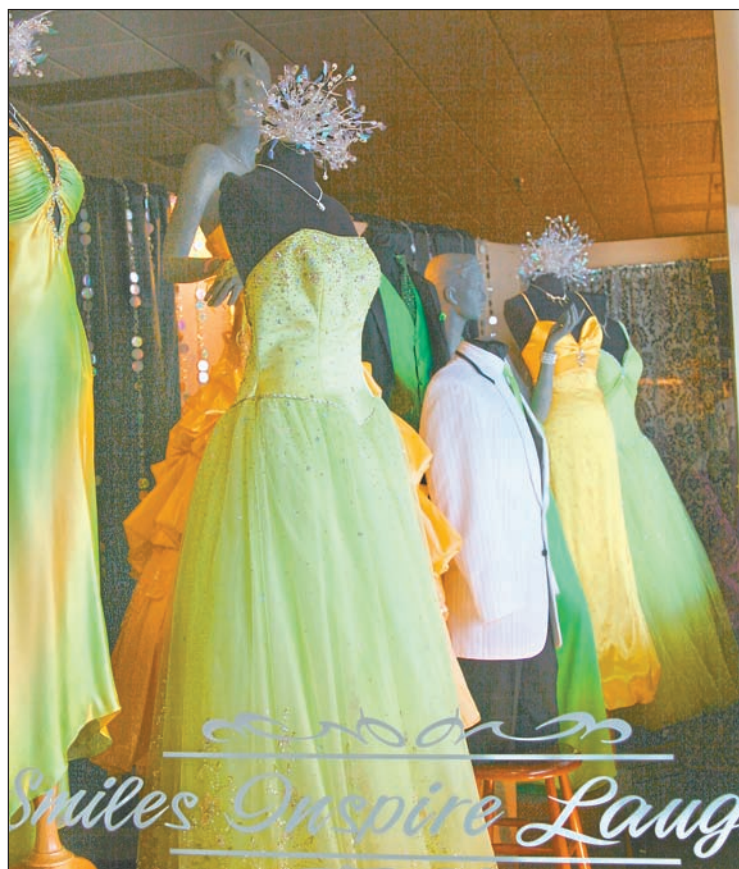
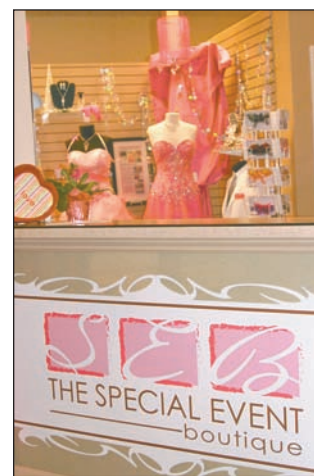


# Business Showcase

FEATURING A DISTINCT BUSINESS WEEKLY



The Special Event Boutique in Alexandria offers a wide variety of prom dresses, shoes, garters, gloves and jewelry, as well as tuxedos and other accessories for the guys. The store's 2008 prom collection includes styles from Joli, Alfred Angelo, Cassandra Stone, Jovani, Mori Lee, Flirt and Alyce.



## THE SPECIAL EVENT boutique

The Special Event Boutique has been in business for more than 23 years but has been under new ownership for the past 16 months.

Owners Jim and Jodi Meade are proud to have a team of event specialists and coordinators at the boutique who support current trends and timeless traditions. Their training, interest and expertise have been recognized and awarded by some of the nation's leading design representatives.

The Special Event Boutique has expanded its prom collection this year to include the best of the best in top fashions from the hottest designers. The boutique's buyers attended market in Chicago this year and personally selected every style, size and color.

"Each company we deal with made personal visits to the boutique, from all over the country, in an effort to support our buying decisions," Jodi noted. "We do our research."

The store's 2008 prom collection includes styles from Joli, Alfred Angelo, Cassandra Stone, Jovani, Mori Lee, Flirt, Alyce and more.

"We take great pride in offering the best gowns, price and service," Jodi said. "Last year we served more than 60 schools in five states. We are honored that girls choose our boutique for their special event. The word is out: if you're looking for the best selection of style, size and color, The Special Event Boutique in the Midway Mall, Alexandria is the place to stop."

Jodi also explained that the minute you walk into the boutique you sense that you've stopped somewhere special. The care, cleanliness, courtesy and attention to detail helps to inspire those that "are just looking" and support the reality of

those "fulfilling a dream."

"We take good care of our collection and great care of our customers," she said. "We measure ourselves, our collection, our prices and most of all, our service, against the best in the fashion business. You could drive miles and spend hours to find what we have to offer - but why?"

The owners and staff of the boutique are also well aware that some of today's fads are a bit "risqué." That's why they focus on selling fashion not fad.

"Whether it is the day after prom or years from now, we want you to be thinking of the memories you made in that dress - not asking yourself 'what was I thinking, wearing that dress?'"

Tuxedos are also a very important part of The Special Event Boutique's prom collection because today's guys are just as fashion-forward as the dates they escort. The Special Event Boutique is a premier agent for Savvi and Anderson tuxedos. Also available are designer styles with attitude from Calvin Klein, Ralph Lauren, Red Sleeve, Joseph Abbound and more. The tuxedo specialists at the boutique will help you put together a look that is all your own.

"Whether you want to stand out, or complement your date, we'll support your budget and pull together the best ensembles of style, cut, fit, color and surprise," Jodi said. "Yes, there is fun in it for the guys, too."

From February 14th through the 19th the boutique will be having in-store specials.

"Please stop by and allow us to help you with our current collection or special orders that are guaranteed to make prom 2008 absolutely great," she added.



Midway Mall, 2715 South Highway 29, Alexandria

(320) 762-0633

[www.specialeventbridal.com](http://www.specialeventbridal.com)