

JENNY YOO

PRESS RELEASE: JENNY YOO SPRING 2021

NEW YORK, NY – October 1, 2020: Jenny Yoo, notorious for celebrating feminine minimalism, reveals bridal and bridesmaid collections that embody a contemporary tone, understated yet striking. Structured shapes and unique media pairings are showcased in lightweight fabrics and sultry details. Each piece is flirty, sculpted, and highlights the most beautiful contours of the woman who wears it.

Jenny by Jenny Yoo for the confident bride, boasts slinky body hugging fit and flare skirts, soft airy tulle, and dainty details. Ultra-chic silky gowns, Marnie and Beale, give the simplicity of a slip dress, but radiate the bride with plunging architectural V necklines, low backs, and with charming flutter sleeves. The Empire waist is featured in iterations of delicate tulle, luxe satin, and bright crepe. A highly anticipated collection, available only at BHLDN, unveils a flowy, long sleeved style that drapes to effortlessly shape the wearers natural frame.

For the bridesmaids, architectural lines and flattering cuts are illuminated in velvet, luxe satin, and sequin. The Spring 2021 collection focuses attention on clean tailoring, cowl necklines, and slitted skirts. Four lust-worthy dresses in luxe satin and stretch velvet are debuted in a refreshing midi skirt length. Favorite bridesmaid color, Sage, will be newly introduced in stretch velvet. Inspired by hues of green, the new Dark Eucalyptus velvet is rich and brilliant. Adding to the best-selling Jenny Yoo x Bella Bridesmaids collection, new styles in lofty chiffon, satin and velvet have exclusive designs that can be found in all of their boutiques.

The elevated Jenny Yoo Collection bridal defines modern femininity in luxe, opulent textiles. Favoring a square neckline matched to a scoop back, the Eva and Elliot gowns turn heads with only their remarkable statuesque shape. Unexpected details of decadent embellishments, corset backs, and printed organza create dimension to meet the updated aesthetic of the modern bride. The regal Lia gown is perfectly uncluttered, bold, and polished, a timeless A-Line that is as breathtaking as it is simple.

ABOUT JENNY YOO

Jenny Yoo has been an innovator in the Bridal and Bridesmaids industry for nearly two decades, presenting a refreshing perspective that has redefined today's contemporary bride and bridal party. Jenny's signature style of clean lines and modern cuts incites a clear vision that prides craftsmanship and fit. Jenny Yoo's Spring 2021 Collections promise a captivating balance of romance and simplicity, focusing on tailoring and fit to highlight each woman's spirit, curve, and attitude.

Price range for "Jenny by Jenny Yoo" bridal gowns range from \$600-\$2,000; "Jenny Yoo Collection" bridesmaids/social styles range from \$200-\$400; "Jenny Yoo Collection" bridal gowns range from \$2,000-\$5,000; Jenny Yoo Little White Dresses range from \$200-\$500. The collections can be found online, at specialty retailers, department stores, and international retailers. Shop and view the full collection at jennyyoo.com.