

Here comes the bridal gallery

The Anna McDonald Bridal Gallery is devoted to the most wonderful of wedding dresses. Asked if she wanted to preview the new shop, Charlotte Collins said, "I do".



What bride doesn't want to look a vision in white – or blue or pink – as she walks up the aisle on her wedding day? What bride doesn't want to look a picture of gorgeous elegance as she stands in front of the photographer?

No dress is quite so gazed upon, quite so admired as a wedding dress. And no dress ever has quite such an occasion to rise to. Well, it is precisely because a wedding dress is unique that Anna McDonald decided to make choosing one a unique experience in itself.

Anna's shop, the Anna McDonald Bridal Gallery here in Thame, opens its doors in July. When it does so, it will offer an array of the most beautiful bridal gowns, ushered from the collections of such top designers as Alfred Sung, Christina Rossi, Justin Alexander and Sophia Tolli.

More than that, though, every customer will get a relaxed, informal, one-to-one, two-hour chat with Anna (since shopping at the Anna McDonald Bridal Gallery is by appointment only you will enjoy complete privacy). You can use the time to discuss just the kind of look, styling and material you wish, while Anna will be able to guide you in the direction of the gown that matches your dream of the ideal wedding dress.

< Anna McDonald (third from left)
photographed by Matthew Whiteman



Sophia Tolli



Christina Rossi



Alfred Sung



Sophia Tolli

Nor will the perfect look be limited to the bride. There will be bridesmaids' dresses from Olivia Mae, and a whole range of wonderful bridal accessories and stunning shoes.

Of course, you don't have to wait until July to fall in love with your wedding gown. As from the beginning of June, the Anna McDonald Bridal Gallery website has been providing visitors with a view of some of the fabulous dresses you can choose from.

If you would like to make an appointment to see Anna, you can do so by logging on to www.anna-mcdonald.com or by calling her on **01844 214190**. Come July, you will find a special new shop that's dedicated to making you look very special on your special day.

The Anna McDonald Bridal Gallery,
The White House, 2 East Street, Thame, Oxfordshire OX9 3JS

Anna McDonald



Aнна was born in Thame and has lived here all her life. She has always enjoyed the shopping that the town has to offer. "There is a unique charm and vibrancy to its shops," she says. Was this one of the reasons she decided to launch the Bridal Gallery? "I have been married for 11 years. My focus has been on bringing up our children – they are aged nine and seven now – and helping my husband set up his software business. We are both a bit entrepreneurial and have always preferred working for ourselves rather than someone else," explains Anna.

She had been thinking of setting up her own business for some time when she came up with the idea for the Anna McDonald Bridal Gallery. "I decided on the Gallery for a number of reasons," she says. "I was inspired, in part, by one of my close friends who left her corporate job and established her own successful bridal business in Colchester. Another inspiration was my own wedding – it was such a fabulous day. But what really convinced me was the wedding of another of my friends – I took on the role of helping to make the arrangements and loved every minute of it."

Anna's first step was to carry out some research. She soon discovered that there was a real gap in the local market for wonderfully gorgeous and gorgeously unforgettable wedding dresses. "A dress is such a focal point for the big day," says Anna, "and there seemed to be a need for a local shop that could provide the sort of gowns women dream of wearing." The Anna McDonald Bridal Gallery was born, a marriage of good business principles and Anna's own passion for the dresses she will be selling.

Since making the decision to go ahead with the Gallery, life has been a whirlwind for Anna, but she has relished every second of the business of launching the shop. "I want a visit to the Anna McDonald Bridal Gallery to be a part of the whole joyful experience of a wedding," she says. "Finding just the right dress can be stressful, of course it can. That's why I offer customers a one-to-one consultation, in the privacy, quiet and calm of the Gallery. So that choosing their gown is part of the pleasure of wearing it."