MEMPHIS, Tenn. (February 14, 2020) – Allure Bridals announced today its first *Disney Fairy Tale Weddings Collection*, turning fairy tale dreams into reality for brides. The elegant collection includes 16 total styles in a variety of silhouettes and fabrications that capture the style and spirit of Disney Princess characters such as Ariel, Aurora, Belle, Jasmine, Cinderella, Pocahontas, Rapunzel, Tiana and Snow White. Allure Bridals will unveil the entire collection during New York Bridal Fashion Week in April 2020, and gowns will arrive in stores shortly thereafter.

“So many brides grow up admiring their favorite Disney Princess characters and are inspired by their journeys, gowns and stories of the classic films,” says Allure Bridals CEO Kelly Crum. “Our design team worked tirelessly on each of these incredible gowns, as each dress features intricate detailing specifically inspired by the timeless characters known and loved by all of us at Allure and Kleinfeld, as well as our brides. We are honored to work with Disney on this collection and see the romance of it come to life.”

The *Disney Fairy Tale Weddings Collection* includes nine fantasy gowns highlighting a wide variety of timeless bridal silhouettes. Romantic ball gowns, mermaid trains and fit-and-flare hemlines are featured throughout the collection. Fabrications include soft mikado, ethereal tulle and flowing chiffon, balanced by the dramatic structure of ruffled organza and unique, dimensional laces. With singular design and detailing available in each princess-inspired gown, every bride will have the chance to showcase their personal style through the collection. The *Disney Fairy Tale Weddings Collection* will be available at select bridal boutiques across the country. Prices range from $1,200 to $2,500.

Seven of the 16 styles will be featured exclusively at Kleinfeld Bridal stores in New York and Toronto as the *Disney Fairy Tale Weddings Platinum Collection*, with prices ranging from $3,500 to $10,000. The initial release will include the gorgeous Tiana Platinum gown, which embodies both Tiana’s practicality and creativity in an elegant ballgown design covered in bayou-inspired shimmering vines and blossoms. The collection features extensive crystal beading, pearls and hand-embroidered appliques and delicate sparkle tulle. In addition, Kleinfeld will offer the complete *Disney Fairy Tale Weddings Collection*.

“We are thrilled that we will carry the Disney Fairy Tale Weddings Platinum Collection, said Kleinfeld Co-Owner, Mara Urshel. “This magical line of gowns features exclusive designs perfect for the Disney-inspired bride.”

All gowns will be available in sizes 0 to 30 for both the *Disney Fairy Tale Weddings Platinum* and *Disney Fairy Tale Weddings*. 
collections.

For more information, visit www.allurebridals.com/disney.

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**About Allure Bridals:**

Allure Bridals debuted in 2000 and quickly gained recognition for beautifully detailed and well-constructed dresses. After 20 years of expansion in the bridal markets and multiple successful bridal and formalwear collections, the Allure Bridals brand family continues to pride itself on thoughtful designs to match every bride with their ‘dream dress.’ For more information on the Allure Bridals, visit www.allurebridals.com and follow us on Instagram at @allurebridals, on Facebook at www.facebook.com/AllureBridal, and on Pinterest at www.pinterest.com/allurebridals.

**About Disney Parks, Experiences and Products:**

Disney Parks, Experiences and Products brings the magic of The Walt Disney Company’s powerful brands and franchises—including Disney, Pixar, Marvel, Star Wars, ESPN, 20th Century Studios, and National Geographic—into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than 60 years later, Disney has grown into one of the world’s leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 52 resorts in the United States, Europe, and Asia with approximately 160,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022, and 2023; a luxurious family beach resort in Hawai’i; a popular vacation ownership program; and an award-winning guided family adventure business. Disney’s global consumer products operations include the world’s leading licensing business; one of the world’s largest children’s publishing brands; one of the world’s largest licensors of games across platforms; more than 300 Disney store locations around the world; and the shopDisney e-commerce platform. These experiences are created by Disney Imagineers, the creative force behind experiences found in Disney theme parks, resort hotels, cruise ships, and consumer products—including books, games, and merchandise.

**About Disney’s Fairy Tale Weddings & Honeymoons:**

Disney’s Fairy Tale Weddings & Honeymoons is a global brand making dreams come true for more than 25 years, offering epic destinations for weddings, vow renewals, honeymoons, engagements, and anniversaries. As an industry leader providing couples around the globe inspiration through its own dedicated television series on Disney+, this brand is based on fantasy, unmatched wedding planning services and the desire to make wedding dreams a reality. For more information please visit DisneyWeddings.com and follow us on social media @DisneyWeddings.

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