

WEDDING BELLS

“Giving Back: Spread Goodwill To Your Wedding Guests and To Those in Need”

Doing something positive can even lead to some painless shopping—at the right place? Take The Bridal Garden in New York. The boutique features a showroom where brides can find deep discounts on top-shelf designer gowns like Vera Wang, Badgley Mishka and Anne Barge. The gowns are donated to the shop by recent brides and the designers themselves. All of the proceeds go directly toward helping disadvantaged kids through Sheltering Arms Childrens Service.

While store manager Geraldine Brower estimates that the bridal bargains are the biggest draw for those who shop at The Bridal Garden, many also see it as an opportunity to do some good. “Shoppers are able to share their joy and give back to the children,” says Brower.