

JUSTIN ALEXANDER

Justin Alexander Fall/Winter 2017 Collection

The Justin Alexander Fall/Winter 2017 collection features four core themes: New Clean, Cut-Outs, Graphic Treatments, and Abstract Beading. New fabrics, including crepe, organza jacquard, buttery satin and Mikado create clean gowns, and unique detailing such as an oversized bow and beaded lace add a twist. The design team experimented with soft construction and illusion bodices with fine detailing to balance comfort and striking appeal.

Collection Highlights

Turn heads in a stunningly demure crepe long sleeve fit and flare gown lined with jersey from top to bottom. An elaborately beaded motif on the sheer illusion back shows that there's more than what meets the eye about this gown, and the bride who wears it (Style 8936). Embody Old Hollywood glamour in a stretch crepe deep V-neckline gown with cap sleeves and geometric keyhole back. This dress is jersey lined for an easy fit and features a detachable chiffon train for dramatic and flawless movement (Style 8928). Style 8915 is all about the ultra-feminine details. Floral embroidered lace covers the elegant sweetheart neckline and bodice of this stunning fit and flare style. We added horsehair ruffles to the mermaid skirt to give definition and a touch of sophistication that will be noticed from the aisle to the dance floor. For the classic bride, Style 8917 is side draped for just the right fit. Adorned with elegant beaded appliques, this fit and flare gown inspires with its illusion back covered in beaded lace appliques.

Style 8937 embodies the new clean trend with a structured Mikado V-neckline with couture seaming at the waist. Box pleats create volume and the hand beaded illusion back adds a unique element of surprise. Look sleek in a rich, flawless satin fit and flare gown. The sweetheart neckline creates a feminine top and an embellished belt adds a touch of sparkle. The mermaid fit has an apron skirt of tulle and organza for a dramatic ending (Style 8933). Modern and elegant, Style 8935 a stunning fit and flare gown has a square illusion neckline with intricate beading and delicate spaghetti straps. The Crepe skirt is jersey lined for fit and comfort. For the bride who wants a distinct notice-me look, Style 8913 promises to grab everyone's eye. Hand-beaded lattice design covers a sweetheart bodice and delicate layers of the full tulle skirt are dusted with beading.

It all starts with a feeling- be it dramatic or subtle. If you are in search of drama, look no further than style 8927 and 8921! This dramatic silk dupion ball gown has a deep v-neckline, delicate spaghetti straps, deep V back and hidden pockets. A beautiful bow on the back of the gown is the only embellishment to this simple, elegant style. The beauty of Style 8921 is in the added dimensions. A plunging illusion neckline and beaded lace bodice features cascading flower adornments. The lightweight skirt is gathered tulle and organza with textured lace. Classic with a twist! For the bride who knows less is more, float into the room in Style 8934 or 8926. Style 8934 is made of a lightweight draped English net. The hand beaded illusion deep V-neckline has a beaded panel and belt, plus an intricately beaded illusion racer back. The Grecian styling radiates through the English net of the handkerchief skirt. The soft silhouette and beautiful drape of Style 8926 creates the feeling of an Old Hollywood sophisticated elegance. Soft straps, a v-neck and scoop back plus a gentle trumpet shape balance style with sophistication. This dress comes with a hand beaded cape for a touch of drama.

Availability

The Fall/Winter 2017 collection can be purchased through authorized retailers worldwide. Brides-to-be can find an authorized retailer by visiting www.justinalexander.com. Most wedding dresses are available in sizes ranging from 2-32.

About Justin Alexander Inc.

Justin Alexander is a designer and manufacturer of mid- to high-end wedding dresses under five collection labels: Justin Alexander, Justin Alexander Signature, Lillian West, Sincerity Bridal, and Sweetheart Gowns. The marquee collection, Justin Alexander, embodies drama, glamour, and sophistication by combining innovative concepts with classic details. Justin Alexander is a global company with offices in New York City, New Jersey, London, Rotterdam and Hong Kong, and is sold by more than 1,000 authorized retailers worldwide.

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