

BRIDES 2008

Important things to do after tying the knot

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Keep jewelry simple on your wedding day

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Special pullout section



Elizabeth's eager to make brides' dreams come true

Elizabeth's Fashions & 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 over 25 years, the family at Elizabeth's have been helping brides make their wedding dreams come true. This is one family business that truly has the customers' best interests at heart. Widely known for 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 over 50 years of combined experience in the bridal and fashion industry both Donoghue and Burke share their expertise and talents with each and every bridal party. "Brides to be" are 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 gown 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 salesperson 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 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.

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Heather Burke of Elizabeth's Fashions in downtown Georgetown shows off one of the many new and exciting designs in wedding gowns for 2008. Elizabeth's has been making dreams come true for brides for more than 25 years. Photo by Ted Brown



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