



Event Management & Public Relations

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**Ready-to-Wear Designer Gilles Montezin
Announces New Bridal Collection**

New York, NY (June 16, 2009)--With the same artistry and precision that sustains his namesake line, Gilles Montezin introduces his first bridal collection. The brand has long captured the hearts of women and loyalty of luxury retailers and stylists across the country—namely Kleinfeld, Saks Fifth Avenue, Patricia Field, Sarah Jessica Parker, and Carmen Dell’Orefice. With this bridal collection Montezin seeks to escort women down the aisle with the same decadence and couture quality that is his trademark.

For inspiration, Montezin harnessed the drama and elegance of the opera—paying tribute to the art’s most distinguished composers, divas, and performances with each hand-constructed wedding dress. Drawing from his time designing costumes at The Opera Bastille in Paris, Montezin embodies the spirit of the time-honored art. Montezin's series of 16 gowns possess the couture feel, his signature fabric manipulation, and accessible modernity.

Gilles Montezin applies his first-hand couture knowledge to his bridal collection from years of constructing runway and made-to-order pieces for the Haute Couture house at Christian Lacroix. Gilles navigates the construction of each wedding gown like a true couturier, designing



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the dresses from the inside out. Each gown's beauty is not solely external, but also in the overlooked art of functionality.

With this emphasis on cut and shape came the discovery of new boning and bodice construction methods. The most groundbreaking of these techniques is an optional body shaper called Le Cinch—coined by the designer himself. Le Cinch is an abbreviated interpretation of the traditional corset that can be worn under the dress that nearly doubles its predecessor's figure-enhancing effects. Le Cinch accompanies every dress in the collection so every bride can achieve the perfect hourglass silhouette with unprecedented comfort.

The collection is available in sizes up to 18W. Larger sizes are available via special order. Dresses range from \$4,000 to \$7,000 retail.

For more information please visit www.GillesMontezin.com or call (646) 755-3711.

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