



**CHARLOTTE'S**  
BRIDAL & FORMAL WEAR

It's happened! Your special someone has asked you the big question! You said "yes" and now the fun begins—the planning and excitement of your wedding! First up, the gown—the one your guests will be talking about when you walk down the aisle to the love of your life!

When you come into Charlotte's you and your guests will be welcomed by the most trained and talented staff in the tri-state area. Your stylist will lead you through three rooms full of bridal collections, and of course, we let you try them on! Then your magic moment happens, you find your perfect gown! Just like that moment you knew your fiancé was the one!

From the entire staff at Charlotte's, congratulations and best wishes! Let the planning begin! From us to you, we wish you a life of health, love and laughter!

*With love always  
Kathy Walker*



We want to give a very special thank you to the La Crescent Event Center for coordinating with us on this photo shoot. Thanks to Cindy Krueger from Cindy's Wedding Designs for the amazing floral display and bouquets. Thanks to Jessica Lee, the models hair and makeup looked amazing!

Lastly, thanks to our models who were fantastic!







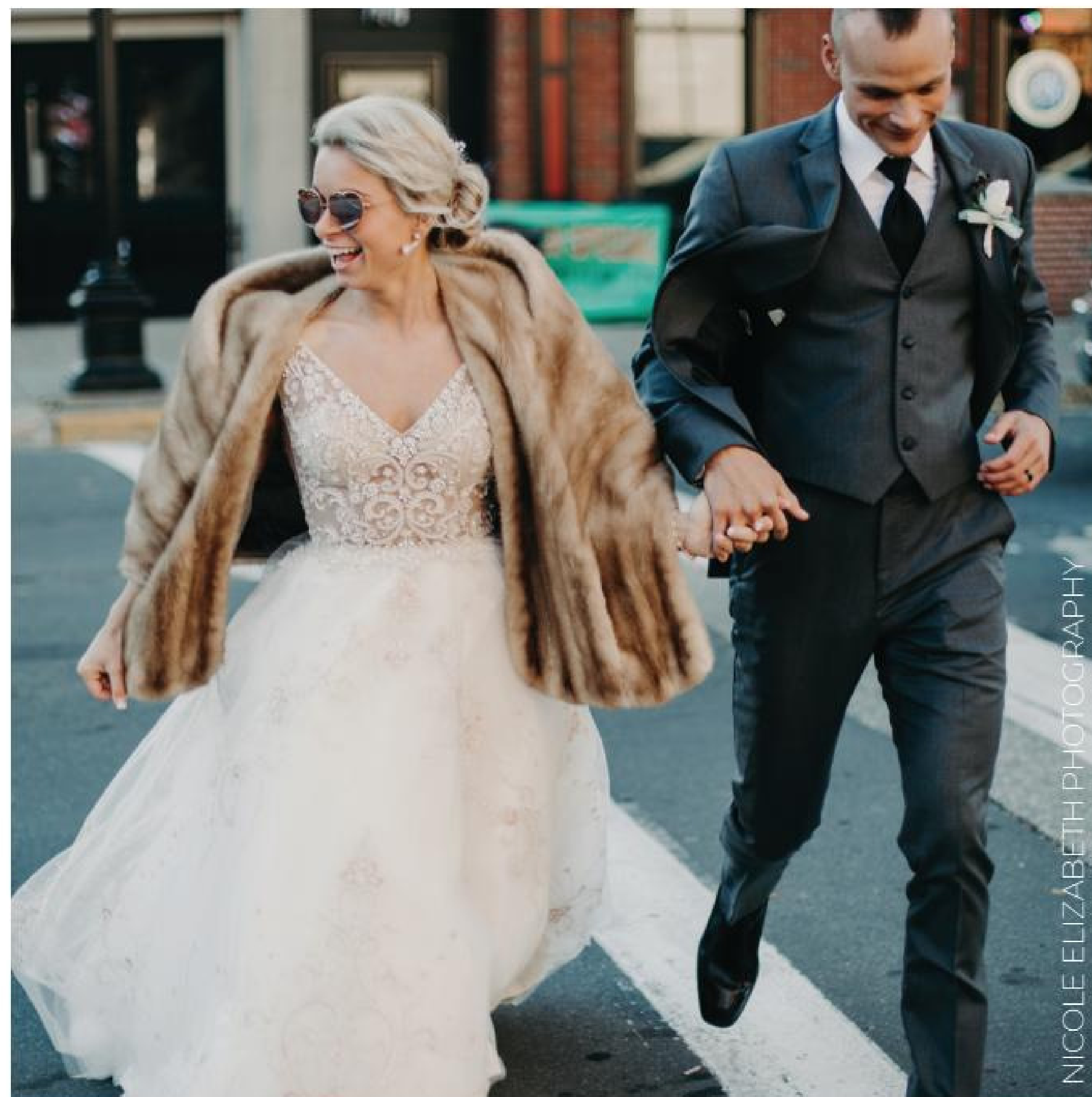
RMT PHOTOGRAPHY

“Charlotte’s is simply the best!  
They make sure your bridal  
experience is joyful, fun, and  
productive. I found my dress  
at my first appointment!”

- Katie A., Sparta, WI

“I’ve never felt so welcomed,  
cared for & appreciated!  
I highly recommend  
Charlotte’s Bridal!”

