

To Our Readers,

In this exciting edition of The Bride and Bloom, we're bringing you our first ever Eco Issue! As a result of growing environmental sensitivity among people from all walks of life, more and more brides are wondering how they can reflect some of this sensitivity in their own weddings. In this issue, we provide plenty of eco-conscious ideas, inspiration and information for brides and wedding professionals alike.

First, check out our eco-friendly suggestions in our *Fresh Favors* and *Fresh Packaging* sections. Our *Fresh Face* section features some beauty products that, among other things, use recycled packaging and encourage customers to recycle used containers. In fact, you can find environmental ideas throughout this entire issue, including in our *Fresh Style*, *Featured Wedding Coordinators* and *Bridal Registry* sections. Look for special "eco-friendly" icons throughout these pages to quickly identify an environmental item.

Next, get ready to be inspired by our *Eco Romance* photorial that features some of the most beautiful and ecologically sensitive bridal fashions that we've ever seen. Want more fashion? Be amazed and inspired by hundreds of wedding dresses in the latest styles, fresh from New York City's bridal fashion runway.

In *Love, Honor and Preserve the Earth*, we survey a whole host of green fashions, jewelry, venues, gifts, merchandise and services that will give you an idea of the many types of eco-conscious offerings available for weddings. Of course, as usual we bring you all of the other information you love and have come to expect, like latest color trends and fabulous bouquets and table decor. Our *Fresh Jewelry* section on high-style engagement rings and bands will dazzle you, while our article *Venues with a View* will point you to venues in four locales across the country that offer breathtaking views fit for unforgettable receptions.

So have fun and learn something green and unexpected as you explore these pages. When we say a wedding is a celebration of love, it takes on added meaning when it also celebrates our love for this earth by incorporating some environmentally conscious elements, whatever they may be.

With warm wishes,



Carol Poon
Editor in Chief



A new product I love, a video album by My Video My Voice, revolutionizes wedding guest books and video mementos. Each album has a small screen that plays your wedding day memories in high quality audio and video. Seeing is believing.