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**GulfStream Communications and *Charleston Weddings* Magazine Announces Charleston Wedding Week™ Presented by Diamonds Direct, January 23-28, 2017**

*For the first time, CWW will be a separate stand-alone event from Charleston Fashion Week®*

**CHARLESTON, S.C.** – *Charleston Weddings* magazine, one of the nation’s premier regional wedding publications, announces that its annual Charleston Wedding Week™ (CWW) will be held in January 2017 with Diamonds Direct as its 2017 Title Sponsor. Diamonds Direct is also the premier wedding and fine jewelry retailer regionally, with eight locations across the American south, including Charleston.

“We are overjoyed with the continued growth of Charleston’s wedding market and with the parallel growth of our weddings brand, and a natural extension of this growth is Charleston Wedding Week, which is now a separate event from Charleston Fashion Week®,” said Melissa Bigner, editorial director of *Charleston Weddings* magazine. “We are also excited to have Diamonds Direct as the Title Sponsor for Charleston Wedding Week 2017 as Diamonds Direct is a perfect fit for CWW. Over the coming month, we will be announcing the full calendar for CWW 2017, including many direct tie-ins with Diamonds Direct.”

Charleston Wedding Week™ Presented by Diamonds Direct 2017 will be held January 23–28, 2017 at a host of venues in Charleston S.C. For details, including the schedule, visit [CharlestonWeddingWeek.com](http://CharlestonWeddingWeek.com).

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## **ABOUT CHARLESTON WEDDINGS MAGAZINE**

*Charleston Weddings* magazine has been the indispensable lookbook for inspiration and must-have guide to the Lowcountry's top vendors and venues since 2005. The thrice-annual publication is sold in print throughout the Southeast and in digital format via the App Store; its staff produces a daily blog (The Wedding Row); and the brand enjoys a lively social media following. *Charleston Weddings* is a product of GulfStream Communications, the company behind *Charleston* magazine and Charleston Fashion Week.® Visit [CharlestonWeddingsMag.com](http://CharlestonWeddingsMag.com).

## **ABOUT CHARLESTON WEDDING WEEK™**

A dynamic series of workshops, signature experiences, fashion shows, and tours produced by the team that creates *Charleston Weddings* magazine and The Wedding Row blog, **Charleston Wedding Week™** brings industry pros together with brides-to-be and up-and-coming vendors. Attendees and participants enjoy entertainment and networking opportunities in a friendly and luxe atmosphere that reflects Charleston's own mien. A descendant of the magazine's spring bridal fashion showcase (part of Charleston Fashion Week, [CharlestonFashionWeek.com](http://CharlestonFashionWeek.com) from 2007-2016); Charleston Weddings Week in 2017 will move to January and will boast a robust lineup of ticketed and non-ticketed events throughout the city. Visit [CharlestonWeddingWeek.com](http://CharlestonWeddingWeek.com).

## **ABOUT DIAMONDS DIRECT:**

Diamonds Direct's founders began as diamond manufacturers based out of Tel Aviv, Israel. In 1995, their first retail store in Charlotte, N.C., was able to offer below market prices because they eliminated the middleman and sold diamonds directly to the end customer. Today, Diamonds Direct is one of America's fastest growing and most successful jewelry companies. Each Diamonds Direct offers loose and mounted diamonds, a multitude of engagement ring mountings by America's top designers, diamond and gemstone fashion jewelry, wedding bands, pearls and much more. Diamonds Direct's retail stores are located in Charlotte and Raleigh, NC; Birmingham, AL; Richmond, VA; Austin, TX; Oklahoma City, OK; Virginia Beach, VA; and Charleston, SC.