

**For Immediate Release**  
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CHARLESTON WEDDINGS MAGAZINE'S  
**SPRING  
BRIDAL  
WEEK**  
MARCH 15-20 / 2016

**Charleston Weddings' Spring Bridal Week Presented by REEDS® Jewelers and Forevermark Rolls Out Lavish March 2016 Schedule**

**March 15-20 event to include incredible lineup—from diamond giveaway to luxury fashion show at Baker Motor Company Charleston Fashion Week® to extravagant pop-up parties and mega décor consignment sale**

**(March 7, 2016) Charleston, S.C. – [Charleston Weddings' Spring Bridal Week Presented by REEDS® Jewelers and Forevermark](#) has released its March 15-20, 2016, lineup of events. Brides, industry pros and fans of all-things-weddings are invited to join in five days of celebrations showcasing the best of “Big Day” fashion, florals, food and more. For the second year, [REEDS® Jewelers](#) has sponsored the festivities that showcase premium wedding vendors, locations and style in America’s most romantic Southern city.**

The week kicks off on March 15 at REEDS® Jewelers in Mount Pleasant Towne Centre with a Forevermark diamond giveaway (from March 15 through April 16 contestants will enter at the shop or [online](#) for a chance to win a stunning ¾-carat loose diamond). Other highlights include:

- **Fashion presentations by LulaKate and Kate McDonald Bridal at the 19<sup>th</sup> century William Aiken House** on historic King Street with catering by Patrick Properties Hospitality Group
- **Meet-and-greet with nationally lauded designer Jessica Williams** of Alvina Valenta and Ti Adora at White on Daniel Island
- **Pop-up party at Ooh! Events Design Center and gown review by new-to-town Lovely Bride** in Ooh!’s warehouse
- **Spectacular Charleston Weddings' Spring Bridal Show** presented by Gathering Events, in which 100-plus stunning dresses (including Alvina Valenta) hit the catwalk of Baker Motor Company Charleston Fashion Week®
- **Bridal Revival mega-consignment sale** featuring overstock inventory—chandeliers, sofas, tables, linens, mercury glass everything, cake stands, and more—from top national event planners

Add in more than 12 trunk shows (from the likes of Kelly Faetanini, Pronovias, Modern Trousseau, and many more) and the week proves to be a fantasy festival for all-things-bridal.

“We’re thrilled with how the Spring Bridal Week has grown in just one year,” says *Charleston Weddings* Editorial Director Melissa Bigner, “and that’s in great part because of the investment that REEDS® Jewelers has made. Their support has fueled a fantastic mix of events both large-scale and intimate, all of which introduce engaged couples to the best of Charleston and the best of Charleston vendors to those brides- and grooms-to-be.”

Schedules for *Charleston Weddings*' Spring Bridal Week Presented by REEDS® Jewelers and Forevermark and programs for the *Charleston Weddings*' Spring Bridal Show presented by Gathering Events can be found in the Spring issue of *Charleston Weddings* magazine on newsstands now and available via the app store for iPad. Details—including links for tickets, information about getting on guest lists, and open-to-the-public events—can also be found online at [ChasWeddingWeek.com/schedule](http://ChasWeddingWeek.com/schedule).

For more information on bridal week, contact *Charleston Weddings*' Director of Development Della MacNicholas at [Della@charlestonmag.com](mailto:Della@charlestonmag.com).

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#### **More on *Charleston Weddings* & Spring Bridal Week Sponsors**

Find *Charleston Weddings* magazine on [Twitter](#), [Facebook](#), [Instagram](#), [Pinterest](#), and [CharlestonWeddingsMag.com](http://CharlestonWeddingsMag.com) and check out the magazine's blog, [The Wedding Row](#), for daily wedding inspiration and news. More information about Spring Bridal Week can be found at <http://chasweddingweek.com/>, and sponsor informations can be found here: [REEDS® Jewelers](#) and [Forevermark](#). To learn more about Gathering Floral + Event Design, visit [GatheringEvents.com](http://GatheringEvents.com).

#### **About Baker Motor Company Charleston Fashion Week® & *Charleston Weddings*' Spring Bridal Show**

Showcasing fashion designers, retailers, and models, Baker Motor Company Charleston Fashion Week® (CFW) is one of the premier fashion weeks in North America, and celebrates its 10<sup>th</sup> anniversary this year. Named a Top 20 Event for March by the Southeast Tourism Society, this multimedia event presents high-end runway shows, interactive entertainment, chic after-parties, and press events. The 2015 event featured more than 40 runway shows, over 7,000 attendees, *Charleston Weddings*' Spring Bridal Show, the Emerging Designer Competition: East presented by Benefitfocus and the Rock the Runway Model Competition™ presented by ALEX AND ANI®. Baker Motor Company Charleston Fashion Week® 2016 is scheduled for March 15-19, 2016, with the Bridal Show falling on March 19. For more information visit [www.charlestonfashionweek.com](http://www.charlestonfashionweek.com). See a recap of the [2015 Bridal Show here](#) and hear what Amsale Aberra, of Amsale, Christos and Kenneth Pool, had to say about headlining the event in one of her favorite cities.

#### **Fun Facts About Charleston and Weddings**

[Click here for a roundup of stats!](#)