

# DAVID'S BRIDAL QUINCEAÑERA FACT SHEET

A Quinceañera – the Hispanic cultural and religious celebration of a girl's fifteenth birthday, symbolizing her transition to womanhood – is a time-honored tradition that is undoubtedly of ultimate importance to a young woman. Like most important occasions for young ladies, fashion plays an extremely important part of the celebration. As the only national retailer that offers bridal, special occasion and Quinceañera fashions, David's Bridal knows a great deal about bringing dreams to life. With an amazing array of classic and trend-driven Quinceañera dresses and accessories at an incomparable value, David's is an essential shopping destination for this milestone event, ensuring every Quinceañera looks and feels her best.

David's beautiful dress styles are not only reflective of the Quinceañera tradition, but they also allow la Quinceañera to show off her own unique personality. White and ivory are the most popular gown hues, along with fashion-forward light pastels – such as pink and blue – which allow a girl to stand out in style. The customary ball gown is always a prominent silhouette with either full tulle, organza or pick-up skirts. Fitted bodices with crystal embellishment or soft shirring are also key to Quinceañera style. For the girl who would like to personalize her look, David's offers a variety of sleeve options, enabling girls to customize their gown for a fraction of the cost.

Unlike other salons that carry only “samples” of gowns, requiring a lengthy ordering process, the fashion favorite stocks a large assortment of Quinceañera gowns in every size (from 0-26W), as well as select styles available in petite (0P-18P) and plus-sizes (28W and 30W), that can be tried on and even taken home that day. With an unparalleled selection of glamorous, figure-flattering styles to complement every event and personal style, David's will ensure la Quinceañera looks picture-perfect on her special celebration.

From la Quinceañera to the Damas, David's Bridal can also dress the “honor court.” Boasting a wide variety of on-trend, coordinating dresses, a cohesive look for Damas can be easily achieved. Whether la Quinceañera chooses to outfit her Damas in the same dress or just the same color, David's has styles in the hottest colors and silhouettes for an honor court of all shapes and sizes. An impressive selection of elegant special occasion gowns are also available for the Madrina.

La Quinceañera can complete her flawless look with coordinating accessories, including stunning tiaras, chic satin gloves and sparkling jewelry. David's offers a variety of affordable, fashion-forward shoes – including the Christy and Chloe – which are perfect for the customary “shoe exchange” ritual, signifying the transition from girlhood to womanhood. For girls who choose a strapless dress, David's also carries shawls or wraps for the ceremony.

To help la Quinceañera plan her stand-out style, David's Bridal offers a unique online tool call *Dress Your Wedding* that enables girls to create the “virtual” Quinceañera of their dreams by experimenting with themes, colors, fashion – even flowers and locations – from the comfort of her own home. This exciting feature can be found on the David's Bridal website, [www.davidsbridal.com](http://www.davidsbridal.com).

With over 280 stores nationwide, David's Bridal offers one-stop-shopping – from Quinceañera gowns and accessories to invitations and gifts – all of which can be coordinated for a girl's special day. David's Quinceañera dresses range in price from \$299 – \$1200, while tiaras range in price from \$49 – \$250.

## **About David's Bridal:**

With more than 50 years of experience, David's Bridal understands the importance of providing teens and brides-to-be with a vast selection of exquisitely crafted dresses, available at affordable prices. Today, with more than 280 locations nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of superior quality, value and service. To locate a store nearby, consumers can call 1-877-693-BRIDE or visit [www.davidsbridal.com](http://www.davidsbridal.com).

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