- Taylor D., La Crosse, WI



NICOLE ELIZABETH PHOTOGRAPHY

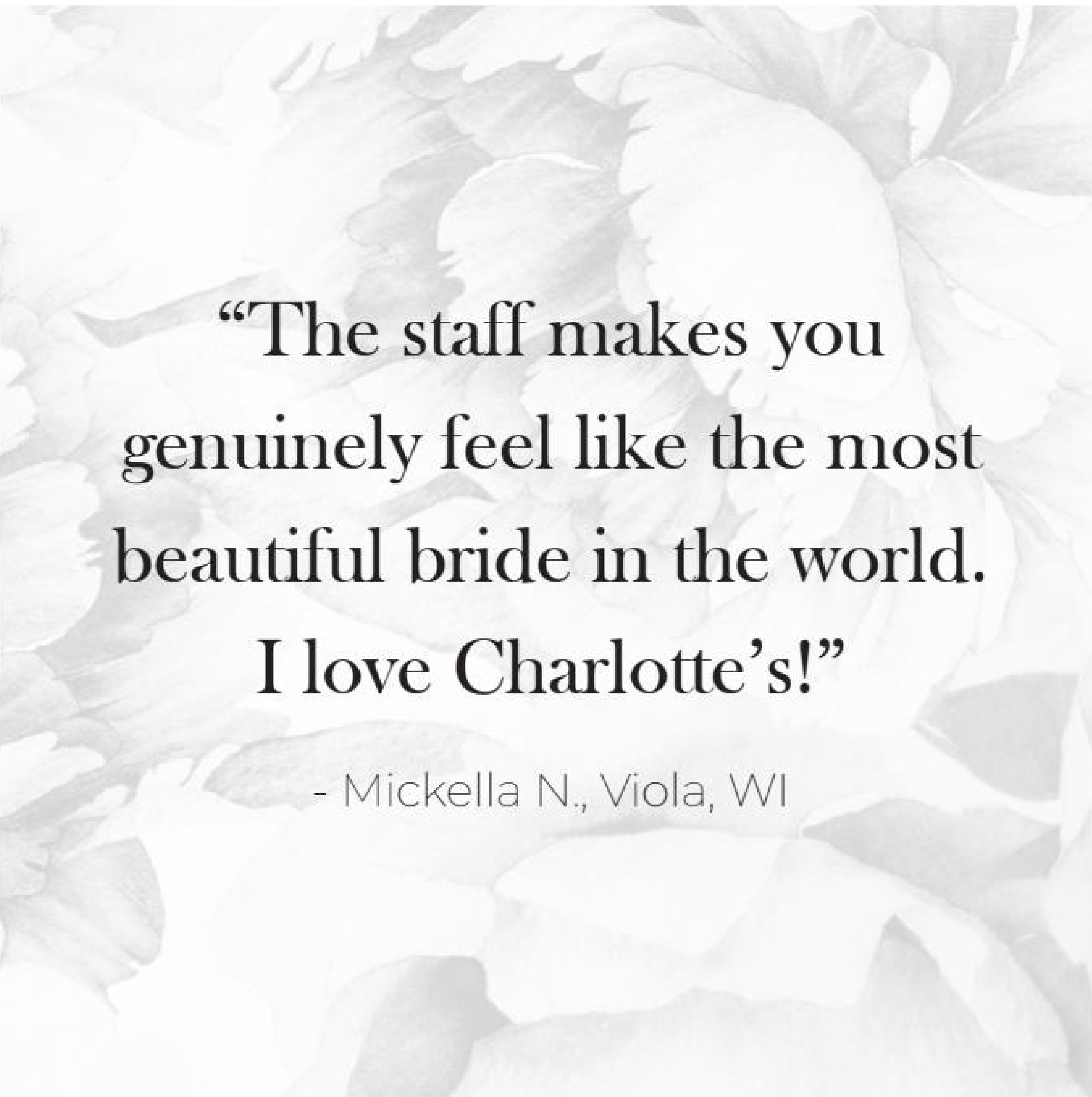


NICOLE ELIZABETH PHOTOGRAPHY



"This store was amazing.  
After so many different shops  
I finally found everything I was  
looking for at Charlotte's!"

- Emily H., Eau Claire, WI



"The staff makes you  
genuinely feel like the most  
beautiful bride in the world.

I love Charlotte's!"

- Mickella N., Viola, WI



KARLEE MIKKELSON PHOTOGRAPHY







***“I had the best experience  
at Charlotte’s Bridal!”***

From the moment I walked in, I felt like everyone in the store wanted me to find the dress of my dreams!

It should be your first stop if shopping for anything bridal!”

- Brooke O., Sparta, WI











# *gown shopping* 101

Right now, in this moment, you are the most sure of what you love. That couldn't be more true when it comes to finding your gown—when you know, you know!

All of us at Charlotte's are here to create, facilitate, and define life moments—and we cannot wait to help you author your most magical story yet!

**WE CAN'T WAIT TO**  
*celebrate you!*

## **BRING THE MOST LOVING, CARING PEOPLE**

It doesn't matter if that is just one person or more. This shopping experience should be the most fun you've ever had.

## **KNOW YOUR BUDGET**

The Knot.com says the average bride spends \$1,700 on her wedding gown. We have over 400 unique styles in our store ranging from \$500 to \$4,000.

## **PREPARE FOR THE MAGIC!**

It will happen! Be ready to find your perfect gown for your wedding. It happens every day at Charlotte's—be ready for this to happen to you, because every bride deserves to experience her magic moment!



