



BRIDES 2011

Special pullout section

Say 'yes' to the dress at Elizabeth's Fashions

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For many brides, the gown is one of the most important decisions they make when planning their wedding. One local business is going above and beyond to take the stress out of saying yes to the dress.

For more than 25 years, Elizabeth's Fashions and Bridal Boutique has been helping brides find the perfect gown for their big day. The boutique is owned and operated by Elizabeth McNeilly and her daughters Cheryl Donoghue and Heather Burke, who have more than 50 years of combined experience in the bridal and fashion industry.

"The atmosphere at Elizabeth's is very relaxed; our main goal is to make the shopping experience fun and enjoyable for all involved," Burke says. "High pressure sales tactics are not what you will receive when dealing with Elizabeth's."

Bridal parties are invited to drop in and take a look around the comfortable shop with or without an appointment. All brides are welcomed with a quick tour of the salon before getting down to the important busi-

ness of selecting the perfect gown. "We do like to remind our customers that evenings and Saturdays, January to March, are the busiest times. Appointments are encouraged so that we can ensure that our customers receive the best possible service"

When shopping for a bridal gown pictures are great to bring along to provide a starting point and inspiration. The staff at Elizabeth's advises their clients to visit the shop with an open mind and to be willing to try on a few different styles.

"We believe that it doesn't take a salesperson to tell you that you have found the perfect gown," Burke says. "You will know if you follow your heart."

This year promises to be another exciting bridal season as wedding gown styles continue to evolve. The overall trend right now is feminine gowns with a touch of traditional styling and bold details. Corset back strapless gowns are the style of choice— these gowns offer superior fit and flexibility and while we have been seeing this trend for several seasons today's gowns are showing bead detail to disguise the lace up detail in the back. Brides who

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An excited Hanchata Martin tries on numerous wedding dresses under the experienced eye of Heather Burke of Elizabeth's Fashions, located on Main St., Georgetown. Hanchata isn't wast-

ing any time picking out her wedding gown for her special day, with the July 9 wedding date looming in the future.

Photo by Ted Brown



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