

# JENNY YOO

## PRESS RELEASE: JENNY YOO SPRING 2023

NEW YORK, NY – October 12, 2022: Innovative dress designer, Jenny Yoo, celebrates and unveils the commemorative “20<sup>th</sup> Anniversary” collections. Exclusively during New York Bridal Fashion Week and at a premiere runway party, Jenny is excited to showcase Little White Dresses, Wear Anywhere Guest Attire, Bridesmaid, and Bridal gowns. For the first time ever adorning the models, Jenny Yoo debuts her contemporary Bridal Earring Collection.

Over the past two decades, Jenny has revolutionized bridal and bridesmaid fashion, designing for the modern woman who wants to be effortless, comfortable, and feminine. Taking the average bridesmaid dress and infusing elements of structure, shape, and romanticism, Jenny’s ambition drove her to build a bridal empire from her NYC apartment. “I wanted to create dresses that bridesmaids would feel proud to wear, that made them feel cool.” Twenty years later, 275+ showrooms, and countless effervescent brides inspire the collections.

Jenny by Jenny Yoo designs feature personal elements innate to the wearer’s style. Detachable sleeves, optional appliqué, and strap embellishments personalize the look. This season’s dramatically cut necklines contrast with soft, draped details of sleeves and contoured seams. The Alexandra gown is commanding with delicately beaded pearl long sheer sleeves, draped off the shoulders and a molded crepe fit and flare silhouette with a daring slit. Styles designed exclusively for the free-spirited BHLDN bride, arrive in boutiques Spring.

The ever-anticipated bridesmaid colors live up to the 20 years of experience Jenny has creating them. A palette of Eucalyptus, Lilac Mist, and Buttercup satin inspire statuesque shapes, flirty cut-outs, and modern peaked necklines. It’s equivocal whether the wearer is going down the runway or the aisle. The Melody and Liliana dresses are a step-ahead and impossible to replicate, offering strapless necklines in satin and velvet. For every other special event in a woman’s life, the Jenny Yoo Wear Anywhere collection boasts printed midi dresses, satin, textures, and a wide-legged jumpsuit, available in all luxe satin shades.

Jenny Yoo Collection is constructed with the finest textiles, unique architectural draping, carved lines, and convertibility. Renowned for her convertible Nabi™ bridesmaid dresses, the message is revitalized in bridal, offering the optional elements of slits, a structural bow, nude shades, à la carte sleeves, and detachable streamers. Jenny’s personal favorite, Genevieve, is a diaphanous organza ball gown with voluminous off-the-shoulder sleeves. Marry any Jenny Yoo bridal gown to a minimalistic yet show-stopping style from the Little White Dress collection. The casual and cool bride need not look further to find an iconic bridal jumpsuit or fringe reception dress.

Inspired by Jenny’s love for earrings, the inaugural collection of timeless styles, available on [jennyyoo.com](http://jennyyoo.com), will illuminate the woman who wears them. With modern designs in a range of stunning chandeliers, shimmering crystals, and linear pearls, there is a pair in this collection to truly wear anywhere. Designed with freshwater pearls and shaped with gold chains, each set can have several end-uses from wedding to vacation.

## ABOUT JENNY YOO

Jenny’s signature style of clean lines and modern cuts incites a clear vision that prides craftsmanship and fit. Jenny Yoo’s collections seamlessly fulfill the needs, wants, and fashion of today’s bride allowing the wearer to define its end use. These dresses are feminine and sultry, traversing from the micro-wedding to a grand formal reception. Additional collections, now in select stores and online, include Little White Dresses and Wear Anywhere styles designed in short, midi, and full length to be worn to the rehearsal dinner, reception, and special events.

Price range for “Jenny by Jenny Yoo” bridal gowns range from \$995-\$2,500; “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; Earrings range from \$68-\$150. The collections can be found online, specialty retailers, department stores, and international retailers. Shop and view the full collection at [jennyyoo.com](http://jennyyoo.com).