

Beat: Lifestyle

## **MONIQUE LHUILLIER BRIDESMAIDS DRESSES EXCLUSIVELY FOR RENT AT VOW TO BE CHIC**

### **TO RENT DESIGNER BRIDESMAID DRESSES**

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**USPA NEWS** - 'Vow To Be Chic', the first and only company to rent designer bridesmaid dresses, has just launched one of the most sought-after bridal designers to their rental collection : Monique Lhuillier. The assortment includes six timeless bridesmaid dresses in an array of colors...

'Vow To Be Chic', the first and only company to rent designer bridesmaid dresses, has just launched one of the most sought-after bridal designers to their rental collection : Monique Lhuillier. The assortment includes six timeless bridesmaid dresses in an array of colors, the styles which typically retail between \$300 and \$400 are available on Vow To Be Chic for \$95.

Did you know that ?

- 11 million US bridesmaids annually, spending \$2.6 billion on bridesmaid dresses
- \$1,695 spent on average per bridesmaid; \$234 per dress
- On average, a woman is a bridesmaid 3 times in her life
- 9 out of 10 bridesmaids never wear their dress again
- 75% of women would rent a bridesmaid dress, twice the number who rent clothing online today
- 1 out of 5 engagements occur in December, making it the busiest month for engagements.

'Vow To Be Chic' is the first and only company to offer designer bridesmaid dress rentals, introducing cost savings, luxury style options and convenience to the bridesmaid experience. This ecommerce platform brings an age old tradition into the 21st century by allowing women to conduct this typically frustrating shopping experience from the comfort of their desktop or smartphone.

Source : Vow To Be Chic

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