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For more information, contact:  
Michele Hester  
art@sugarveil.com  
[www.sugarveil.com](http://www.sugarveil.com)  
816 891-7774

## SugarVeil® Wedding Gown to Debut on National Television

**Kansas City, MO** - Brocade fabric, veils, ruffles, scrolls, flowers, flourishes – everything you'd expect to see made into a wedding gown but never expect to be made out of something edible - will soon be appearing on a morning talk show near you. Michele Hester, Kansas City artist and inventor, is constructing via national television a gown of confection on a live model made entirely of her patented product SugarVeil Confectionery Icing.

The upcoming airing of the SugarVeil gown is a national hit for New York publicity firm Fleishman-Hillard. "Good Morning America would like to have an exclusive, and The View as well as the CBS Early Show have expressed interest", said Fleishman's VP Laura Russo who pitched the bridal gown on behalf of the Craft and Hobby Association (CHA).

Vince Domine, Public Relations Director for CHA, remarked that the association had never received such an enthusiastic response from the media on a national scale. The idea of a bridal gown constructed entirely of sugar tantalized the media, and created much enthusiasm and interest for the craft association. In 2007, SugarVeil won both the Best of Show award and the Most Innovative Product award at the International Craft and Hobby Association's annual convention in Anaheim, California.

The SugarVeil icing looks, cuts, and punches like paper, yet uniquely handles like fabric to decorate cakes, cookies, desserts, and in this case, brides. "I'm in the process of sketching designs for the dress, scheduling hours for construction, and interviewing models", said Hester. The bottom half of the dress, made by decoratively smoothing SugarVeil onto silicone mats to make lengths of 'fabric', takes more than 100 hours to complete, and requires its own airline seat to travel. The remainder of the dress consists of a six-hour process of meticulously painting SugarVeil details directly onto the model's skin.

Hester has previously created wedding gowns of SugarVeil for the art opening of internationally acclaimed silversmith Robyn Nichols in Kansas City, as well as for the National Restaurant Association trade show at McCormick Place in Chicago. Photos and additional information is available via [www.sugarveil.com](http://www.sugarveil.com).

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