



LEONARD GREEN & PARTNERS, L.P.

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## PRESS RELEASE

### *VERA WANG AND DAVID'S BRIDAL ANNOUNCE PARTNERSHIP TO LAUNCH BRIDAL COLLECTION*

**New York, April 20, 2010** – Vera Wang and David's Bridal have announced an exclusive partnership to launch a new bridal collection. The collection will consist of gowns and accessories for the bride with a later intention of expanding into bridesmaid dresses and shoes. The collection will be available in the US in early Spring 2011 and in Canada by the end of 2011. Consistent with David's Bridal's price points, the new collection of gowns will be priced under \$1500.

Vera Wang states: "I am thrilled for the chance to bring my very specific vision to David's Bridal, the biggest wedding retailer in America. The ability to grow my sphere of influence in the bridal world is both a huge creative and business opportunity and one I am so excited about. With this new challenge, I hope to speak with a level of taste and authority that will resonate with brides everywhere. This association represents the next logical step for someone who has spent 20 years building a relevant and respected bridal brand. I can't think of a more strategic or promising time to grow a new segment of my business than now!"

Bob Huth, President and CEO of David's Bridal says: "This exciting, new partnership will now enable us to serve even more of America's brides, including those who could only dream of wearing a Vera Wang gown. We understand the importance of a bride's special day, and we're very proud to be able to complement the strength of our existing brands with an outstanding and exclusive collection by the most revered bridal designer in the world."

### **About Vera Wang**

Vera Wang Group designs, markets and distributes collections of women's ready-to-wear, bridal and maids apparel as well as Vera Wang Fine Linens under the Vera Wang name. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (Kenmark Group), china, crystal, silver and gifts (Wedgwood), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur), mattresses (Serta Mattress Company), Lavender Label shoes (Brown Shoe), and home fragrance (NEST Fragrances). In addition, Vera



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Wang on Weddings was published by Harper Collins in 2001. In 2007, the company partnered with Kohl's to launch Simply Vera Wang.

For more information on Vera Wang, please visit the company's website at [www.verawang.com](http://www.verawang.com)

### **About David's Bridal**

With more than 50 years of experience dressing women of all ages for life's special occasions, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted bridal gowns and bridal party dresses. Known for outstanding value, fashionable designs and the ease of one-stop shopping, nearly 50% of all brides in the US choose to shop at one of David's over 300 stores located across the US and in Puerto Rico. Working with a knowledgeable bridal consultant, a customer can enjoy trying on a wide selection of gowns and dresses in her size with the added convenience that most styles are available to take home the same day. To learn more about David's Bridal, visit [www.davidsbridal.com](http://www.davidsbridal.com).