

Sweetheart♥

Sweetheart Gowns Fall 2017 Collection

The Sweetheart Fall 2017 collection has all of what is trending in bridal: soft construction, plunging backs and fronts, illusion cut-outs, fun and flirty skirt interest, and simple gowns that can be accessorized to achieve any desired look. Brides can find exactly what they're looking for - all at a great price!

Collection Highlights

The Fall 2017 collection shines with Style 1119. The girl-next-door style will draw you to this illusion neckline ball gown with romantic off the shoulder lace. A full English net skirt starts below the waist to add an intriguing element to this sweet style. For a bride desiring an innocent yet flirty wedding dress look no further than Style 1122. Traditional details create this Queen Anne neckline ball gown with lace appliques to the basque waistline and illusion back. Brides-to-be will fall in love with an easy to wear sweet and flirty slim A-line gown. Style 1121 is the perfect amount of playful. The allover Chantilly gown is lightly beaded and the stunning illusion back is lace-lined.

Availability

The Fall 2017 collection can be purchased through authorized retailers worldwide. Brides-to-be can find an authorized retailer by visiting www.sweetheartgowns.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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