

FRONTIER 5

A LOOK AT OUR TOP FIVE BRIDES





Frontier Heritage, a premium ethnic, women's designer wear retail chain brings a vision of grandeur in front of the eyes of all its customers who come here for their fashion wear needs. To cater to its ever-growing number of its patrons, we have our own Retail outlets, namely Frontier Heritage. These showrooms retain that quintessential stamp of traditionalism that is so unique to all Frontier Heritage. All the stores have become synonymous with fashion innovation, outstanding customer service, affordability and of course breathtaking outfits.

OUR VALUES

Our dedication to bringing quality fashion into the market and realization of the power of word of mouth recommendations over marketing jargon, has made Frontier Heritage an instant hit with our customers. While other fashion houses are happy to simply keep up with the market, Frontier Heritage has an overwhelming drive to ensure that Frontier Heritage remains a world leader in Indian fashion.

DEAR: FUTURE BRIDE

The purpose of this magazine is to highlight our Top 5 Brides of the year, and to inspire future Brides like you for their big day. We have interviewed five Brides regarding their experience with Frontier Heritage, and asked them to share their vendors, as well as any tips and advice they may have. It's never too early to get started with wedding planning, and we would love for you to start with us.

Happy Planning!

Love, The Frontier Heritage Team



FRONTIER 5

RITU GILL & KARIM CHAMPSI



EXCLUSIVE INTERVIEW WITH

Ritu Gill

How did you find out about Frontier Heritage?

The very first time that I heard of Frontier Heritage was from Mindy Kaling's Instagram page, where she had tagged Frontier because she wore one of their outfits on her show. A couple years later, I was excited to discover that Frontier had a Toronto location, which I found out about at the Kismet Wedding Show. After talking to Ishan at their booth and seeing their ready made outfits on display, I became very interested in going in store and finding out if they were the right fit for me.

Tell us about your experience at Frontier Heritage, starting with Customer Service.

What I liked most about the customer service at Frontier Heritage was how they provided me with peace of mind. It was the number one reason that I decided to go with Frontier Heritage for my wedding lenghas. From the moment that I walked into the store, they knew and remembered who I was, had my appointments ready to go, and acted like all my needs and desires were very important. Everyone made me feel very welcome, and made me feel like they would do anything to help. In fact, I made a personal connection with my personal assistant at the store, who truly made me feel like all my needs for my wedding lenghas would be met. She was absolutely amazing at reducing my stress, making suggestions for my lenghas, and just generally being such a sweet and caring person - which really helps during such a stressful period in your life!

Did you find what you were looking for?

I was able to find exactly what I was looking for. For both my lenghas, I walked into the store knowing exactly what I wanted. This can make shopping very discouraging and difficult. But at Frontier, they were able to completely deliver. My ceremony lengha was made completely from scratch with my exact vision in mind. They were able to incorporate the colours, embroidery and every detail that I wanted. For my reception lengha, they happened to have something in stock which was very close to exactly what I had envisioned, and I was able to customize it to exactly what I wanted. Furthermore, my lenghas fit exceptionally, as they were able to make any necessary adjustments in store once my lenghas arrived from India.



Photos By: Deep Productions

How did the custom order process work for you?

When I started my order process, I knew exactly what I wanted in both my ceremony and reception lenghas. That's why it was very important to me that I could completely customize my order. When I had my first appointment, I tried on a number of lenghas to get a feel for the quality of the fabric and embroidery, different designs, and make sure that I was set on the design that I had wanted. After that, I went over exactly what I wanted for a few hours with my assistant at Frontier. She drew out the exact lenghas that I wanted, made suggestions on and pointed out any details that I was missing, and we obtained swatches of multiple fabrics to find the perfect colour and fabric for both lenghas. While the lenghas were being stitched, I was able to see pictures of the progress.

What was your favourite part about the whole process?

