

MANHATTAN MAGAZINE

“Something Old, Something New”

A Magical Garden.

While helping others through charity is an old concept, The Bridal Garden puts a new spin on fundraising. This Manhattan boutique showcases high-end designer gowns significantly reduced from their original retail price, and — best of all—the proceeds support Sheltering Arms Childrens Service, one of the city’s premier charitable institutions, serving 3,000 disadvantaged children and their families.

“Ninety-five percent of our gowns are sample and overstock items which have been donated to the agency for re-sale,” says Geraldine Brower, Director of Development at SACS and Boutique Manager. “Other ‘once-worn’ gowns have been donated by philanthropic individuals who receive a tax deduction for their generosity.”

Featured in the shop, where they also do custom alterations, are a variety of gowns from many top designers. “Every donations is a little jewel,” says Geraldine. “When brides-to-be try them on, they come to life.”