



JUNIOR LEAGUE OF CHARLESTON
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For Immediate Release

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The Junior League of Charleston to host annual bridal boutique: A Gown Affair
Proceeds from discounted bridal, formal and cocktail attire to benefit organization's efforts in the Lowcountry community

Charleston, SC – The Junior League of Charleston (JLC) invites the greater Charleston community to attend *A Gown Affair*, the fourth annual bridal boutique event and fundraiser January 31 – February 2 at the Citadel Mall (2070 Sam Rittenberg Blvd) in a former retail space near Center Court.

The multi-day shopping event will feature an early access ticketed event on Saturday morning, the main event on Saturday afternoon and a discounted “last call” event on Sunday:

- Bridal Boutique
 - Saturday, February 2
 - VIP Early Access: 11:00 a.m. – 1:00 p.m. (\$10 ticket required; 50 spots available)
 - Free & Open to the Public: 1:30 p.m. – 5:00 p.m.
- Bridal Bash Price Slash
 - Sunday, February; 12:00 p.m. – 3:00 p.m.
 - Free & Open to the Public

A Gown Affair provides an elevated shopping experience for brides and patrons looking to purchase deeply discounted wedding dresses, evening gowns, cocktail dresses, mother-of-the-bride gowns, formal wear and accessories from boutiques and local brides. Store samples and gently used cocktail and evening gowns start at \$25 and bridal gowns start at \$75. Designers include Amsale, PalomaBlanca, Jim Hjelm, Badgley Mischka, Carolina Herrera and more.

“We look forward to another year of being able to provide such an upscale experience for those in the market for bridal and evening dresses,” says Beth Bailey, president of the Junior League of Charleston. “We’ve seen this event grow tremendously in popularity over the past four years, and we are excited to host this event that not only provides a great

selection of merchandise but also supports the mission of the JLC as we empower women to be the heart of our community's leadership. All proceeds enable the JLC to bring people together to ensure constructive and creative solutions to our community's needs."

Opportunities for bridal boutiques or retailers to donate to A Gown Affair are still available. To donate new or gently used bridal gowns, bridesmaid dresses, mother of the bride dresses, wedding accessories or formal wear, please contact bridalboutique@jlcharleston.org.

For more information on the event or to purchase tickets to Friday's cocktail party or the VIP Early Access tickets for Saturday, visit <https://www.jlcharleston.org/a-gown-affair>. For a PDF of the event flyer, click [HERE](#).

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About the Junior League of Charleston, Inc.

The Junior League of Charleston, Inc., is an organization of women committed to promoting voluntarism, developing potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The Junior League of Charleston reaches out to women of all races, religions and national origin who demonstrate an interest in and commitment to voluntarism. www.jlcharleston.org