

# BRIDAL 2007

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THE INDEPENDENT  
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Special pullout section

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Heather Burke of Elizabeth's Fashions (left) adjusts a veil with Shannon Emerson as she tries on one of the many wedding gowns available at the store's 77 Main St. South location. Elizabeth's features a full line of wedding gowns, bridesmaids dresses and dresses for mothers of the bride.

Photo by Ted Brown

## Elizabeth's allows brides to be their best

Elizabeth's Fashions and Bridal Boutique is located at 77 Main St. S. and has been a fixture in downtown Georgetown since 1972. The salon is owned and operated by Elizabeth McNeilly and her daughters Cheryl Donoghue and Heather Burke.

For 25 years, the family at Elizabeth's have been helping brides to make their wedding dreams come true. This is one family business that truly has the customers' best interest at heart. Widely known for their outstanding personal customer service the family at Elizabeth's go above and beyond to meet the expectations of their clients.

Many brides are intimidated by bridal salons that require appointments so Elizabeth's welcomes brides to drop in and take a look around. It gives the customer a chance to meet the family and adds to the flexible and comfortable atmosphere in the shop. Appointments can be helpful in managing time if a bride is on a tight schedule, but are never necessary.

With 50 years of combined experience in the bridal and fashion industry, both Heather and Cheryl share their expertise and talents with each and every bridal party. Brides are to be welcomed with a quick tour of the salon before getting down to the important business of selecting the perfect gowns.

Time is taken to ensure that the brides have an opportunity to share their visions and ideas of what they are looking for in their perfect gowns for themselves, as well as the entire bridal party. High-pressure sales tactics are not what you receive when dealing with Elizabeth's, their main goal is to make this shopping experience fun and enjoyable for all involved.

When shopping for that perfect gown, brides are advised to visit the shop with an open mind and be willing to try on a few different styles of dresses. At Elizabeth's they believe that it doesn't take a sales person to tell you that you have found the perfect gown... you will know if you follow your heart.

Elizabeth's continues to serve more brides each and every year.

"Our excellent reputation brings us a phenomenal clientele from all over Ontario through referrals alone. Referrals are really the best advertising in this business," said Burke.

See ELIZABETH'S, pg. 3



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