

APPAREL AND ACCESSORIES

Reem Acra to show Tiffany-inspired bridal collection at jeweler's New York boutique

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Couture wedding gowns by Reem Acra

By STAFF REPORTS

Lebanese-American fashion designer Reem Acra is adding a hint of Tiffany blue to its spring bridal 2018 collection.

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Reem Acra's runway presentation will be held April 18 at Tiffany's Fifth Avenue flagship with bridal gowns inspired by the brand's jewelry. Although inspired by the designs of Tiffany, the bridal runway show is not co-branded or a partnered event.

Something Tiffany blue

Besides iconic Hollywood cameos such as "Breakfast at Tiffany's," the jeweler's New York flagship has been the venue for a Carolina Herrera runway show in 2009, and the jewelry brand also paired with Vera Wang in 2011 for Singapore's Audi Fashion Week.

Reem Acra's 20-piece collection presentation is expected to draw a guest list of 200 attendees. In addition to being within Tiffany's flagship, the only link to the brand will be the show's invitations.

The designer's bridal collection for spring 2018 includes wedding gowns and formalwear inspired by the jeweler's "style and glamour." Although the runway show is not affiliated with the jeweler, it is likely that brides who select gowns from the collection will have a heightened interest in shopping jewelry from the line's inspiration.



Reem Acra pre-fall 2017

Reem Acra participated in online retailer Moda Operandi's 11-piece bridal collection last fall.

Moda Operandi and Tiffany worked with a group of 10 international designers to stock a capsule collection of one-off wedding gowns. To further brides' looks for their nuptials, Tiffany paired its diamond jewelry with each of the wedding gowns for a full bridal look.

In October 2016, Tiffany hosted the Moda Operandi capsule collection at its New York flagship on Fifth Avenue. For four days Tiffany included the gowns at its store, in addition to the debut of the Tiffany Setting, which was made in rose gold for the first time ([see story](#)).

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