My favourite part of the whole process was definitely trying on lenghas, and going over in detail exactly what I wanted in both. When I tried on the lengha that very closely resembled my reception lengha, I was almost in tears. I felt so relieved and happy that what I had envisioned could be actualized, and that the fact that they already had something so similar in stock would make the stitching easier. Going into detail about exactly what I wanted in both lenghas also put my mind at ease, because I knew that we had gone over every possibility for the details, and so I would

be getting exactly what I wanted.

Did we make your wedding experience easier? If yes, how?

Frontier Heritage made my wedding experience easier for two big reasons. First of all, I was able to have piece of mind about my wedding lenghas. After I had heard so many horror stories about brides not receiving their custom made lenghas in time, it was very important to me to order my lenghas from a reliable source. The customer service, friendly staff, and quality of product made me feel at ease making such a large investment at Frontier. And second, I was able to order both my products and many of the things my husband needed for our ceremony from Frontier. This saved me time, and ensured we both had high quality outfits and accessories for our big day.

Did you get anything else from Frontier other than your Wedding Dress?

We were able to buy a few items on my list from Frontier Heritage, which made the whole shopping process easier. In addition to my ceremony and reception lenghas, my mom also bought two completely custom made outfits for the ceremony and reception, which both turned out beautifully. We also picked out my husband's sherwani, shoes, palla, kalgi, and his velvet shawl from Frontier. They were able to go over all possible options with us to ensure that we were happy with what we were ordering.

What advice would you give to new Brides shopping for their big day?

The advice that I would give brides shopping

for their big day is to strike a good balance between being at ease with the quality of product that you choose, and sticking within a healthy budget. This way, you'll be happy in both the short and long term. In the short term, I was happy that I ordered from Frontier because they put my mind at ease with providing a high quality and reliable service. In the long term I was also happy because I was able to work with Frontier to look at different options to ensure that I did not go over the amount of money that I had budgeted for my lenghas.

A bride's wedding can be the biggest event of her life, but I think it's important to not only be happy with the big event, but be happy afterwards as well!

Can you list where you got all your accessories from for your big day?

- Jewelry: Sapphire Hut in Brampton
- Kaleere: India
- Shoes: Jimmy Choo
- Bangles: Chandan Fashion in Toronto
- Anklets: Banglez

List all your vendors for us that helped make your day perfect!

- Photographer/Videographer - Deep Productions (Toronto)
- Mendhi - Henna by Nusrat
- DJs/MC - Eminence Ent.
- Pagh: Nav @paggtying
- Make up and hair - Beauty by Nim and Reet Khara
- Venue: Grand Empire Banquet and Convention Centre



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MELISSA & VIVIK MENDIRATTA

EXCLUSIVE INTERVIEW WITH

Melissa Mendiratta

How did you find out about Frontier Heritage?

After browsing online, I knew that Toronto would be a good place to go shopping for wedding clothes. After making a long list of potential places to shop, I narrowed it down to a few. After obsessing over Frontier's Instagram account, I put it on the top of my list. It also helped that my sister-in-law had a great experience with the Frontier Heritage store in India so I knew I could count on the shop to impress.

Tell us about your experience at Frontier Heritage, starting with Customer Service.

The customer service at Frontier was AMAZING. With only a 6 month engagement ahead of us, we had a tight schedule for wedding shopping. My mother-in-law and two sister-in-laws were nervous that I wouldn't get the full hospitable Indian shopping experience because we wouldn't be traveling to India. This was not the case at Frontier heritage. Not only was I treated like a princess as I tried on piece after piece, but we were also treated to chai and lunch after.

Did you find what you were looking for?

Absolutely! The team at Frontier Heritage listened to my vision for my wedding outfits. They were very knowledgeable about the latest trends, what was going to look best on me, and which colors were going to set off my features as well. Also, being able to custom make my outfits was a total bonus.



Photos By: Fairytale Productions

How did the custom order process work for you?

