



WedAlert Joins the New York Wedding Market with Exclusive Invite to Bridal Reflections' Galia Lahav Trunk Show

WedAlert recently teamed up with one of Manhattan's exclusive bridal salons to showcase Galia Lahav's latest collection of high-end bridal fashion

New York, NY—WedAlert recently received an exclusive invitation to attend the Bridal Reflections trunk show of the latest Galia Lahav collection for 2014, La Dolce Vita. Nathalie Smith, a representative of WedAlert from Sweetly Social attended the trunk show and got a first-hand glimpse of the buyer and the bride's take on the designer.

Bridal Reflections, a boutique bridal salon located on 5th Avenue in Manhattan is one of just eight locations in the U.S. that carry the exclusive Galia Lahav gowns. For Cristina DeMarco, vice president and lead buyer of Bridal Reflections, Galia Lahav is one of the finest gown designers on a global scale.

In speaking with Nathalie Smith, DeMarco shared details of why brides adore Galia Lahav gowns, particularly for her innovative style and notorious illusion back. Each gown that Galia Lahav designs uses the finest French imported lace and high quality silk. All fabric on the gowns is cut to measure so the silhouette fits the true essence of the bride's body. DeMarco also notes that the illusion lace used in the gown works wondrously on all skin tones.

Nathalie Smith was also given permission to sit in on one of the individual fitting sessions that Bridal Reflections offers for each of its bridal customers.

"As I watched bride Hannah try on a selection of different Galia Lahav gowns, it was amazing to see how every gown hugged each of her curves and made her look like every woman wants to on their wedding day," said Smith. "It only took her a moment in the mirror to choose the Patchouli gown, a truly unique design with intricate beading in a damask and floral pattern, and it was exciting to watch her say 'Yes!' to her new dress. After this experience, it's easy to see why DeMarco says that every Galia Lahav style in their salon sells."

The Galia Lahav fashion house originated in Tel Aviv and has grown to encompass a global audience, with gowns sold in boutiques on nearly every continent. Galia Lahav has more than 30 years of experience as a bridal designer, with her exclusive gowns typically retailing from \$13,000 - \$18,000.

The Galia Lahav trunk show hosted by Bridal Reflections is one of many they put on throughout the year to attract the Manhattan bride. As an appointment-only bridal salon, Bridal Reflections offers each bride an individual style consultant who helps them select the perfect gown for their taste.



For more information about the Galia Lahav collection at Bridal Reflections, please visit <http://www.bridalreflections.com/>. For more information about WedAlert wedding planning directory, please visit <http://www.wedalert.com>.