



PRESS RELEASE
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David Tlale to launch New Traditional Bridal Collection at East Rand Wedding Show, Emperors Palace!

David Tlale to launch traditional bridal creations at the inaugural wedding show at Emperors Palace this July.

Often referred to as the **King of Fashion** in South Africa, **David Tlale** will lead an impressive line-up of the country's top bridal outfitters. The David Tlale label will showcase Traditional Bridal Gowns for the very first time in South Africa during what is being termed as a Power Half Hour conceptualised by fashion show producers FranklyWild.

The Power Half Hour shows will give visitors an opportunity to not only experience a high-wattage fashion show, but also give prospective brides the opportunity to get up close to the creations, and engage directly with the Designer.

Having established an exclusive Brand, David Tlale has boldly succeeded in embellishing high couture and high fashion on his Traditional Bridal Collections. The brand is already known to be one that defies convention, and impenitently employs unpredictable use and understanding of craftsmanship, fabric, colour and texture; and this, combined with the innovative Power Half Hour, promises to emblazon a hint of mystery into the eagerly anticipated collection.

Taking place for two days only on 12th & 13th July, the East Rand Wedding Show is set to be the answer to the needs of every bride-to-be.

David Tlale will also be available for press interviews after his fashion show.

For more information about the David Tlale Power Half Hour Fashion Show, media passes and interviews with David, please contact:

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About the East Rand Wedding Show

The premiere launch of the biggest wedding expo in the eastern suburbs of Johannesburg will take place at Emperors Palace, the Centre Court on 12 and 13 July. The East Rand Wedding Show will bring a new look and feel to the ordinary. This *boutique* style show will provide brides and grooms with magical inspiration, creative design, splendour and sophistication to make their special day unforgettable, all under one roof!

The East Rand Wedding Show was created by Laura Hanc, who is not only passionate about the wedding industry but who once upon a time was an eager bride planning her dream wedding too. "I wanted to create a show that is opposite to the large, overwhelming and expensive wedding & bridal expos by creating an intimate boutique style expo. I wanted to create a **show** by using our Fashion Show's to showcase the best the industry has to offer. Much like, the bride and her dress being the show stopper at a wedding our exhilarating Fashion Show's will become the 'Trademark' show stopper of our wedding show's going forward."

Emperors Palace, Centre Court doors will open at 09h00 and tickets are R70 when booked online at Webtickets on www.webtickets.co.za or R90 at the door. The entrance fee will include a show magazine, shopper goodie bag, full day access to fashion shows and demonstrations. Additionally, The East Rand Wedding Show will welcome Kardashian Beauty South Africa as the exclusive make-up sponsor for the wedding show!

Laura Hanc

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