The custom order process was great because it allowed me to put all of my visions together encompassed in one outfit. I had a particular style top in mind for my Sangeet outfit and Frontier had no problem executing it. The vision for my reception gown was the most rewarding. I found a gown with beautiful gold detail and I fell in love. It started off very bulky and unflattering; it wasn't even the color I wanted. After sketching out my dream on paper, picking out the perfect color of royal blue and getting my measurements, the gown was off for alterations and modifications. I was extremely nervous of the outcome of the gown since it was not something I was going to see until a couple months before the wedding. The end product was absolutely stunning! The intricate design was really set off by the color of the gown.

What was your favourite part about the whole process?

My favorite part of the whole process was how attentive everyone was with my family and I. Being from Detroit, we all drove to Toronto for only two days of wedding shopping. It was important to get all of our shopping done in a timely manner while also choosing the most beautiful outfits. Although there were many other people in the store, we were taken care of and every need of ours was met.

Did we make your wedding experience easier? If yes, how?

Yes! Never having worn Indian clothes, I had

no idea what to expect. Frontier had so many fresh new styles and very knowledgeable about what was "in" for the year. It made picking out beautiful outfits an easy thing to do.

Did you get anything else from Frontier other than your Wedding Dress?

I purchased my Sangeet lehenga and my reception gown from Frontier as well as my husband's Sangeet sherwani from Frontier Heritage in India.

What advice would you give to new Brides shopping for their big day?

The advice I would give to future Brides is to browse a lot of Indian wedding websites, magazines and other outlets when trying to decide on perfect outfits. Only settle on the outfit that looks and makes you feel absolutely stunning. The great thing about Frontier Heritage is that with custom ordering, the sky was the limit! They were able to adjust anything, which was really awesome because there are so many different ways to style Indian clothes.

Can you list where you got all your accessories from for your big day?

Jewelry sets: From my mother in law.
Chuddis and Churras: Chandan Fashion and Frontier Heritage in India.
Shoes: Jimmy Choo.

List all your vendors for us that helped make your day perfect!

Venue and location: The Townsend Hotel, Birmingham, MI.

Photography: Fairytale Productions

Hair: Chaos Salon

Makeup: Debbie Darakdjian

Decor: Bombay Wedding Events & Bellasario Florist

Flowers: Bellasario Florist

Food: The Townsend Hotel and Saffron Indian Catering

Cake and Desserts: The Townsend Hotel Bakery

Clothing: Frontier Heritage

Photo Flipbook Booth: Oh Snap! Booths

FRONTIER 5

PUNAM & TAJ DHALIWAL





Photos By: Photokitch

EXCLUSIVE INTERVIEW WITH *Punam Dhaliwal*

How did you find out about Frontier Heritage?

My mom worked as a sales associate at Frontier Heritage, so I know their clothing is unrivalled in quality and their customer service is unmatched.

Tell us about your experience at Frontier Heritage, starting with customer service.

The sales staff was invaluable in the assistance they offered throughout the process of designing and ordering our wedding outfits. They took the time to understand what I was looking for to ensure that everything was exactly how I envisioned it.

Did you find what you were looking for?

I knew from the beginning what I wanted my wedding lehenga to look like, and the staff helped me realize this vision. I was able to see colour samples and fabric swatches before placing my order.

How did the custom order process work for you?

When it came to my reception outfit, I wasn't quite sure what I wanted. In the end, I customized my reception lehenga based on a piece carried in the store, and I was able to make as many changes as I wanted to ensure the piece was truly mine. My husband's

achkan was also customized based on an in-house piece.

What was your favourite part about the whole process?

Not only did I receive pictures throughout the design and stitching process, I received swatches as well. I was able to make adjustments as necessary.

Did we make your wedding experience easier? If yes, how?

In choosing Frontier, I knew neither the quality nor the appearance of my outfit would be compromised. Alterations and adjustments were made as necessary.

Did you get anything else from Frontier other than your Wedding Dress?

