspiration for her upcoming collection and more.

Fairchild Studio: Congrats on your new role! How do you feel about leading the creative direction of such an established New York bridal brand?

Jiyup Kim: Thank you! I've been immersed in the rich heritage of this brand, its deep roots offering me a profound education and an opportunity to guide us into a new chapter. The artisans we work alongside are gifted and fully capable of weaving our vision into reality.

Together, with our teams, we will not only elevate our creations

but place ourselves back in the heart of the conversation – where innovation meets tradition and where we aspire to be trailblazers in an ever-evolving industry that looks to both the future and the past.

Fairchild Studio: With your extensive background in bridalwear, how do you plan to infuse this experience and style into Morilee's upcoming collections in Chicago and Barcelona?

J.K.: I'm not only excited about the gowns themselves but about the entire narrative we're establishing – through the styling, cinematic movement and the overall world we're building for the Morilee bride of the future. While we're shaping a new story, we'll still be honoring the brand's heritage meaningfully.



WHAT I ADMIRE ABOUT MORILEE IS ITS INCREDIBLE CAPACITY FOR CREATING EXPANSIVE COLLECTIONS AND CAPSULES — IT'S A TRUE POWERHOUSE."

Jiyup Kim, chief design officer of Morilee.

Fairchild Studio: As Morilee offers a comprehensive range of bridal, prom and party dresses, how are you looking to innovate within these categories while maintaining the brand's ethos?

J.K.: We are developing and introducing fresh perspectives on textile innovation and garment construction – we can craft pieces that are as beautiful inside as they are outside. Focusing on the artistry of materials and refining the inner structure of our designs will not only

elevate us visually but deepen the connection to the modern woman and how she feels in the dress.

Fairchild Studio: What specific aspects of Morilee's current design philosophy resonate with you and how do you plan to expand or evolve this philosophy during your tenure?

J.K.: As we often say at Morilee, "We offer a gown that speaks to every bride's unique style and vision." A thoughtful exploration of the diverse bridal archetypes reveals that each carries its own distinct beauty. Delving into these nuances across our collections provides an expansive canvas – allowing me to continually refine our design approach – and address every bride's individuality with both precision and passion.

Fairchild Studio: Can you share some insights into your creative process for developing new bridal collections and are there any themes or influences we can anticipate in future collections?

J.K.: I draw inspiration from a wide range of sources – art, botany, architecture, theater and travel – each offering a rich visual language that informs the silhouettes, textiles and moods of my designs. An architectural detail might inspire the structure of a gown, while the intricacies of nature could shape embroidery or fabric choices. These diverse influences come together to create pieces that tell their own story.

For our upcoming season, I can't reveal too much just yet. But I can share that it centers on the essence of "The Goddesses" – exploring the various archetypes of bridal through a new lens.

Fairchild Studio: How do you plan to cater to the diverse tastes and preferences of Morilee's global brides from different cultures and regions?

J.K.: What I admire about Morilee is its incredible capacity for creating expansive collections and capsules – it's a true powerhouse. By working within a cohesive theme yet addressing the nuances of each bridal archetype, we can speak to diverse tastes. With my experience designing for celebrities of various backgrounds, shapes and sizes, I'm eager to elevate and adapt our designs to suit every bride.

Fairchild Studio: What trends do you see dominating the bridal industry in the next few years and how does Morilee plan to stay at the forefront of these trends?

J.K.: I believe the future of bridal lies in the careful curation of distinct, meaningful moments – each modern yet timeless. These moments allow brides to express the different facets of their personalities through various looks, blending the elegance of bridal tradition with the innovation of ready-to-wear that will carry a style that transcends time.🌸

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Sareh Nouri floral print Italian Mikado Pique strapless ballgown; Jennifer Behr Kyra headband; Adeam Sparkling Double Ring and chained pearl earring; HOWL Margot necklace in 18-karat yellow gold with Australian South Sea saltwater pearls.

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Marco & Maria imperial cut chiffon gown embroidered with 3D floral organza straps, pearls and iridescent colored crystals; fresh floral crown by Edelweiss Floral Atelier; Society James gloves; Suzanne Kalan 18-karat yellow gold La Fantaisie diamond eternity band; HOWL 18-karat yellow gold Nacre ring with Japanese Akoya saltwater pearls; Aurelia Demark 18-karat yellow gold Diamond Dot solitaire ring.

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Hera Couture gown with boned bodice in chiffon beaded lace and French Crepe and French Chantilly embroidered skirt; Mark Ingram Chantilly lace-edged silk-tulle chapel length scarf; Sandy Liang mary jane pointe shoes in optic white napa; Chopard 18-karat rose gold Haute Joaillerie Collection earrings; Tiffany & Co. Ziegfeld Collection pearl wrap necklace with silver clasp; Adeam pearl logo harness and pearl ribbon bracelet.



NEW YORK LUXURY BRIDAL PREVIEW **WWD**

Justin Alexander Signature stretch mikado gown; Jennifer Behr Teri Voilette veil; stylist's own gloves; Chopard 18-karat white gold Haute Joaillerie Collection necklace; Dena Kemp 18-karat white gold round and baguette diamond necklace; Grown Brilliance 14-karat white gold and diamond necklace; Michael M 18-karat white gold and diamond Montage Cluster Halo tennis bracelet; Grown Brilliance 14-karat white gold and lab-grown diamond bracelet.

Model: **Tali Bulycheva at The Society** Hair by **Chika Nishiyama at 87 Artists**

Makeup by **Marco Campos at Forward Artists** Casting by **Luis Campuzano** Fashion market editor: **Emily Mercer**
Senior market editor, accessories: **Thomas Waller** Fashion assistants: **Kimberly Infante** and **Ari Stark**

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