

bridal fashion 2010

We analyze the latest styles and offer tips to help you serve your wedding clients.

BY SHELLEY URBAN

Trends in bridal fashion are always a matter of interpretation says **MARA URSHEL**, owner/president of New York City's famed **KLEINFELD BRIDAL**. "Nothing is really ever 'new'; it's a matter of how things are translated every season. What we haven't seen for a while will be updated in some form or another," explains Ms. Urshel, who, along with her company's team of bridal consultants, is often featured in **TLC's** popular show, **SAY YES TO THE DRESS**.

With insights from Ms. Urshel; **CHARLI PENN**, managing editor of **WEDDINGCHANNEL.COM**; and **MARIA PRINCE**, vice president of **WATTERS**, we'll interpret the latest style translations and offer tips for creating bouquets to suit.

at a glance

top trends for 2010

- Glamorous silhouettes, fabrics and detailing
- Retro inspiration, evident in drop waists, mermaid silhouettes and high necklines
- Tulle, used in thin layers to create soft romantic effects
- Black detailing, in embroideries, sashes and other embellishments
- Straps and small sleeves
- Raw hemlines for a slightly edgy feel
- Dresses selected for attendants' comfort

all glamour



Prina Tornai exclusively for Kleinfeld

Strapless A-line with sweetheart neckline from Reem Acra, Clark-Walker Studio, courtesy of WeddingChannel.com

Lazaro, courtesy of JLM Couture

According to Ms. Urshel, strapless A-line silhouettes with sweetheart necklines are always the No. 1 seller at Kleinfeld Bridal. But whatever the silhouette, our experts agree that glamour is in. Brides are choosing sumptuous fabrics, elegant detailing such as dimensional embroideries and fabric embellishments, and shapes that are unquestionably "bridal."

Adding to the glamour quotient, Ms. Penn notes, are retro influences, inspired by the award-winning **AMC** television series, **Mad Men**, the latest season of which takes place in 1963. "We're seeing lots of '50s and '60s wear, with high necklines and details such as bows. Everyone's crazy about bows," she adds.

Tiers and layers, which have been seen a bit in the last few seasons, have gained momentum this year, and they're joined now by ruffles. These styles hint of retro inspiration. Other prominent style details with vintage glam are drop waists, mermaid skirts and draped bodices.

FOR FLORISTS Glamorous gowns require glamorous bouquets, and the elegant cascade is now back but with modern updates (see our designs starting on Page 40). Stylish nosegays with details, such as crystals, pearls, luxe ribbon etc., that replicate or coordinate with those of the gown would also pair perfectly.