



Allure Bridals

Eddy K

Zavana Couture

GLITZ & GLAMOUR

Glamorous wedding dresses are a big trend this season. We take a look at the styles that are making an impact...



Rosa Clará

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Despite 2020's challenges, the designers have been hard at work this season, producing an exceptional selection of modern day bridal gowns. Across the new collections, we've again seen a host of gorgeous styles with striking silhouettes, innovative design and an abundance of intricate detail. But if there's one trend that's really making an impact this year, it's the oh-so glamorous wedding dress.

While once discarded in favour of traditional styles, statement wedding gowns are set to be a top choice with brides wanting wow factor in the new year. It seems that with smaller weddings on the rise, couples are looking to save on guest numbers and invest in the details of their day instead – with glitzy gowns and accessories being a top priority.

"Although statement dresses are a very personal choice, we're finding that brides really love the intricate beading and fashion-forward silhouettes that we offer across our collections," says Breanne Iredell of Australian brand, Cizzy Bridal. "Our Zavana Couture gowns are a particular favourite with women who want to make a statement – and this season, the collection features jumpsuits, capes, side splits and plenty of sparkle!"

With so many brands delivering a choice of options across a variety of price points, it's the perfect trend to consider if you want to stay ahead of the competition. But what exactly are today's brides searching for?

"This season, there's an emphasis on the back of the wedding gown with sultry elements like low keyhole cuts, big statement trains and eye-catching detail," says the team at US favourite, Justin Alexander. "In our latest collections, we've also incorporated the trend with modern gowns featuring captivating details like pearls, bows, and unique hems."

For British label Dando London, the trend takes shape in the form of fitted sheath styles with extra long trains and dramatic details. "Brides this season want something a little different," explains the label's Ciara Crowe. "Dresses that enhance, sculpt and contour the body are always a big hit for us and our latest collection features plenty of gowns with



Nicki Flynn
by True Bride

Sottero and
Midgley

Justin Alexander
Signature

shimmering embellishments and feathers for a truly glamorous look.”

When it comes to silhouettes, there’s much to please buyers, too. Naturally lending itself to the princess ballgown, there are plenty of fairytale styles to fall in love with. Notably, Eddy K, Demetrios and Oksana Mukha all have some gorgeous full-skirted styles this season, each promising a dazzling look that will have heads turning.

But, if slinky styles are more suited to your brides, they can still make the most of this trend, with a host of chic and sexy options befitting a glitzy celebration. Amongst this season’s selection, Enzoani’s collections continue to win points with their sultry silhouettes. Rachel Allan’s offering has plenty of glittering fitted pieces, while figure-flattering styles from Eliza Jane Howell continue to exude old school glamour.

And although the trend suggests a bold and dramatic look, many brands have taken a more subtle approach, too – creating stylish and sophisticated looks with just the right amount of sparkle. “We tend to think of glamorous styles as being busy and decadent, but brides are seeing that simple dresses can also have a big impact,” explains True Bride’s Georgia Flynn. “Alongside gowns which feature Gatsby-style beadwork and metallic lace, we also have designs that really focus on cut, quality and fit, where their simplicity is the wow-factor.”

The creative team at Maggie Sottero agree with the sentiment, too: “For us this season, our glamorous gowns are all about sophisticated shimmer – with elegant and cool styles that are fresh, modern and on-trend.” Delicately beaded straps, plunging necklines and shimmering motifs all feature in the latest collections, delivering chic glamour for modern brides.

As ever, wearability is key within the look. While many brides will no doubt be searching for a showstopper, the beauty of this trend is its versatility, which allows retailers to take their own approach when incorporating the look in store. Whether you want to stock some true standout pieces or opt instead for a more subtle and sophisticated glam look, you’re sure to find plenty of options that will impress and make a perfectly fitting statement. ■