

NEWS UPDATE

Highlights

- 1 year anniversary
- London Bridal Show
- Advertising News

22 January 2016



Our First Year of Success

What a year it has been for Diane Harbridge Bridal Couture. Diane opened her flagship store in January 2015; the business has now been open 12 months now and is going from strength to strength. Diane and her team are optimistic and excited to see what's next for the business and everyone is certainly very happy with the journey so far. Following the opening of the enterprise, the business has achieved many great successes throughout this duration, the highlights of the year will be mentioned in greater detail throughout this reflection article.

Diane's first collection was showcased at the British Bridal Exhibition in Harrogate in March 2012. The collection was launched and Diane successfully opened various new accounts; it was a very

gratifying show. The following three years have seen Diane and her business grow. With the pace the business was expanding, in 2014 Diane and her team made the decision to move to a bigger premises as the business was simply outgrowing her original business space.

Diane has stated that *"Since meeting brides in the showroom it has reminded me of how important and what a romantic experience choosing your wedding gown really is"*. The advantages that the studio has brought to the company is for one, face to face communication with their brides and retailers showcasing our new collections.

Diane is best-known for her traditional British designs, figure-flattering silhouettes and purse-friendly prices. True to Diane's classical taste, there is an emphasis on fine quality

fabrics; each and every collection has been made in beautiful lace, tulle, organza, satin and chiffon. Moreover, the construction of the dress is as important as the aesthetics so expect couture-designed corsets and the very finest hand beaded embellishment detail in Diane's designs. She has always had a keen eye for fashion and her life-long passion and love for design definitely shows throughout her collections.

Another prestigious date in the Bridal calendar that Diane and the team frequently attend is the Bridal Exhibition in London, Olympia. This important International exhibition will introduce retailers to the latest collections from some of the biggest names in the bridal business.



Summer of Love

“Sharing that irreplaceable experience with your bride really encouraged me to create a collection using soft, whimsical fabrics representing a fairytale of elegance”

Diane Harbridge CEO



For more than twenty three years Bridal Buyer magazine has served the bridal industry providing widely read and highly respected editorial. In terms of Advertising for the company, Bridal-buyer is the online portal and magazine for the bridal industry with all the information bridal retailers need to run their business – whether they’re selling bridal wear, formal menswear, mother-of-the-bride fashions, evening/prom wear or accessories. The company have an advertising campaign once a month presenting pieces of Diane’s current collection and general interviews of exciting ideas of future prospects for the company.

In light of the London Bridal show, Diane will be

featuring a full page add in the pre-show publication of Bridal Buyer. If you are attending the show be sure to pick up a copy to see Diane’s stunning new imagery.

