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Vera Wang's Singapore (ad)dress

By [Gena Ng](#)

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"I have always adored Singapore... It is a jewel of a country, it is so wonderful to have a store there."
- Vera Wang



Vera Wang's Spring 2015 bridal collection. (Photo: Vera Wang)

"You don't alter Vera Wang to fit you, you alter yourself to fit Vera" bemoans bride-to-be Olivia Lerner, the lead character played by Kate Hudson, in the romance comedy film "Bride Wars".

While that declaration is far from the truth, there is no denying that Vera Wang's iconic bridal gowns are highly revered by women all over the world. With her bold interpretations of wedding dresses that often eschew the traditional white — whether it's a black or a pink collection — a Wang gown is the gold standard in the bridal world.

Southeast Asian brides-to-be now have to look no further than Singapore, with the first Vera Wang bridal boutique — and first flagship store — making its debut on December 19 at The Shoppes at Marina Bay Sands.

"I have always adored Singapore," says Wang. "It is a jewel of a country, [and] it is so wonderful to have a store there."



A stunning piece from Vera Wang's Spring 2015 bridal collection. (Photo: Vera Wang)

The island holds precious memories for the designer, of time spent with her late father C. C. Wang, who was one of the founders of oil refinery Singapore Petroleum Company, making the opening of the flagship store especially significant to her.

"Given our strategy to become an important presence in the Far East, this seemed like the perfect moment and synergistic opportunity to open a new Vera Wang flagship," says Wang.

The 1,600-square-foot boutique will house Wang's gorgeous dresses, along with equally stunning bridal shoes, accessories and fragrances. Newlyweds looking to spruce up their homes with elegant pieces will also find a selection from the designer's Wedgwood home collection.

To ensure that glowing brides-to-be find the perfect wedding gown that best suits their personal style, a trip to the Vera Wang bridal boutique in Singapore requires an appointment with a consultant.

Contrary to Kate Hudson's character's dismay in "Bride Wars", alterations and customisation options are definitely available, and this can be discussed with the consultants.



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