

Opening in January 2011: BOSTON BRIDAL LOUNGE, Newbury Street, Boston



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most appropriate wedding professionals and offer free tips and advice for ensuring a smooth and seamless planning process moving forward.

The interior of the Boston Bridal Lounge will be decorated with furnishings, table settings, linens, cakes, photography, lighting, and more, all designed by Boston Bridal Lounge members. The décor will allow guests to "...taste, touch and visualize their dream wedding coming together," says Kerri.

Displays will be changed and updated with the seasons, reflecting the latest trends and designs. "Everything seen is completely attainable," she says. "We have the most talented professionals all under one roof."

A new approach to wedding planning will hit the Boston market this January. Kerri Esposito-Bruneau and business partner Eleni Hatziyannis-Granas have created a unique space that is one part research library, one part boutique showroom and one part concierge – showcasing all things weddings, all of the time.

"We have taken the headache and stress out of wedding planning," says Kerri about their new business venture. More than 60 portfolios make up the research library of the bridal lounge; filed credentials of local wedding professionals specializing in everything from floral designs, planning and make-up application. "We have hand selected the leaders in the industry," she says.

Offering a more personalized approach to finding the most appropriate wedding vendors and services, the Boston Bridal Lounge employs wedding advisers who are knowledgeable about each wedding professional they represent. When a newly engaged couple and their friends or family enter the boutique, they will instantly be met with a cup of cappuccino or coffee and a welcoming wedding adviser that will listen to the couple's wants, needs, budget and style preferences. The wedding adviser will then be able to connect them with the



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