

## **BRIDES.COM OFFERS EXCLUSIVE BEHIND-THE-SCENES LOOK AT IVANKA TRUMP'S WEDDING PLANS & BRIDAL STYLE SENSIBILITY**

### *Special Package Includes:*

*First Look At Jared Kushner's Engagement Ring Design Sketches  
Insider Access to Ivanka's Wedding Dream Team -- Celebrity Event Designer Preston Bailey,  
Wedding Cake Guru Sylvia Weinstock & Bridal Fashion Legend Vera Wang*

New York, NY - September 22, 2009 - With excitement growing about the impending wedding of celebrated style icon and jewelry designer Ivanka Trump and New York media and real estate magnate Jared Kushner, Conde Nast's leading bridal destination, Brides.com ([www.brides.com](http://www.brides.com)) has gained exclusive access to the businesswoman bride-to-be for the inside scoop on her upcoming walk down the aisle.

"Our readers were thrilled delighted back in November, when Ivanka was on Brides.com as a guest blogger, posting about jewelry and accessory concepts for brides-to-be. I know that they'll be thrilled to get an insider's sneak peek at her own special day," said Michelle Preli, editor-in-chief of Brides.com.

Ivanka spoke to Brides.com editors not only about planning her wedding, but also how she is juggling it all, the amazing team she has selected to help with the preparations, and her thoughts on the wedding planning moments along the way. The exclusive interview also features her advice to brides going through the same process.

In addition, for the first time ever, original engagement ring sketches, in a fairy-tale turn from Jared Kushner himself, will be made available along with insights into the design and details on how Kushner kept the entire undertaking a surprise.

Ivanka Trump's "dream team" of experts also provided Brides.com with exclusive interviews to give their audience a glimpse into the elaborate and romantic wedding plans being orchestrated for this busy, young couple. From the event planning and splendid floral design of Preston Bailey to the luscious and magical cake baked by Sylvia Weinstock and the show-stopping bridal gown created by Vera Wang, this feature package promises to deliver breathtaking ideas and inspiration.

"Ivanka is an accomplished business woman, adeptly managing multiple jobs, maintaining an active social life, recently authoring a new book, and now planning a wedding," added Preli "So, not only is she a fashion influence for our audience of brides-to-be, but also an impressive, modern role model."

"I had a great experience with Brides last Fall, and now that I'm getting married myself it seemed a great opportunity to share insights from my friends in the industry with Brides.com readers/followers," said Ivanka Trump. "I cater to the Bridal market in my fine jewelry collection and thought to expose my own connections and experiences with the women that I so often think of when working on my jewelry line."

To view the special Ivanka Trump wedding feature package, visit:

[http://www.brides.com/package/ivanka\\_trump\\_wedding](http://www.brides.com/package/ivanka_trump_wedding)

**About Brides.com**

Brides.com, Condé Nast's premier bridal destination Web site, features daily news and trend updates, in addition to expert tips and advice, all designed to empower brides-to-be in preparing for their big day. Showcasing interactive tools, an array of beautiful imagery and video, as well as content from three national magazines -- Brides, Modern Bride, Elegant Bride -- and 16 local bridal magazines, Brides.com offers information on every aspect of wedding planning. Part of Condé Nast Digital, the Internet unit of Condé Nast, the site is visited by more than 1.5 million unique users every month.

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