

# Sincerity

## **Sincerity Bridal Fall 2017 Collection**

A fashion-infused Sincerity Fall 2017 collection introduces new fabrics, including soft crepes and chiffons; unique laces, as seen on the red carpet; and ruffled and tiered skirts that allow brides to sashay down the aisle - all while staying true to the collection's iconic graceful romance.

## **Collection Highlights**

Channel your inner celebrity with our unique and popular laces. Illusion sleeves with tattoo lace that could not be more on trend. This soft A-line silhouette features a V-neckline with lace and the tulle skirt moves flawlessly with the princess-like bride (Style 3971). The head to toe look of Style 3971 will excite more daring brides. The mandarin collar neckline and low illusion back are adorned with lace appliques to create a look that is glamorous and elegant. You can't miss the beaded trim on Style 3990. An eye catching gown with allover unique lace with an illusion neckline and square back make this perfect for the classic, romantic bride.

Look like a princess in Style 3974. This ball gown has a sweetheart neckline with romantic beaded lace appliques. The full tulle skirt has added interest and movement from its handkerchief styled layers. Trendy brides will love Style 3988. This lace trimmed sweetheart neckline flows to the body of the lace gown with a high-low tiered skirt with swoon worthy hem lace on every layer. Style 3993 is a beautiful balance of beaded lace details and a tiered full skirt. This V-neckline ball gown has beaded lace straps, a figure-flattering ruched bodice, plus horsehair hemmed skirt to enhance every ruffle.

Graceful romance is embodied in updated classic silhouettes such as Styles 3997 and 3989. Style 3997 is a simple silhouette with captivating back details. This sweetheart ball gown features a stunning keyhole back and illusion lace and tulle band. The chapel-length train creates a look that won't be forgotten. Style 3989 is a corseted sweetheart gown with allover lace for the princess in us all. The full tulle skirt has lace appliques scattered throughout and comes with matching jacket for a head to toe styled look.

## **Availability**

The Fall 2017 collection can be purchased through authorized retailers worldwide. Brides-to-be can find an authorized retailer by visiting [www.sinceritybridal.com](http://www.sinceritybridal.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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