

Wedding Shoppe Sale Boutique Celebrates Grand Opening

Wedding Shoppe, Inc. opens new store on Grand Avenue filled with off-the-rack & discounted attire.

Saint Paul, MN, June 11, 2015: On Monday, June 8, [the Wedding Shoppe](#) celebrated a Grand Avenue grand opening. The Wedding Shoppe Sale Boutique, located across the street from their original bridal salon at 1201 Grand Avenue, opened its doors. This new store is filled with off-the-rack wedding attire, along with a variety of sale merchandise—including gowns under \$600. Customers can find wedding dresses, bridesmaid gowns, special occasion attire, shoes, and accessories in this new, unique boutique.

38 years of experience and growth taught the family-owned business what brides were looking for: high-quality and low prices. They want to find ‘the one’ without breaking the bank. To make the search easier, the Wedding Shoppe has converted one of their classic Victorian houses into a chic boutique for off-the-rack wedding attire and discounted merchandise. “You’ll find looks from the industry’s top designers in this quaint store—but not at top dollar,” says Wedding Shoppe President Jim Fritz. “Our Sale Boutique allows customers to fall in love with a dress and take it home on the same day.”

The Wedding Shoppe Sale Boutique will share the same [hours of operation](#) as the main store. Appointments will not be available, giving customers the freedom to browse and ‘say yes’ to a dress at their own convenience. When asked what makes this new store stand apart, Jim Fritz said, “Our new Sale Boutique will provide a unique shopping experience for brides, one that will keep them on schedule and under budget.”

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 family-owned bridal salons in the country, Wedding Shoppe, Inc. offers designer bridal gowns, bridal party dresses (including the exclusive [Kennedy Blue](#) brand), accessories, 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.