

**Contact: Brittney Madsen**  
Wedding Shoppe, Inc.  
Phone: (651) 294-4976  
Fax: (651) 298-9538

1196 Grand Ave  
Saint Paul, MN 55105  
[www.weddingshoppeinc.com](http://www.weddingshoppeinc.com)



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# PRESS RELEASE

## Wedding Shoppe, Inc. Brings New Designs and Styles to Kennedy Blue

*Bridal and bridesmaid collection designed and distributed exclusively by the local bridal retailer.*

**Saint Paul, MN, April 1, 2013:** Over 35 years of experience in the wedding industry has taught Wedding Shoppe, Inc. a lot about what brides and bridesmaids want. In an effort to give brides and their bridal parties what they have been looking for, on April 1, 2013, Wedding Shoppe, Inc. is launching the second collection for their exclusive designer line, Kennedy Blue. The collection was designed by the Minnesota bridal retailer to bring ready-to-wear style bridesmaid dresses to customers around the world and within the new collection, they're also bringing bridal gowns to their customers, as well. Kennedy Blue offers innovative services not traditionally found from other special order gown designers. The entire line will be available at the retail store in Saint Paul and online through their website, <http://www.kennedyblue.com/>.

Kennedy Blue consists of 28 different dresses, each designed with quality, price, and style in mind. The new designs are made of the highest quality chiffon, silky taffeta, or dupioni, with the bridal party dresses being offered in up to 18 different colors to suit all weddings. Kennedy Blue bridal gown prices range from \$899 to \$1380 and bridesmaid dresses range from \$155 to \$225, unlike similar styles manufactured by other designers.

It's believed that, in order to have the best possible experience, customers need to try on bridesmaid dresses before they order. To reduce time and stress, every color option as well as every size (2-28), is available to try on in-store. Wedding Shoppe, Inc. also offers the Find-Try-Buy Service for brides and bridesmaids who cannot come to the Minnesota retail store to try on Kennedy Blue. Wedding Shoppe, Inc. will ship customers a Kennedy Blue sample dress, color swatches, and product details, along with a prepaid return shipping label before they purchase. This provides each customer the opportunity to try the dresses on and order the correct style, color, and size confidently through the bridal retailer. Ready within 16 weeks of the original order date, and boasting an easy return policy, Kennedy Blue makes ordering a bridesmaid dress simple.

To kick off the newest collection of Kennedy Blue, Wedding Shoppe, Inc. is giving away four of the wear-again bridesmaid dresses to one lucky bridal party. Starting April 1, 2013, customers can enter to win by creating their dream wedding board on Pinterest. Steps to win include: titling your new board "Say 'I do' to Kennedy Blue," pinning the contest image as well as making it the board's cover photo, and pinning at least 3 Kennedy Blue product images to it along with other favorite wedding pins. Contestants are asked to email the URL of their board to [kennedyblue@weddingshoppeinc.com](mailto:kennedyblue@weddingshoppeinc.com) by April 30, 2013 to be entered. Favorite boards will be selected by Wedding Shoppe, Inc. and posted to their blog, My Wedding Chat, where all can vote from May 1, 2013 – May 15, 2013 for the board they love best. The board with the most votes will win all four of the beautiful bridesmaid dresses.

Located on historic Grand Avenue in Saint Paul, MN, Wedding Shoppe, Inc. has been making wedding dreams come true since 1977. As one of the largest individual bridal salons in the country, Wedding Shoppe, Inc. offers designer wedding dresses, bridal party dresses (including the exclusive Kennedy Blue brand), wedding accessories, wedding tuxedo rentals, and much more! With a full e-commerce website, Wedding Shoppe, Inc. is bringing their tremendous selection of gowns and their incredible customer service to brides all around the world.

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