

“From the wedding papers to the personal stationery to the boxed goods, I like to think that Vera Wang Fine Papers are distinctive because they have the same sense of design, proportion and detailing as my clothing.”

*Vera Wang*

Vera Wang has created a unique aspirational world that alludes to sensuality and youthful sophistication. Exquisite details, intricate draping and a nonchalant sense of style characterize the Vera Wang aesthetic. Vera Wang, a native New Yorker, understands women who embrace fashion. By age 23, Vera was the youngest ever Vogue fashion editor and stylist where she remained for 16 years before moving to Ralph Lauren as a design director. In 1990, Vera Wang opened her first flagship store on Manhattan's famed Madison Avenue, introducing fashion to the bridal industry with revolutionary designs and refined detailing. Since then she has expanded her collections to include ready-to-wear, footwear, eyewear, fragrance, flowers, china and crystal, silver and gifts, bedding, fine papers and her first book, *Vera Wang On Weddings*.



In 2005, the Council of Fashion Designers of America awarded Vera "Womenswear Designer of the Year". Vera further established herself as a style authority in 2007 by sharing her modern sensibility with millions of American women through her Simply Vera Vera Wang line available at Kohl's department stores nationwide. In Spring 2011, Vera Wang launched her highly anticipated inaugural collection for David's Bridal, WHITE by Vera Wang, which brings the acclaimed Vera Wang aesthetic to a new set of brides. As a natural extension of Vera's passion for designing bridal fashion, Vera Wang partnered with Zale Corporation to introduce Vera Wang LOVE, a collection of diamond engagement rings, wedding bands and solitaire jewelry, available exclusively in Zale stores throughout the US, Canada and Puerto Rico in Fall 2011. In Spring 2012, Vera Wang introduced an exclusive collection of rental tuxedos for Men's Wearhouse, BLACK by Vera Wang. Vera once again partnered with Kohl's in the Summer of 2012 for her first junior's contemporary lifestyle collection, Princess Vera Wang.

2010 marked Vera Wang's 20th Anniversary as a brand, a celebration of two decades spent at the forefront of fashion. In 2013, Vera Wang was honored with the Geoffrey Beene Lifetime Achievement Award by the Council of Fashion Designers of America.