BOOK YOUR

*premier*

**BRIDAL EXPERIENCE**

YOUR SPECIAL MOMENT  
DESERVES A SPECIAL APPOINTMENT!

*for only*

**\$125**

- PRIVATE BRIDAL SUITE
- MASTER BRIDAL STYLIST
- SIGNATURE MOCKTAIL & TOAST
- REFRESHMENTS
- BRIDAL SWAG BAG
- MEMORIES TO LAST A LIFETIME!

*call today or book online to reserve!*

Additional appointment options available, visit us online to learn more!

608.784.3493 | [www.charlottesbridal.net](http://www.charlottesbridal.net)

# the girls

Now that you've found your dream dress, the quest for the perfect bridesmaids, flower girls, & mothers dresses can begin!

No matter your wedding style or size of your bridal party, our collection includes hundreds of styles in sizes 2-34 ensuring your entire party can feel special on your big day too!

## **APPOINTMENT TIP:**

Schedule your appointment at least 8 months out from your big day. It takes 4-6 months for bridesmaids gowns to arrive in-store.





# *the guys*

Charlotte's offers dozens of options in both rental and purchase. From slim-fit to modern, trendy blue to classic black, you and your "I Do Crew" are sure to be named "best dressed."

We can guarantee your perfect price & style. We have rental options starting at \$109.95; or complete purchase suits starting at \$359.00.

## **APPOINTMENT TIP:**

Schedule a time for you & your fiancée to view styles with our menswear supervisor. Then, your groomsmen can schedule a time to come in and get measured for their items.



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