

Adorable and Affordable ModCloth Bridal Line

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Wednesday, 23 March 2016 14:03 - Last Updated Wednesday, 23 March 2016 14:18



By Kelly Potts

Weddings have become an expensive affair in today's Pinterest crazed world. Thankfully, there is a way to shave some green off the budget – the dress. Gasp – yes, save money on the dress and still look amazing!

ModCloth has announced their expansion into wedding wear with a curated collection of exclusive bridal gowns, bridesmaid gowns, accessories, intimates, shoes, and décor! This expansion is a direct response to the ModCloth community's appetite for wedding looks from the retailer - customers are already shopping ModCloth for their wedding and posting on social media using #marriedinModCloth.

The 30 wedding dresses offered are meant to appeal to all sorts of brides, from the boho to beachy, and to expand beyond the fit-and- flare, 1950s-style ModCloth fans know and love. The line also offers amazing selections for reception dresses, rehearsal dresses, and any other wedding event. The wedding and bridesmaids dresses run between \$150 and \$400, which is a steal compared to most wedding dress prices. And, true to ModCloth practice the wedding dresses are included in a variety of silhouettes and sizing (XS to 4X, specifically).

The ModCloth wedding collection features ModCloth label dresses designed in house, as well as select styles from our partners. Every piece in this carefully curated collection is chosen for its distinct details, high quality fabrics, and perfect fit, no matter your size. In addition, ModCloth is expanding its popular Modstylist program for brides. The Modstylist program is a high-touch, personal service model used on the ModCloth site. For more information, or to purchase one of these gorgeous gowns, visit www.modcloth.com/wedding.

