



FOR IMMEDIATE RELEASE:

California Bride Demands Distinctive Fashion *Trudys Brides & Special Occasions Leads Nation With European-Inspired Styles*



Photo Courtesy of Enzoani

Photo Courtesy of PRONOVIAS

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(Campbell, Calif.) — Feather-light silks, floating laces, intricate embroidery ... the exquisite details of European fashion have hypnotized the California bride. Unique in her expectations of fashion-forward wedding gowns, engaged ladies throughout the West Coast seek out bridal retailers who know how to buy for their discerning tastes. Offering collections from top designers such as PRONOVIAS and Enzoani, **Trudys Brides & Special Occasions** caters to these unique brides, leads the nation in selling European-inspired styles, and serves as an industry fashion expert.

“With the arrival of 2007, we’re excited to announce that our store is PRONOVIAS’ top account not only in California, but also in the nation,” Trudy Blechman, owner of Trudys Brides & Special Occasions. “We understand our customers, and our strong sales in European collections reflects our expertise and conveys what these ladies want when it comes to wedding fashion. They’re very different than brides in other areas of the nation, including New York.”

What exactly is the California bride envisioning for her wedding-dress dreams? Whether searching for a conservative or more daring gown, this image-driven bride seeks a sexy, perfect fit, Hollywood-like glamour, personality-defining details, and a deeply rich expression of beauty. She’ll avoid flimsy fabrics, cheaply made appliques and embellishments, bright whites and embarrassing designer knockoffs. Trudys responds with gowns that put her customers in the spotlight.

“There are a lot more individual choices and aspects to a wedding than ever before,” says Reyna Alailima, marketing director for Enzoani, a California-based design house that specializes in European fashion. “But for the California bride, this is the glamour event of her life. The dress is going to be what puts her on, not what she puts on.”

These style-savvy brides will notice a difference in the products that Trudy has handpicked for her store. Even though American bridal trends are typically a couple of years behind Europe, Trudy knows both the domestic and international markets. She positions her store as a true fashion resource — one that can satisfy discerning California brides.

“They have excellent buyers at Trudys,” says Janet Rector, regional sales manager for PRONOVIAS, a Spanish bridal house boasting top designers such as Elie Saab and Valentino. “They’re really smart and have taken risks that have paid off, and that’s why they’re leading the California and U.S. market. Obviously, their orders show their expertise and the kind of volume they do.”

Trudys Brides & Special Occasions (www.trudysbrides.com) has been serving San Francisco Bay area and California brides for over 30 years. Specializing in European, avant-garde wedding gowns, Trudys offers designer styles in a variety of price points. Trudys also features the latest fashion for the entire wedding party and its guests.

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