

Unveiled

white CHICAGO, an Innovative Concept for Bridal Gowns

The first of its kind in the country, **white CHICAGO** is breaking boundaries and revamping the way women experience bridal consignment. High fashion meets affordability at **white CHICAGO** where smart brides passionately peruse an extensive selection of the most sought-after gowns such as Badgley Mischka, Monique Lhuillier, Vera Wang, Reem Acra and Lazaro at 30-70% off the retail price in an environment that is a fashionable fusion of clean, simple elegance and classic contemporary design. The latest concept in wedding attire is found inside the pearly white sanctuary of **white CHICAGO**, the soon-to-be boutique for celebrities, Chicago socialites and the otherwise engaged.

Located in the heart of the River North art district, **white CHICAGO** is currently inviting brides from all over the country to consign their gowns, veils and headpieces which will be showcased in an environment that is more gallery than store. Newlyweds can recoup some of the cost of their day by re-selling the wedding dress the morning after, or procrastinators can wait up to four years! Post nuptials, some brides just cannot bear the thought of parting with their Palazzos while others don't want to see their Cymbelines collect dust. A savvy solution? Pass on the love; consign the dress so that other brides can experience similar euphoria while exchanging vows.

Specializing in new and once-wed gowns, **white CHICAGO** also maintains relationships with some of the country's most glamorous designers and exclusive boutiques. Offering gorgeous gowns from dynamic designers, **white CHICAGO** has a strict policy of accepting couture dresses retailing for over \$2,000, no more than four years old (don't worry there are exceptions for vintage) and in pristine condition. A place where sophistication and sensibility combine, **white CHICAGO** is a refreshing oasis for women who believe that style should not have to be sacrificed for price. At **white CHICAGO** brides-to-be can save on the dress and splurge on flower selections or expensive champagne.

Converted from a lower-level art space, the quarters are just as spectacular as the merchandise, with over 2,700 square feet coated in pure white, a champagne lounge, research library and even a 16 x 3 ft signature **white** runway. While more modest engaged girls use the standard box when admiring their reflection, others can walk the walk to see how the dress will flow during the actual ceremony. Succeeding with an elegant minimalist design, **white CHICAGO**'s industrial interior is decorated with over 230 feet of mirrors, exposed ductwork, beautifully built beams and classic columns. With a complimentary Wi-Fi internet connection, even faithful fiancés have a luxurious place to lounge, research a honeymoon getaway and, *if allowed*, help pick out the eye-catching attire for the big day.

Owner and visionary Ursula Guyer created the concept of **white CHICAGO** when she was trying to find the perfect designer dress at a fraction of the retail cost. Having little luck with the consignment bridal shops, Ursula broke the budget and opted for couture, but after the nuptials did not know what to do with her beloved dress. Hence **white CHICAGO** was born, a distinctly different bridal boutique catering to the newly engaged and post-honeymooners.

white CHICAGO is located at 222 West Huron in Chicago, IL, 60610. On the Internet log onto www.whitechicago.com.

For more information about **white CHICAGO**, please contact
Adrienne Eckert or Natalie Sturgis of Skirt PR at 773-661-0700
or aeckert@skirtpr.com / nsturgis@skirtpr.com.

white CHICAGO

NEW & ONCE WED
DESIGNER WEDDING GOWNS

222 W HURON
CHICAGO, IL 60610
T 312 397 1571
F 312 397 1573
WWW.WHITECHICAGO.COM