

PRESS RELEASE – 20 February 2015

**CELEBRATE THE BRIDAL SEASON AT BICESTER VILLAGE WITH EXCLUSIVE GOWNS,  
ACCESSORIES, JEWELLERY AND TALKS FROM 6–29 MARCH**



Celebrity wedding planner,  
Mark Niemierko



Bridal gown,  
Oscar de la Renta



Tiered wedding cake,  
Princess Patisserie



Wedding table display,  
Fabulous Flowers

From Friday 6 to Sunday 29 March, Bicester Village will be transformed into a haven of all things bridal.

For the first time ever, a carefully selected team of wedding experts will be on hand to help brides-to-be design their dream day, including the UK's top luxury wedding planner Mark Niemierko, specialist cake designers Princess Patisserie, and *Tatler*-recommended florists, Fabulous Flowers. In addition, the boutiques will be bursting with exclusive bridal collections.

### ***Dream Dresses***

A magnificent collection of bridal gowns will be available at Bicester Village for this limited period from designers including Oscar de la Renta, Chloé, Valentino and Temperley London, while experts will be on hand to assist brides in finding 'The One'.

The Oscar de la Renta boutique will be transformed into a wedding emporium showcasing more than 90 beautiful, hand-finished bridal gowns alongside complementary accessories, while guests will also be able to discover hand-drawn sketches by the designer himself.

Chloé will showcase ten exclusive bridal styles from their wedding collection – all available to purchase.

At Temperley London, from 16 to 19 March, a bridal personal shopping specialist will be on hand to advise on the boutique's selection of bridal wear, accessories and outfits for the extended wedding party.

Guests who purchase their bridal gown from Temperley London will receive an exclusive framed, hand-drawn sketch and personal note from Alice Temperley. With every bridal purchase of more than £950, guests will be entered into a prize draw for a chance to win a £250 Temperley London Gift Card.

### ***Perfect accessories***

To complete the look, boutiques throughout the Village will be brimming with jewellery, lingerie, gifts and accessories.

At the La Perla boutique, guests can enjoy additional savings of 20% across a special edit of pieces including lingerie and swimwear, perfect for the wedding, honeymoon and beyond. Personal consultations will be available and guests can enjoy champagne and macarons as they browse the collections.

Meanwhile, the Gina boutique will present an exclusive selection of bejewelled footwear, to add a touch of glamour to any bridal ensemble.

The Creative Director of jewellery brand Annoushka will make a personal appearance at the boutique to meet guests and advise on wedding jewellery.

The Links of London boutique will offer engraving on exclusive bridal pieces.

Especially for the event, Hearts On Fire – purveyors of ‘The World’s Most Perfectly Cut Diamond’ – will showcase a stunning 5.3 carat dream diamond set in an intertwining diamond-set band valued at £250,000.

### ***The order of service***

Acclaimed wedding planner Mark Niermierko, who has organised weddings for top celebrities, will make a special appearance on Friday 6, Saturday 14 and Thursday 19 March. He will host a series of talks on wedding ‘Do’s and Don’t’s’, bringing his team of experts with him to offer advice for arranging the perfect day. He will be based in the VIP Lounge and will welcome brides from 10 am to 3 pm.

Guests can come to the Village and snap a selfie against the ‘Just Married’ backdrop, marvel at the Wedding Dancers and upload pictures to social media channels.

To continue the celebratory spirit, guests can indulge in a special Luxury Champagne Afternoon Tea at Villandry Grand Café.

\*Guests who pre-register for the bridal event will be entitled to special privileges including private events and use of the Bicester Village VIP Lounge, where they can discover floral installations and a selection of exclusive pieces from bridal specialists. To register, guests simply need to enter their details at [BicesterVillage.com](http://BicesterVillage.com), after which they will receive a welcome pack including a brochure listing all participating boutiques, exclusive offers and a schedule of special events.

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An exclusive launch event for press will take place on Friday 6 March. Should you wish to attend, please email your details to:

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### **About Bicester Village**

Bicester Village, one of the *Chic Outlet Shopping*® Villages by Value Retail, is located just 60 minutes from both London and Birmingham, and offers the UK's leading luxury outlet shopping experience. With more than 130 outlet boutiques providing fashion and luxuries for the home, Bicester Village offers a unique selection of British and international brands with savings of up to 60% on the recommended retail price, seven days a week and all year round. Bally, Diane von Furstenberg, Missoni, and Tory Burch are just a few of the international brands present, as well as boutiques of British designers including Anya Hindmarch, Temperley London, Smythson and Vivienne Westwood. A suite of services includes the Shopping Express®, the daily coach service from London; an award-winning Tourist Information Centre; a children's play area, valet parking, Hands-free Shopping, and a Personal Stylist. With a selection of restaurants and cafés, the Village has become a destination for visitors seeking a superior shopping experience and an enjoyable day out.

[www.bicestervillage.com](http://www.bicestervillage.com)

### **About Niemierko**

Mark Niemierko is Britain's leading luxury event and wedding planner. His company, Niemierko, has arranged parties and weddings for Russian oligarchs, Premiership football players and high society London couples. A favourite with celebrities, he planned Rochelle and Marvin Humes' Blenheim Palace wedding, and Julia and James Corden's Babington House nuptials, and has overseen weddings with Royalty in attendance, such as the society wedding of Alexandra and Alexander Fellowes, at which Prince Harry was a guest.

Mark Niemierko also runs an eponymous wedding-planners' academy at The Dorchester, Park Lane.

[www.niemierko.com](http://www.niemierko.com)

### **About Fabulous Flowers**

Fabulous Flowers offer a bespoke approach to designing wedding flowers, and by spending time getting to know their clients, they can translate personality and feelings into flowers. Flowers are the one thing that can truly personalise a wedding and clients often tell Fabulous Flowers that the thank you letters from their wedding guests never fail to mention their amazing flowers. The Fabulous Flowers team are regularly called upon to provide designs for the top bridal and florist publications in the country, and are in high demand to teach and inspire florists across the UK.

[www.fabulousflowers.biz](http://www.fabulousflowers.biz)

### **About Princess Patisserie**

Princess Patisserie is the life and love of Kelly Harries. Having given up the two hour daily commute from Banbury to London in 2011, Kelly breathed life into the dream she had since she was a little girl... to be in the kitchen all day long! Within weeks she had secured her very own production kitchen and the journey to baking heaven had begun. A number of years on and Kelly's passion for high quality, insanely great tasting, utterly beautiful cakes is stronger than ever and her reputation for excellent service and compulsive perfection is known across the industry.

[www.princesspatisserie.co.uk](http://www.princesspatisserie.co.uk)