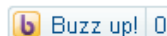




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57Grand Debuts Bridesmaid Line Inspired by New York City

New Bridesmaid Design Duo Merges Uptown Flair with Downtown Sensibility at Brilliant Prices



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NEW YORK, Jan. 20 /PRNewswire/ -- Tonight, the wedding. Tomorrow night, cocktails. That's the style statement of 57Grand, the new bridesmaid dress collection designed to suit the chicest of bridesmaids at a palatable price.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100120/CL40774>)

Unveiled at New York's 2009 Bridal Fashion Week, 57Grand merges timeless uptown flair with downtown individuality. 57Grand design team Carmen Ho and Saukok Chu Tiampo have hitched up their fashion and business acumen to create a collection of dresses to suit a wide variety of bridesmaid personalities. Each design is inspired and named after a New York City street—

Beekman is high-society sophistication while *Mulberry* emotes bohemian romance. All 57Grand dresses are made in New York City in twelve weeks. With over 40 colors and fabrics, 57Grand is fit for any maid, from the chicest prep to the edgy urbanite.

57Grand currently provides 9 dress styles retailing between \$145 and \$200, available to ship in 12 weeks. To combat the traditional stress surrounding the bridesmaid dress search, 57Grand has created an innovative online shopping domain at their website www.57grand.com. Shoppers can access their entire showroom online and request a sample in a specific color. Additionally, 57Grand offers a custom shopping cart where brides can create a shopping list for their maids and track orders, and a chat feature where they can connect via their own online discussion board.

A former investment banker who chose to start 57Grand after the 2008 financial crisis, Saukok and her partner Carmen are approaching the bridesmaid business with a fresh take on multiple fronts, from dress style and design to rewear and donation options, original online shopping features, and a gentle price point. "The bride we're designing for is modern, stylish, fun-loving. On her big day, it's all about her and yet it's not," says designer/owner Saukok Chu Tiampo. "Our collection speaks to that balance – timeless, with a hint of runway. Something you can wear time and again, to dinner, on a date, to the office." 57Grand showcases rewear options for their collection with style editorials at www.57grand.com, and bridesmaids may donate dresses to 57Grand's nonprofit partner for girls hoping to attend prom.

Samples and/or high-resolution photos are available upon request.

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