

A photograph of several brides in purple dresses holding bouquets of white and pink roses. The image is overlaid with a semi-transparent purple filter. The text 'Brides Made' is centered over the image.

# *Brides* Made

PRESS KIT

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# ABOUT US

After hearing more complaints than expressions of excitement from friends who were bridesmaids, Mallory McKewen decided to revolutionize the most frustrating part of being a bridesmaid: the dress.

"We can make it easier to fit, more affordable by offering rentals, and overall more convenience," says Mallory.

After falling in love with the idea herself, Kaleah Baker came on board to make the idea a reality. Today, BridesMade has served over 200 wedding parties across Canada, introduced a second dress collection, and is in the process of designing it's own exclusive collection of size-adjustable bridesmaid dresses.

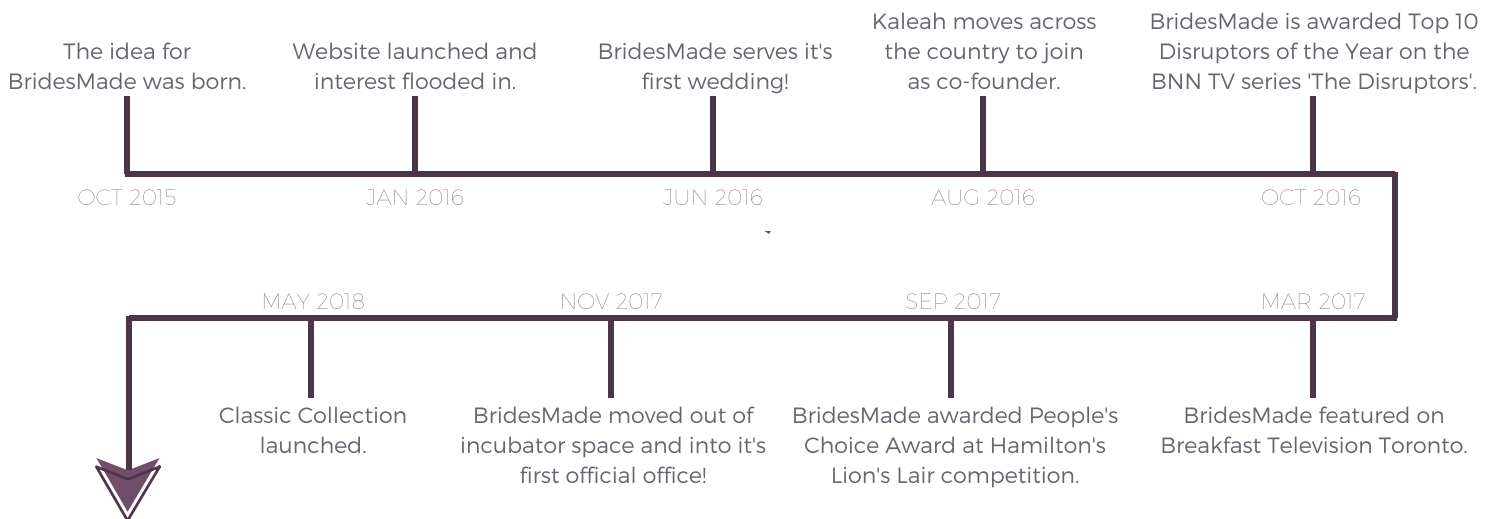
"WE KNOW WE CAN'T FIX EVERYTHING ABOUT THE BRIDESMAID EXPERIENCE, BUT WE CAN FIX THE DRESS."

- Mallory and Kaleah, co-founders of BridesMade



## FAST FACTS

- There are over 160,000 weddings a year in Canada.
- The average cost of a Canadian wedding is about \$31,000.
- The average price of a bridesmaid dress is over \$300!
- BridesMade has served weddings in every province and 2 territories.
- All BridesMade dresses can be rented for \$100 or less.



Interested in an interview with a BridesMade founder?  
Contact [press@bridesmade.ca](mailto:press@bridesmade.ca) with your inquiry.

Previous interview topics have included:

- female entrepreneurship
- growing a startup
- marketing strategy
- starting a clothing brand

# HOW IT WORKS

## 1. FREE SWATCHES

We send up to 8 free colour swatches for the bride to see in person.

## 2. FIT DRESSES

We send fit dresses in the sizes and styles of the bride's choice for the bridesmaids to try on.

## 3. RELAX & DANCE

Rental dresses arrive 2 weeks before the wedding. After the wedding, they are shipped back using the included shipping label - we take care of the cleaning!

### ACCESSORIES & ADD-ONS

- flower girl dresses
- groomsman ties and bowties
- bridal party robes
- groomsman pocket squares

## OUR DRESSES



### CLASSIC COLLECTION

- 5 styles to choose from.
- Over 15 different colours.
- Order based on your closest street size.
- 3 lengths available - knee, regular floor length, and tall floor length.
- Unique adjustability features - stretchy waistbands, cinching straps, and ties.



### INFINITY COLLECTION

- One dress, infinite styles.
- Over 20 colours.
- 2-sizes-fits-all, ranging from sizes 0 - 24.
- 3 lengths available - knee, floor length, and short floor length.
- A stretchy waistband and versatile straps help the dress to fit perfectly.

# WHAT THEY SAID



"I've heard bridesmaid dress horror stories. BridesMade makes so much sense, I'd wear one!"

- Bruce Croxon, The Disruptors

"It's about time that we have this option, it's just too expensive otherwise."

- Dina Pugliese, Breakfast Television Toronto



## ALSO SEEN IN...



## OUR STORIES

From entrepreneurship to wedding trends, the BridesMade story has the versatility to inspire curiosity in various audiences. Here are a few great stories to cover:

- "The Renting Economy Takes Over Weddings"
- "Green Your Wedding: Reduce Waste, and Increase Closet Space"
- "Ontario Startup Revolutionizes Weddings, One Bridesmaid Dress At A Time"
- "This Canadian Business is Bringing Bridesmaids into the 21st Century"
- "Weddings of the Future: Affordability, Convenience and Online Shopping"
- "Millennial Brides Rejoice - This Canadian Company Has Solved Your Bridesmaid Dress Dilemmas!"

## AWARDS & OTHER NOTABLE ACHIEVEMENTS

- Top 10 Disruptor of the Year on BNN's TV Series 'The Disruptors'.
- Awarded 2nd in the Unlock Your Big Idea Pitch Competition.
- Awarded People's Choice Grant in Hamilton's Lion's Lair competition.
- Graduate and finalist in the Communittech Fierce Founders Women in Tech Bootcamp.
- Graduate of Launchpad, an early-stage incubator based out of Communittech and supported by Wilfred Laurier University.
- Member of the Accelerator Centre and Velocity Incubator.

Contact [press@bridesmade.ca](mailto:press@bridesmade.ca) for questions, comments, quotes, photos and PR samples.