

## Draft Release V2

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### **Boutique Bridesmaid and Social Occasion Dress Shop Opens in Downtown Columbus** *Entrepreneur to make Bridesmaid dress shopping experience as special as the Bride's.*

Columbus, OH— February 14, 2018 — When most people hear the words wedding and dress they think bride. This is not the case at Columbus' only exclusive bridesmaid and social occasion dress shop, Gilded Social—The Fancy Occasion Shop. The shop, formerly La Jeune Mariee Maids & Social Occasions, is full-filling a passion for its new owner and encompasses a new 1700 square-foot studio geared towards those taking a secondary, yet critical role on the special day.

"Asking someone to stand next to you on your big day is one of the greatest honors you can give to your best gal. My goal with Gilded Social is to make the bridesmaid experience just as special as the bride," said Owner Tanya Rutner Hartman.

Hartman was looking to move from her career in fundraising and government and found an opportunity to operate the boutique, and Gilded Social—The Fancy Occasion Shop was born. "I have had a love for all things weddings since I picked up my first wedding magazine as a teenager. I am so happy to be shifting my career and exploring more of my creative side," said Hartman.

Gilded Social—The Fancy Occasion Shop, is located in downtown Columbus above popular restaurant Due Amici at 65 East Gay Street on the second floor. The boutique is nestled among other like-minded businesses including the Zurie Studio which houses an event planner, photographer, and floral designer. A grand opening is scheduled for Thursday, March 1 from 5PM—8PM. Guests will have the opportunity to view the collections, see some of the latest trends in wedding party dress design, meet other local brides and bridesmaids, and mingle with industry pros.

The boutique features collections by several award-winning designers including Adrianna Papell, Joanna August, Amsale Bridesmaids, Dessy Collection, Hayley Paige Occasions, Jenny Yoo Maids, THEIA Bridesmaids, Watters Maids and more. While the majority of the business is special order requiring a 4-5 month lead time, Hartman is planning to make 100s of samples available later in the year for "quick" occasions.

In addition to dressing the wedding party, the boutique offers dresses for events such as bat/bar mitzvahs, prom, graduation, galas, balls, sorority formals, and communions. Gilded Social—The Fancy Occasion Shop also offers dress registration with schools if desired.

Gilded Social—The Fancy Occasion Shop is open Wednesday and Thursday 11AM—7PM, Friday and Saturday 10AM—5PM, and Sunday Noon—4PM. Appointments are recommended to offer a truly personalized and intimate shopping experience. Dresses average in price from \$200-\$350. Hartman is making it a priority to offer fits for a variety of styles, shapes, and sizes.

For more information about Gilded Social—The Fancy Occasion Shop, visit [shopgildedsocial.com](http://shopgildedsocial.com) or call 614-430-9659. The shop is also on Facebook, Pinterest, and Instagram @shopgildedsocial. Social Media followers are encouraged to use the hashtag #gildedtribes.

### **About Gilded Social**

Independently owned and operated by OSU Alum Tanya Rutner Hartman, Gilded Social —The Fancy Occasion Shop is a bridesmaid dress and social occasion dress shop located at 65 East Gay Street in downtown Columbus, Ohio. The shop specializes in providing a memorable experience to all members of the wedding party, or those looking for a special dress for a special night out. For more information visit [shopgildedsocial.com](http://shopgildedsocial.com) or call Tanya Rutner Hartman at 614-430-9659.

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