

Press release
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COMPLETE WEDDING SYDNEY

Toni Maticevski on the cover of Sydney's leading bridal magazine

They're some of the biggest names in Australian fashion Lisa Ho, Collette Dinnigan, Akira Isogawa, Toni Maticevski, Carla Zampatti and they are all featured in the new issue of Complete Wedding magazine.

Complete Wedding Sydney's Autumn/Winter edition marks 15 great years as Australia's favourite bridal magazine! To celebrate *Complete Wedding* has relaunched the popular Sydney edition with new Editor in Chief Brianna Ragel at the helm and a new team of creatives working on the title. The result is a fresh, stylish and accessible approach to bridal fashion...and bridal magazines!

The cover of the new issue signals the much needed change with model Adele Frost from Chic Management stepping out in a stunning Toni Maticevski gown paired with Jimmy Choo peep toes. Not your typical bridal magazine cover but as the magazine states 'this is the point – to give brides-to-be something different and to truly inspire them.'

The cover shoot photographed at Sydney's *Ivy*, names Lisa Ho, Collette Dinnigan, Akira Isogawa, Toni Maticevski, Carla Zampatti as the 'Top Five Australian Designers breaking new ground in bridal fashion', and acknowledges the growing appeal of these ready to wear designers amongst Sydney brides. Carla Zampatti's white and ivory gowns for example have been featured in many 'real life wedding' editorials in a number of bridal magazines, while Toni Maticevski's glamorous couture dresses are inspiring some rather different takes on the traditional bridal silhouette. Editor in Chief of *Complete Wedding* magazine, Brianna Ragel, said, "These designers don't realise it but they are really helping to shape bridal fashion in Australia."

With seven years experience editing fashion, bridal and lifestyle titles including the subversive and fashion forward *Oyster* magazine, Brianna Ragel's vision shines clearly through her first edition, which is out now on stands in NSW. She says of the first edition, "We did a great deal of research before we even started on the issue to ensure we knew what modern brides wanted from a bridal magazine. We now have a constant dialogue with readers through regular surveys, our e-newsletter that goes out to over 1000 brides-to-be, our newly launched facebook page, twitter and bridal blog, as well as a 'reader panel' who I consult with on the content of the magazine."

The edition is literally the *complete* guide to wedding planning with over 500 pages of everything from fashion to beauty, cakes to catering, receptions, transport, entertainment, gifts and honeymoons. It is this complete and stylish mix that sets the magazine apart from the plethora of wedding magazines available.

Brianna says that through her research she discovered that brides-to-be were overwhelmed by the choice of bridal magazines and could not distinguish between them. Therefore it was essential for the *Complete Wedding* team to relaunch the title with a clear brand message and USP.

Complete Wedding Sydney will be the first choice for brides-to-be because it offers the following:

1. A complete guide, not just fashion and beauty like many others. They want a magazine that will take them more than an hour to get through!
2. Value for money. Brides expressed that they felt publishers were taking advantage of them by hiking up the price just because it was a bridal magazine. At \$9.95 *Complete Wedding* is the only bridal magazine on the shelves that is under \$10 and at 516 pages represents extraordinary value guaranteeing pick up rate and maximum copy sales.
3. Fashionable options from luxury brands, high street stores and fashion retailers, not just bridal retailers. This issue provides the perfect mix and styling ideas that incorporate products from all of the above
4. Designer brands. The new issue features a Toni Maticevski gown on the cover representing the magazines disregard for the old rules' of bridal fashion and recognition of today's discerning fashion conscious bride.

With the new design of the magazine, stunning photo shoots shot by some of Sydney's best fashion photographers including Terence Chin and Chris Walsh at world renowned locations, namely Tower Lodge in the Hunter Valley and The Observatory Hotel, *Complete Wedding Sydney* takes bridal fashion to new heights resembling the pages of some of the countries best fashion magazines.

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For behind the scenes access to photo shoots and runway shows or interviews/comment from our range of bridal experts available, please contact Brianna Ragel.

About Complete Wedding Magazine

The *Complete Wedding* titles are elegant, fresh bi-annual magazines for those planning a wedding within New South Wales & Victoria. With more than 500 pages of inspiring photographs, informative tips and real life weddings, this magazine also contains a comprehensive directory listing ensuring your potential customers can reach you with ease. The bi-annual publications target females, aged between 20 and 35 who will get married within the next 18 months. Each edition features inspiring photographs, informative reads, and the ultimate directory to planning a wedding within New South Wales or Victoria. Now into our 15th year of operation, we continue to provide brides-to-be with a complete guide to their wedding day.

www.completewedding.com.au

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