



THE DAVID'S BRIDAL STYLE COUNCIL

Establishing an Authority in Fashion

CLIENT: DAVID'S BRIDAL

CHALLENGE: David's Bridal is the nation's leading bridal retailer with over 300 stores nationwide; however, it is often perceived by consumers and the media alike as a discount retailer and "home of the \$99 dress." David's Bridal challenged Lippe Taylor to change its image from an inexpensive bridal retailer to a fashion-forward shopping destination.

INSIGHT: Elevate the brand by engaging with top-tier media and fashion and bridal influencers to attract a broader, more upscale customer base. Position David's Bridal as the bridal authority, offering not only high-quality bridal gowns and bridal party attire, but trend-right special occasion dresses, invitations, gifts favors and more.

BRAND EXPERIENCE: Lippe Taylor developed the David's Bridal "Style Council" made of industry experts in fashion and wedding planning to serve as media spokespeople for the brand, adding instant third party credibility to the brand. The Style Council members were seen across national and regional mediums and also served as third-party experts at seasonal media showroom events, personally interacting with the media and other influencers. Most recently the Lippe Taylor team revealed the David's Bridal Fall 2011 Collection at the Wedding Café in NYC on April 6, 2011 and the 2011 Special Occasion Collection at the Hudson Hotel Penthouse Suite in NYC on July 21, 2011. Both events, which were the brand's most successful to-date, demonstrated why David's Bridal is the destination for brides-to-be and all women looking for a new head-to-toe outfit to wear at their next party or special event.

SUCCESS:

- To-date, since 2004, we have generated 5.6 billion impressions in top bridal, fashion and lifestyle print, online and national/regional broadcast outlets for David's Bridal.
- After the Royal Wedding, we landed the COVER of the New York Times, and segments on TODAY and Good Morning America.
- This year, we hosted the brand's most successful bridal and special occasion showroom events to-date with attendance from outlets top-tier including but not limited to BRIDES, Martha Stewart Weddings, People StyleWatch, Lucky and Cosmopolitan.
 - Increased showroom attendance from last year by 62 percent for fall event and 25 percent for special occasion event.
- All activities successfully position David's Bridal as the one-stop-shop for all of women's upcoming events both in the bridal and fashion categories alike.



We have a way with Women...

