

COMMERCE

## Moda Operandi strengthens wedding trunkshow offerings

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*Oscar de la Renta bridal spring/summer 2017*

By STAFF REPORTS

Online retailer Moda Operandi is following up New York Bridal Fashion Week with a series of wedding-related trunkshows.

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Moda Operandi will launch 16 designer collections for the spring/summer 2017 wedding season, a continuation of its commitment to offering its consumers access to lines straight from the runway. This trunkshow series will mark the first time brides-to-be will be able to pre-order wedding dresses from Vera Wang, Oscar de la Renta and Delpozo, among others.

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Moda Operandi will have three trunkshows for the bridal category, each focusing on a different aspect of a couple's special day, covering the rehearsal dinner, the reception and the honeymoon.

Designer bridal lines new to Moda Operandi include Vera Wang, Delpozo, Inbal Dror, Mira Zwillinger, Reem Acra, Sachin & Babi Noir, Isabelle Armstrong and Romona Keveza. Moda Operandi, which launched bridal last year, also carries Monique Lhuillier, Costarellos, Elizabeth Fillmore, Oscar de la Renta, Delphine Manivet, Temperley London and J. Mendel.



*Oscar de la Renta bridal gown ss17 during New York Bridal Fashion Week*

An additional trunkshow, The Trousseau, includes lingerie, robes, monogrammable items and bridal accessories, with the only men's item being cufflinks.

For the bride's closest friends and family, Moda Operandi also offers a color-driven and curated section for bridesmaids. Items include gowns, fur shrugs, handbags and shoes from designers such as Cristina Ottaviano, Nili Lotan, Brock Collection, Elizabeth Fillmore and Katie Ermilio among others.



*Clutch in the curated bridal section of Moda Operandi*

Bridal offers brands access to a consumer willing to spend more than she would typically. Many leading luxury

fashion labels include bridal lines so they can be included in a bride's special day.

Footwear and accessories label Stuart Weitzman is giving brides-to-be more options to make a shoe statement on their big day.

The brand has expanded its bridal collection, creating nuptial-ready versions of some of its most popular evening shoes, including the Nudist. While wedding dresses get a lot of the attention, for many brides their footwear choices for the ceremony and reception are the main event ([see story](#)).

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