

FOR IMMEDIATE RELEASE:

Coren Moore Brings Her Effortless Style to BHLDN's Bridesmaids Collection

Darien, CT – March 18, 2013 – Coren Moore Brides & Maids, a distinctive line of bridal, bridesmaid and flower girl dresses, has collaborated with BHLDN, the wedding-focused sister brand to Anthropologie. The relationship showcases the unique designs by Coren Moore, Founder and Chief Executive Officer of the company bearing her name, on BHLDN's popular website of vintage-inspired attire, accessories and decor for weddings and special events. Coren Moore's designs are also available at BHLDN's two boutiques in Chicago and Houston.

"We have loved BHLDN ever since it launched in 2011," says Moore. "We are thrilled that BHLDN has chosen to feature our dresses in their beautiful line-up of designs, and we are looking forward to working closely with their client base and making our mark on the bridal business together."

BHLDN currently features three Coren Moore bridesmaid dresses as part of its curated assortment of exclusive styles that speak to the not-so-everyday occasions in a woman's life. The [Thalia Maxi Dress](#), the [Levity Dress](#) and the [Jacqueline Dress](#) are available at BHLDN for under \$350 each. The Thalia Maxi dress in particular is offered in three beautiful silk chiffon colors – Sage, Pink Peony and Serene Blue – that are exclusive to BHLDN.

"My designs bring some vibrant colors into the mix at BHLDN," says Moore.

Moore brings a unique mix of Bohemian and traditional together in her line of bridal and bridesmaid dresses. Having grown up in a non-traditional household on Catalina Island, California, Moore was encouraged to enjoy nature and think outside the box. She spent much of her childhood daydreaming and exploring her island home. As a teenager, Moore's family moved to New England where she embraced a more traditional lifestyle, attending Westminster School and later Bowdoin College. It was during this period of her life that Moore developed an appreciation for polished American style.

Now, a busy mother of three young girls living in a beach community in Connecticut, Moore strives to bring all elements – whimsical to elegant, effortless to stylized – together to her line of dresses.

For more information, please visit Coren Moore Brides & Maids at www.corenmoore.com and BHLDN at www.bhldn.com.

Coren Moore Brides & Maids designs continue to be available in New York City at The Wedding Library and BellaBridesmaid, as well as 50 retail boutiques across the country.

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