

Bea Shawn's wide selection won't disappoint

Body-hugging wedding gowns a popular choice this year

Bea Shawn Fashions, located at 389 Main St. North in Brampton has been helping brides from the Brampton, Georgetown, Orangeville, Mississauga and Toronto area for over 45 years.

A family-owned and operated business, all the staff at Bea Shawn Fashions pride themselves on a dedication to personalized customer service, a desire to expertly help every bride look her best on this very important day, and a determination to provide value to each of their brides.

This year is looking like an exciting time for brides and their bridal parties as they begin to look at what is new and in style for the coming year. Whether it's the perfect wedding gown for the bride, the best look for her bridesmaids and flowergirls, or that special style for her mom, Bea Shawn's large selection will not disappoint.

Bridal fashion for 2008 is showing much more lace in the wedding gowns— beautiful soft, flowy laces, both with crystal and sequin detailing, or simply the lace on its own to carry the shape of the wedding gown.

Some designers have used a combination of lace and either satin or organza to give the tra-

ditional bride a more updated choice. This use of fabrics is seen in all styles from the simplest to the most elaborate.

Newest in styles for 2008 is a much more "body-hugging" wedding gown, which will give the bride a very fitted look through the bodice to just below the hip and then may flare gently or mold to the body depending on the particular look that works best for that bride. This type of look is being shown in lace, the new light taffetas, silky satins, and of course, the more traditional silks and satins.

The "pick-up" skirt continues to be very popular, but for the coming season, may have a lace bodice and lace edging on the skirt to combine the new trend of lace with the newest in styling. This very full-skirted look can be found in simpler versions with very little detailing, in gowns with exquisite laces, those with detailed sequins, crystal, and embroidery, in two-piece wedding gowns. In other words, something to suit most tastes.

It continues to be a year for brides wanting to use colour accents in their gowns. Many wedding gowns now come with satin banding and beads in shades also available in the bridesmaids dresses. The bride

and her bridal party can truly look both perfectly co-ordinated and custom designed without having to pay the price for custom designs. For the bride who wants something even more unique, many wedding gowns are now available not only in white and shades of ivory, but in the champagnes, the soft pinks and blushes.

Bridesmaids can also look forward to a wide variety of choices for the coming year. From the increasingly popular separates, to the new "ballgown" styles, full-length gowns or cocktail-length dresses, the difficulty will not be in finding something they like, but making the decision between so many tempting choices.

Mothers will also be surprised to find how their range of style choices has increased. Separates (i.e. a mix and match group of tops, skirts, jackets and now pants) are available in a large range of colours for mothers of the brides. Bea Shawn Fashions is showing a group of gorgeous high-style gowns in a variety of fabrics for the mom who wants to make a statement of her own, and, of course, the more traditional dress and jacket is always an option.

With one of the largest inventories of wedding gowns

in the area, Bea Shawn Fashions continues to stock gowns, from sizes 4 to 28 W. They understand that every bride— smaller, larger or in between— wants to be able to comfortably try on a wedding gown, and not be left guessing how it will look in her size. Their collection includes all sizes and styles in both sale and full-priced gowns.

Bea Shawn Fashions pride themselves on providing a full range of services to their customers as they plan for their special day. Brides receive free alterations on all regularly priced wedding gowns, complimentary steaming of gowns, a zippered garment bag to keep their gown in after the wedding and, of course, professional advice from friendly staff.

As a 10-time winner of *The Brampton Guardian* Reader's Choice Award for "Best Bridal Boutique", they are both grateful to those who voted for them, and are hopeful they can continue to gain the trust and confidence of all their customers in the Brampton, Georgetown, Orangeville, Mississauga, and surrounding communities.

You don't need an appointment to try on wedding gowns at Bea Shawn.

According to Debbie Shawn, the owner of Bea Shawn, "We

can't tell over the phone if a bride needs 20 minutes or two hours. We prefer to tell people to just drop in and we'll help them as needed. It tends to make for a more relaxed atmosphere, less pressure, and puts the focus back on customer service, not on clock watching."

Bea Shawn Fashions also understands that every bride is looking for value.

Once again, they are offering a "We Pay the Tax" event. Customers who buy in-stock wedding gowns between January 10 and 27 2008 will save the tax, as Bea Shawn will pay the GST and PST for them. This very special offer applies to all wedding gowns in the store, sale and full price and obviously means a 13 per cent savings on every dress—full service, and an opportunity for significant savings! What more could a bride want?

Bea Shawn's experienced staff are committed to helping every bride and all the women in her bridal party find that perfect gown that suits them best. If you'd like more information, please contact the store at 905-457-3363, or drop in at 389 Main Street North, in Brampton. Remember, no appointments are necessary.

—Article supplied by Bea Shawn Fashions



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