



**EXTRAORDINARY NEW BRIDAL BOUTIQUE OPENS
MONDAY 27 AUGUST 2007**

FANTASTIC GOWNS IN REAL SIZES ...

...CURVACEOUS LADIES DESERVE TO LOOK FABULOUS TOO!

An amazing selection of 70 plus gorgeous gowns in sizes 16-34

Executive Summary

The Big Day is Yorkshire's premier dedicated fuller figure bridal boutique. We understand the frustration faced by us larger ladies and are therefore delighted to offer curvaceous brides-to-be the opportunity to try on an amazing selection of 70+ stunning gowns in sizes 16-34 during exclusive 2-hour appointments. Also available are gorgeous ranges of lingerie and hosiery in larger sizes together with shoes, veils and tiaras. Our aspiration is that all our brides-to-be look, and feel, glamorous and sexy on their wedding day. In addition we have beautiful gowns for bridesmaids in sizes 6 to 34, available in countless colours. All our collections have been hand-picked with the fuller figure in mind. We are thrilled to be the only bridal boutique in the UK stocking fabulous gowns by exciting British designer Justin Alexander in plus sizes. Our other designers include Venus Woman, Mariano by Bill Pesce, and Jordan.

We are located at 17 Bank Street, Castleford, West Yorkshire, WF10 1JD.

Further details are available on our website: www.thebigdayuk.com

THE BIG DAY

DEDICATED FULLER FIGURE BRIDAL BOUTIQUE

Full Press Release

The Big Day is delighted to announce the Grand Opening of its new boutique on Monday 27 August 2007 (August Bank Holiday).

The boutique offers curvaceous brides-to-be the opportunity to try on a vast range of wedding gowns in plus sizes. Although many run-of-the-mill bridal boutiques advertise that they stock wedding gowns in plus sizes, the reality is that very few have a large range available to try on. As the founders of this new venture, our concept for the boutique came as a result of our disappointing, and sometimes humiliating, personal experiences as plus size women, when shopping for our own bridal gowns. We are, therefore, thrilled to be able to give ladies a magical experience of which we were sadly deprived. We will ensure that your experience as a bride-to-be will be unforgettable for all the right reasons. Not only is there an amazing selection of bridal gowns to try, but also a fabulous range of lingerie in larger sizes. You will be able to look beautiful underneath your gown too! It is our aspiration to make all our brides-to-be look and feel as glamorous and sexy as possible on their wedding day.

Our designers include Justin Alexander, Venus Woman, Mariano by Bill Pesce, Jordan, Ulla, Dominique, Levee, Meadows and Shades. We are overjoyed to be able to offer Justin Alexander to our brides-to-be as we are the only boutique in the UK that have sample gowns in sizes 18 to 28 (gowns can be ordered in size 30 plus).

Our collection also features a selection of bridesmaid gowns available from size 0 to 34 in over 50 different colours as well as a selection of flower girl dresses, veils and tiaras and shoes. All our collections have been hand-picked with the fuller figure in mind.

Every bride-to-be will receive our personal attention, with a two hour appointment on Tuesday to Thursday. Our brides-to-be can expect complete exclusivity in the boutique on these days. On a Friday and Saturday, to accommodate demand, there will be a maximum of two brides-to-be at any time. To avoid disappointment, it is advisable to book an appointment in advance.

We already have ladies desperate to come and experience The Big Day before their own! To book an appointment prior to our opening day please call 0870 750 4484 and let us make your experience one you will never forget. By doing this

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you can also take advantage of our opening offer of 10% off your bridal gown. This offer is only valid for appointments booked before our Grand Opening.

During our first year of trading, we will also be holding a quarterly prize draw in which you can win your dream bridal gown up to the value of £750 from our collections.

We are located at 17 Bank Street, Castleford, West Yorkshire, WF10 1JD. Further details are available on our website: www.thebigdayuk.com

We look forward to seeing you!

Lucy and Paula
Proprietors

No cash equivalent.