



THURSDAY, JULY 21, 2011

57 Grand | {Truly} Versatile Dresses for City Weddings



It's not often that I say this, so I'll begin with a dramatic pause... Ready for it?... There truly *is* such a thing as a rewearable bridesmaid dress.
And it comes from the lovely ladies at [57 Grand](#).



When I first laid eyes on 57 Grand's gorgeous collection {and had the chance to style their first advertising campaign, no less!} I fell in l.o.v.e. with the line. I mean, honestly, *love*. In true fashionista form, my mind began racing with all the many ways their dresses could be restyled: Date night with the husb. {Check!} Brunch with the girls. {Check!} Weekend in the Hamptons. {Check!} Business cocktails after work. {Double Check!} After some major style daydreaming, it took quite a bit of concentration to reel myself back to reality and focus on 57 Grand's initial *raison d'être*: Super-chic and affordable bridesmaid dresses - crafted in NYC- with the style-minded city girl in mind. Brilliant.



57 Grand co-owners Carmen Ho and Saukok Tiampo channeled their NYC life experiences, as well as their backgrounds in the Manhattan finance and fashion industries, when designing their line. The colors are trend-right to the fashion world. The fabrics are {shh!} bought from the same mills as many high-fashion couture designers. And the ordering process cannot be more efficient or convenient. Brides can visit 57 Grand's NYC showroom, which is conveniently located in the Garment District, work with a slew of retailers around the country, or have samples shipped directly to their home for quick consideration. {Warning: You won't want to give them back}.





Want another reason to love this New York line? After seasons of stellar reviews, [57 Grand](#) just took the leap into bridal - and it's beyond fabulous. Some of their best-selling silhouettes have smoothly transitioned into darling reception dresses, and other bridal gowns are completely new designs, which adhere to the 57 Grand philosophy that stylish and versatile need not be expensive. The bridal collection ranges from \$450 - \$1,250.



Oh - and one more thing. Did I mention that [57 Grand](#) names their dresses after Manhattan streets? Super cute.

Happy shopping!