Yes, I picked up my engagement lehenga, Groom's wedding achkan and shoes, another achkan, and my reception outfit.

What advice would you give to new Brides shopping for their big day?

Have fun and involve your partner - this is the beginning of your life together! Don't be afraid to ask lots of questions - vendors are always willing to work with you and your budget. Also, try on outfits before making a decision - don't judge an outfit on a hanger or a mannequin! You should also involve family and friends whenever possible - it's always good to get a second opinion. Lastly, be vocal about what you want - choose what's right for you and your partner, regardless of others' expectations.

Can you list where you got all your accessories from for your big day?

Outfit Accessories: India.
Shoes: Jimmy Choo

List all your vendors for us that helped make your day perfect!

Photography: Photokitch
Videography: LPM
Decor: Dream Party Decor
Floral: Pink Petals
Cake: The Bowtie Bakery
Hair/Makeup: Ready to Glow & Bella Flair
Venue: Versailles Convention Centre
DJ: DJ K-Square
Host: MC JD
Signage: Marquee Design
Entertainment: Stylin Booth (Photo booth); Mr. Iceberg (Ice Cream Truck); Games on Wheels (Video Game Truck); Nachdi Jawani (Bhangra Team).

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PRIYANKA & HARI GUPTA





Photos By: EM Photography

EXCLUSIVE INTERVIEW WITH

Priyanka Gupta

How did you find out about Frontier Heritage?

Frontier was one of the first Indian clothing stores in the Toronto area and we have time and time again had excellent service, quality clothing and at great pricing! Loyal customers since day one!

Tell us about your experience at Frontier Heritage, starting with Customer Service:

They immediately greeted me with a smile and asked what brought us in today! They are quick to understand your likes, dislikes and show you ample pieces! The hardest decision is to pick just one! Being a family run business they treated us like family without ever putting pressure on us to buy.

Did you find what you were looking for?

Yes, yes and yes! They carry fashion forward pieces that are right on trend with India. Like every bride, I had a million screen shots of lehengas and didn't really know what exactly I wanted. They patiently sat through my screen shot presentation and intuitively were able to help me put together my custom dream bridal lehenga completely from scratch. They asked me what I had in mind for my reception outfit - I said two words, "lace and crystal" and they brought out a lehenga that had just arrived from India! It was love at first sight! (apart from my husband of course).

How did the custom order process work for you?

They made it very easy - they drew me a sketch, showed me colour swatches, embroidery types, blouse cut and styles. They paid a lot of attention to detail, I felt like I was designer for the day! I was in a time crunch as we planned our wedding in just six months! I believe I changed my lehenga on them three times, coming in each week to alter something. Not once, did they get upset or impatient. They understood how important a bride's outfit is and just how crucial it was for me to be happy with it. I was a bit nervous, but they sent me picture updates every step of the way so I could relax and keep calm and bride on.

What was your favourite part about the whole process?

Everything they said and promised came true. My bridal lehenga came on time and turned out more beautiful than I imagined. It was truly perfect. I also loved (and truly miss) how we became a part of their family.

Did we make your wedding experience easier? If yes, how?

Comfort, trust and a peace of mind is what every couple wishes for from their vendors. I truly was blessed to receive that from Frontier. I never felt stressed out. In fact, they would give wedding advice and tips for other aspects of planning my wedding!

Did you get anything else from Frontier other than your Wedding Dress?

It's very hard to go into Frontier and not fall

in love with their outfits. My friends, family, sister and mom all got their wedding outfits from them. The number of compliments received are all truly because of them!

What advice would you give to new Brides shopping for their big day?

Put your trust and confidence into a reputable company that has been in the business for years! You are guaranteed to get your outfit on time, with quality and satisfaction. I had heard horror stories where bride's received their outfits a week prior to their big day (or not at all), or simply it wasn't what they had wanted in which they were left to buy an additional lehenga. For me it was a no brainer, Frontier is an intentional name and is committed towards making your special day extra perfect!

