

Steve Madden Europe

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**FOR IMMEDIATE RELEASE**

**Launch Steve Madden Bridal Collection 2022**

Steve Madden steps into the world of bridal shoes in 2022. Bridal fashion is continually evolving with women challenging the conventions of a traditional wedding day shoe. At the forefront of this shift in wedding fashion and style, Steve Madden has created an innovative, diverse range of shoes to escort brides down the aisle. Featuring classic shapes, open toe sandals, chunky heels, rhinestones, and embellishments and even trainers, this is a collection with something for each and every bride.

Following the closure of the wedding industry for most of the the last two years due to the pandemic, brides are now more ready than ever to embrace their special day and celebrate in style. This feeling of optimism, excitement, and eagerness to live life again has been encapsulated in the Steve Madden Bridal collection. As we approach wedding season, it’s the perfect time to introduce you to this new collection.

As with all Steve Madden shoes, the bridal pieces are inspired by individuality and fashion forward trends. The range features classic styles such as dainty barely there sandals in ivory leather, daring chunky heeled sandals finished in rhinestones, fashion conscious square toe high heels and even crisp white trainers for the super chilled bride. Aspirational yet accessible, the shoes in this bridal range start from £100 to accommodate cost-conscious brides.

Designed with weddings and the modern-day bride in mind this range is versatile enough to carry you through any summer occasion where you need to look your best. It simply wouldn’t be fair to keep these gorgeous styles for brides only. Grab a pair of the Steve Madden wrap around sandals for a day at the races or perhaps a pair of the super high heels with rhinestones for date night. The styling options are endless with these shoes. We simply cannot wait to see how brides and everyone else style them throughout 2022.



Let your bridal dreams become reality with this Steve Madden Bridal collection.

The collection is available to shop now on [www.stevemadden.co.uk](http://www.stevemadden.co.uk). With prices starting from £100. Samples available to call in as well as further information and high res imagery - contact [Rebekah@ajc93.com](mailto:Rebekah@ajc93.com).

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*What began as a modest $1100 investment in 1990 has developed into an iconic lifestyle and destination for footwear, handbags and accessories, sold worldwide. It’s about authenticity. It’s about embracing individuality. It’s Steve Madden.*