



FIRST STORE DEDICATED TO BRIDESMAIDS OPENS IN VANCOUVER:

...Frocks offers bridesmaids the selection and service they deserve

VANCOUVER, BC, December 2005 – Dress your girlfriends for a day! This may initially sound like fun, but the prospect of choosing bridesmaids' dresses is generally the toughest decision a bride will make. When a bride chooses her own dress, she has countless options and one opinion to consider – her own. But when it comes to her bridesmaids, however, she is faced with many opinions and scarce selection!

Nestled in Vancouver's funky Kitsilano neighbourhood, Frocks is filling a presently untapped niche market: fresh, modern, cocktail-inspired bridesmaid dresses. Exclusively representing North America's top designers, including Charsa, Jenny Yoo, Kathlin Argiro, Lynn Lugo, Saeyoung Vu Couture, Simple Silhouettes and Thread, Frocks is redefining bridesmaids.

“Weddings are changing”, Frocks' co-owners Catherine Staveley and Deborah Viccars note, “and brides are now looking to create a wedding that reflects the couple's individual style and celebrates their relationship, their friends and their family. Brides are looking for dresses as unique and stylish as their bridesmaids and ideally want to find timeless dresses their girlfriends will love and wear again. Brides are also looking for simple dresses they can wear to the many wedding-related events including rehearsal dinners, showers, and engagement parties.”

Frocks' dresses are made-to-order, offering a limitless selection of luxurious colours, fabrics, styles and trims that allow a bride to truly customize the look of her attendants. Cat and Deb say their goal is to offer bridesmaids a level of service typically reserved for the brides and transform the decision on bridesmaids' dresses into a highlight of the bride's engagement. Bridesmaids are no longer an afterthought, but celebrated for the important role they play, supporting and standing up next to the bride on such an important day.

In addition to the incredible selection of bridesmaid dresses, Frocks also carries a limited selection of simple, understated, timeless wedding gowns, flower girl dresses, mother of the bride outfits, gifts and accessories.

Frocks is unique in that it's by appointment only to ensure that the bride and her girls get the undivided attention they deserve. The quaint, inviting boutique opens for appointments beginning December 10, 2005, but thanks to word of mouth, Frocks has already been booking appointments and the December and January calendars are filling up quickly. For more information, please visit www.frocks.ca or call 604.738.8622.