



Wedding Atelier

Press Release – For Immediate Release

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Wedding Atelier Has a Fresh Perspective on Brides

New York, NY (June 8, 2005) — When Carrie Hung branched off from her family’s traditional one-stop Chinese wedding shop to open her own business, she knew she wanted to bring that heritage to her 5th Avenue atelier. While the gowns she features in her sleek but welcoming space are mostly from top European and American designers, she also has a unique selection of exquisitely crafted Chinese wedding dresses. “Many American-born Chinese and other Asian women want a modern American wedding but still want to honor their families with traditional ceremonies. I don’t know of another shop that can accommodate both traditions like we can,” says Carrie.

Wedding Atelier is all about helping each woman figure out the best expression of her personality and style for her wedding day. “Our tagline is ‘Pure Couture. Pure You.’ Some people have said, ‘That sounds expensive.’ But our gowns start as low as \$900,” explains Carrie. “What we mean is that each woman who shops with us will be treated to personal, one-on-one attention. It’s about the experience, not the price of the dress.”

Wedding Atelier moves past tired clichés that simply don’t recognize brides as real people with rich, varied lives beyond their wedding days. “We see brides as women first, and want to collaborate with them, learning all we can about their needs and figuring it out together,” says Carrie. “We also want choosing a gown to be exciting and fun. Our shop is like a dream closet where you can kick off your shoes, get comfortable, try on lots of dresses, and imagine the possibilities.”

About Wedding Atelier

Wedding Atelier offers gorgeous couture gowns and generous personal attention in our lovely private space located on 5th Avenue (between 17th and 18th Streets) in New York City. We help each bride discover the gown and accessories that complement her personality, style, and occasion. Our designers include Alvina Valenta, Carmela Sutura, Christiana Couture (London), Cymbeline (Paris), Nicole Couture (Italy), Priscilla of Boston, Pronovias, and Richard Glasgow. Prices start at \$900. Wedding Atelier also offers Couture-to-Go (custom gowns in ten weeks or less) and a beautiful selection of Chinese wedding dresses plus mother-of-the-bride and other special occasion dresses. To learn more, visit our website at weddingatelier.com. For an appointment, call 646.638.3263.

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