

£80,000 WEDDING DRESS COMES TO DRAKES FINE JEWELLERS

Every bride is special in her own way, but a stunning wedding dress that will go on display at Drakes Fine Jewellers in Drake Circus shopping centre is guaranteed to literally make the wearer shine above all others.

In a joint promotion with creators of luxurious wedding rings and jewellery B&N, Drakes Fine Jewellers will play host to an £80,000 platinum wedding dress, which will be on display in its Drake Circus store on Monday 19th and Tuesday 20th May.

The fabric for the dress was woven from microscopic platinum threads by a Japanese artisan textiles expert. It was then transformed into the dress by Italian couturier Mauro Adami of the Domo Adami fashion house.

The dress is visiting Drakes Fine Jewellers as part of a promotion for the new collection of B&N rings and jewellery available instore.

Andrew Hirshman, director at Drakes Fine Jewellers, commented: "We are thrilled to be playing host to such an exquisite and unique wedding dress – it really is a work of art. We are also delighted to be promoting the B&N collection, which is as stunning as the wedding dress itself!"

The platinum wedding dress will be on display during normal opening hours on Monday 19th and Tuesday 20th May. At 12 noon on Monday it will be modelled by Kelly Carwithen, one of the finalists of the 2007 Face of Plymouth competition.

More information is available from Drakes Fine Jewellers on 01752 227775.

Ends

14th May 2008.

NOTE TO EDITORS

An opportunity for interviews/photography/filming is available at 12 noon on Monday 19th May, when the dress will be modelled by Kelly Carwithen, finalist from the 2007 Face of Plymouth.

A picture of the dress appears on the following page.

