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WHO SAYS THIN IS IN?

Plus size brides look size-wise sexy in gowns from Alfred Angelo



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(Fort Washington, PA — September 2006) Today's bride is seeking fashion that accentuates her best features and makes her look and feel gorgeous. Plus size brides are no different, and they're tired of the few, "covered up" looks they find in many stores. Now representing over one-fifth of the market, plus size brides are finally being heard by top designers like Alfred Angelo.

Michael Shettel, head designer for Alfred Angelo, says he crafts each bridal gown with "real" figures in mind. He attributes the success of his collection to his use of flattering, contemporary silhouettes such as A-lines, corseted styles, empire and dropped waists to enhance the bride's most stunning features. "We focus on fit and structure in the gowns to provide support and comfort to brides of all sizes. We use special boning and fabrics to ensure the gown feels as good on the inside as it looks on the outside," says Shettel.

In addition, unlike most designers, Alfred Angelo doesn't charge an extra fee for plus-sized bridal gowns. So a size 28 pays the same price as a size 2. That's good news for brides! "All our brides love Alfred

Angelo's great value, but plus-sized brides in particular appreciate that we're not up-charging them," says company spokesperson, Barb Pflaumer.

Plus size girls are more likely than their missy counterparts to buy their gown right off the rack, so retailers that carry a wide assortment of styles typically win the business of these brides. Plus size shoppers also tend to be more brand and store loyal, so the store that caters to this customer has a customer for life.

"No matter what size or shape her body, a bride deserves to wear the most stunning wedding dress she can find," says Alfred Angelo's Shettel. "Whatever her fantasy, there's a fabulous gown to flatter her."

With over 75 years of bridal-design experience, Alfred Angelo has earned the reputation as the best plus-sized styling and fit in the business. Their 2007 collection features 35 new gowns available in sizes 2-20 and women's sizes 16W to 28W. To view the 2007 Alfred Angelo collection in person, go online to alfredangelo.com for show dates and event locations.

Alfred Angelo gowns may be purchased in over 1,000 bridal shops nationwide and at 34 Alfred Angelo designer-owned stores. Every style is available in sizes 2-28W, in short, tall and regular lengths, as well as in shades of white and ivory. Trains, offered in a variety of designs, can be extended on most styles. Gown prices start at \$399. For more information and store locations, visit alfredangelo.com. Call **877.7ANGELO** for exclusive Alfred Angelo designer stores, or call **866.8ANGELO** for stores selling Alfred Angelo dresses anywhere in the United States and Canada.