

APPAREL AND ACCESSORIES

Stella McCartney moves into bridal space after royal wedding

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Stella McCartney dives into bridal design. Image credit: Stella McCartney

By BRIELLE JAEKEL

British fashion label Stella McCartney is entering a new realm of fashion following its participation in the royal wedding, funneling the wave of hype into a sustainable endeavor.

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In its first bridal collection, Stella McCartney has designed 17 pieces inspired by the bespoke reception dress created for the Duchess of Sussex's wedding day. The "Made with Love" line continues the brand's commitment to sustainability in a new category for Stella McCartney.

Bridal party

For the royal wedding between Prince Harry and former actress Meghan Markle, the bride chose Stella McCartney for her reception. She wore an open-back evening gown designed specifically for her by the brand.

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Effortless and confident, our new Bridal collection "Made with Love" is a new perspective on the traditional with signature Stella attitude. Discover more and schedule an appointment at the link in bio. . #StellaMcCartney #StellasWorld #StellaBridal #MadeWithLove

A post shared by Stella McCartney (@stellamccartney) on Nov 13, 2018 at 8:15am PST

Instagram post from Stella McCartney

Following the May wedding, Stella McCartney released a limited-edition dress in June of this year congruent with the opening of its new 23 Bond Street store, also named "Made with Love."

The current collection for brides features seven bridal dresses, a lace embroidered jumpsuit and an ivory tuxedo.

Additional products are planned to roll out in addition to the several already available, says the label.

Stella McCartney will provide special in-store customer services for greater bespoke capabilities, acknowledging the importance of this garment.

In a special nod to the phrase, "Something borrowed, something blue" Stella McCartney will include a blue tag sewn into each gown. The tag will feature a special message from the designer.

[View this post on Instagram](#)

The Magnolia gown from our new bridal collection "Made with Love", launching today. Fittings by in-store appointment only. Arrange yours and discover more at the link in bio. . #StellaMcCartney #StellasWorld #StellaBridal #MadeWithLove

A post shared by Stella McCartney (@stellamccartney) on Nov 13, 2018 at 10:35am PST

Instagram post from Stella McCartney

Brides can purchase and interact with Stella McCartney Made with Love staff at its select stores worldwide, as well as retail partners such as Nordstrom, Saks Fifth Avenue, Harrods, Net-A-Porter and Selfridges.

The new collection rolls out this month, for the spring 2019 season.

Flourishing bridal

The wedding industry is flourishing, propelled by the growing population of millennials reaching marriageable age.

About one in five couples' wedding budgets top \$1 million, with spend on luxury apparel and accessories part of their plans for their big days, according to a new report from Fashionbi. This makes high-end fashion brands a perfect candidate to invest in bridal products and collections, many of which already have an affluent following ([see story](#)).

This also goes for jewelry.

Tiffany & Co. and Chaumet are among the jewelers promoting wedding bands and engagement rings, looking to be part of consumers' plans as they prepare to tie the knot.

From turning diamond shopping into a game to celebrating love in all its many forms, jewelers are taking both playful and emotional tones in digital efforts aimed at reaching brides- and grooms-to-be. Reflecting the luxury business' focus on bespoke creations, jewelers are promoting their personalization experiences, hoping to win customers seeking the unique ([see story](#)).

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