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**BRIDES GET THE ULTIMATE CUSTOMIZED EXPERIENCE IN**  
**NEW TLC SERIES *BRIDE BY DESIGN***

***-- 10-Part Series Premieres with Back-to-Back Episodes Friday, March 27 at 9/8c --***

(Los Angeles, Ca.) – Providing personalized attention and pure Southern charm, Alabama-based bridal designer and *Project Runway* alum Heidi Elnora takes viewers behind the scenes of her bridal boutique in new TLC series **BRIDE BY DESIGN**. Viewers get an inside look at Heidi and her dedicated team as they design and create one-of-a-kind gowns for one-of-a-kind brides. Taking bridal dreams from imagination to reality, the series follows Heidi as she sketches, sews and fits each customized gown to match the personalities of each bride-to-be. Coming out of the successful pilot that aired last summer, the full first season of **BRIDE BY DESIGN** will include 10 half-hour episodes premiering **Friday, March 27 at 9/8c**.

The half-hour premiere features bride Tia who is ready to bring her dress dreams to life with the help of Heidi and her team. But Tia has a lot of dresses to compete with as eight of her fiancé's Atlanta Braves teammates also got engaged this year. To stand out among her fellow baseball wives, Tia requests not one, but *two* entirely different looks for her ceremony and reception. Heidi has her work cut out for her, but is determined to hit a homerun with Tia's dress. Then, bride Kayla experiments with Heidi's unique "Build-a-Bride" collection—where brides can choose a classic dress and then add custom touches such as lace, sleeves or sparkle—to create a gown that fits her special day and matches her late mother's veil. With Heidi's help, Kayla has the confidence she needs to build just the right dress that would make her mother proud.

In the second half-hour episode, Heidi may be pushed to her limit as one bride wants to look like a Russian princess in her custom wedding dress with an intense need for sparkle. And Heidi helps a second bride design her own "Build-a-Bride" gown who is torn between lace and something with a little more wow.

**BRIDE BY DESIGN** invites viewers to dream big along with the featured brides, and with Heidi and her team on the job, viewers are bound to feel each bridal moment.

From humble beginnings to bridal stores across the world, Heidi Elnora has created her eponymous heidi elnora brand with passion and persistence. Based in Birmingham, Alabama, the heidi elnora brand is focused on being a personal and honest company, staying true to its Southern roots through progressive yet simplistic designs.

Located in more than 30+ stores across the country with an international presence, Heidi's gowns are recognized by their quality in construction, fine attention to detail and feminine relevance. Heidi's distinct and innovative approach to designing wedding dresses includes offering brides a variety of dresses from her heidi elnora and hello darling lines, as well as the option to design their own dress through her Build-A-Bride trademark. Build-A-Bride allows brides-to-be the ownership in designing their dress, choosing a style from 15 basic white dresses and more than 25 unique add-on pieces for a couture experience without couture pricing.

**BRIDE BY DESIGN** is produced by Trium Entertainment for TLC.

#### **About TLC**

Offering remarkably relatable real-life stories without judgment, the network celebrates the reality that "everyone needs a little TLC." TLC's hit series share everyday heart, humor, hope, and human connection with programming genres that include fascinating families, heartwarming transformations, and life's milestone moments such as wedding-themed programs anchored by Say Yes To The Dress. In 2014, TLC was a top 10 cable network with women, with 30 series averaging 1 million P2+ viewers or more, including two series that averaged 3 million P2+ viewers or more: 19 Kids and Counting and The Little Couple.

TLC is a global brand available in more than 95 million homes in the US and 303 million households in 190 markets internationally. A destination online, TLC.com offers in-depth fan sites and exclusive original video content. Fans can also interact with TLC through social media on Facebook, Instagram, Pinterest and @TLC on Twitter as well as On Demand services, YouTube and mobile platforms. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's #1 pay-TV programmer reaching more than 3 billion cumulative subscribers in 220 countries and territories.

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