Can you list where you got all your accessories from for your big day?

Jewellery: Banglez & Dollhouse Jewellery
Hair flowers: Pinkpetals

List all your vendors for us that helped make your day perfect!

Venue: Ceremony- Royal ambassador
Reception - Bombay Palace
Decor: Diya decor
Photography: EM Photography
Cinematography: Butterfly Squad
Catering: Host Fine Indian Cuisine
Hair & Makeup: Amplified sSoul (ceremony)
Beauty by KNB (Reception)
Baraat Horse: Ponysrus
DJ: Pritpal / Frequency

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MONIKA & MANDIP MISTRY





Photos By: Banga Studios

EXCLUSIVE INTERVIEW WITH

Monika Mistry

How did you find out about Frontier Heritage?

While growing up in Brampton, I got to know the whereabouts of a lot of Indian clothing stores. I think it's safe to say that I can definitely pick out the ones that have a great selection, price, and quality. There have been a lot of weddings in my family over the past 5-10 years and I always find myself going to the same store to find everything I need – Frontier Heritage.

Tell us about your experience at Frontier Heritage, starting with Customer Service.

From the moment I walked into the store, I was kindly greeted and was shown the way to the Bridal section – which I wanted to see. The staff were all so patient when taking all of the outfits out for me, and didn't mind if I told them that I didn't like a particular style. Unlike a lot of other stores, Frontier really understood what I was looking for and didn't waste time in showing me what I didn't want to see (such as other colours, totally different styles, and price ranges). They never once rushed me, and we felt like we were part of the family.

Did you find what you were looking for?

I found exactly what I was looking for! In fact, the first wedding dress I tried on ended up being the one! Seeing as how picky I am, I couldn't believe I found it on my first try! It had everything I was looking for.

What was your favourite part about the whole process?

My favourite part about dress shopping was seeing the selection and trying everything on! For my reception dress, I wasn't sure what I wanted in terms of colour. There were so many stunning dresses to choose from and I really wanted all of them. I loved seeing all the different styles of lenghas, gowns, and sarees. They were all just beautiful.

Did we make your wedding experience easier? If yes, how?

The staff at Frontier were so helpful. Not only did they help me choose the most perfect outfits, but they also recommended when to start my alterations, and helped me choose my accessories. They also helped in referring many vendors in the industry to help me start my search! I found that very thoughtful.

Did you get anything else from Frontier other than your Wedding Dress?

Aside from my wedding outfit, I also got my reception lengha from Frontier, my accessories, my sister's lengha, my husband's sherwani, and all the groomsmen's outfits. I was in love with everything! Everything was so comfortable and looked amazing on everyone.

What advice would you give to new Brides shopping for their big day?

I know people always say to try and enjoy every moment of your wedding, but I think it's equally important to try to enjoy every moment of planning process as well. Time flies and it's so hard to get caught up in the small stuff. Always strive to voice your opinion, and don't settle for anything under perfect! This is your big day and when looking back, you don't want any regrets!

Can you list where you got all your accessories from for your big day?

Jewelry: Frontier Heritage, and India.
Outfits: Frontier Heritage (Bride + Groom)

List all your vendors for us that helped make your day perfect!

Venue: Chandni Banquet Hall
Photography: Banga Studios
Video: Dream Productions
Engagement Photos: I Alam Photo
Hair & Makeup: Amplified Soul
Decor: Khazana Creations
Party Bus: Platinum Party Bus Rentals
Dj: Empire Entertainment
Cake: Nothing Sweeter Than You Cakes
Outfit: Frontier Heritage

FRONTIER

HERITAGE

LOCATIONS

TORONTO

1-107 Kennedy Rd S
Brampton, ON L6W 3G3
Canada

LOS ANGELES

18581 Pioneer Blvd
Artesia, CA 90701
United States

WWW.FRONTIERHERITAGE.COM

