

Amore

BRIDES

A PROPERTY developer from Sunderland has swapped her tool kit for tiaras after opening a wedding boutique.

Mum-of-two June Overton has established Amore Brides on Green Terrace in the city centre.

June, 47, said she always dreamt of helping brides-to-be and after several years working in the property market, decided to go for her goal.

June, who lives with her husband John and two children, Ben, 17, and Michael, 10, in Fulwell, said: "When I was organising my own wedding I felt there was something missing in the wedding industry in Sunderland. So I got together with my friends, who had also recently married, and we came up with a list of positives and negatives from our experiences."

June says top of that list was appointment times.

She added: "With many places, you can only get an hour slot. It's a very rigid appointment structure with only enough time to try on two to three dresses."

"Everyone has such busy lives nowadays. At Amore Brides, we offer flexible appointments to suit the individual including evening appointments where brides can come in with their mums, family, friends and bridesmaids and have the shop to themselves where they can take as much time as they need to find the perfect dress."

June feels very passionate about the shop's goal and motto of "affordable elegance".

She said: "I want women to feel special on their big day and they don't need to spend thousands to do so. Budgets can be tight and I want to make sure brides get their dream dress without having to break the bank or compromise on quality."

June will stock leading designers such as Alfred Sung and the award-winning Mark Lesley. She is also the only wedding boutique in the North East to supply Callista gowns, which are for the more curvy lady and go up to a size 32.

Amore Brides stock beautiful, high-quality wedding and bridesmaid dresses to suit all budgets. June will also stock Rainbow shoes, as well as the more affordable Else range.

June has partnered with other businesses in the area, such as Zest ladies only gym in Sea Road, to offer her clients further discounts.

She said: "When a bride buys a dress from Amore, we'll supply them with discount vouchers for places such as beauticians, hairdressers, dentists, florists and other select suppliers in the area who specialise in weddings. All partners have been selected via personal recommendations by people who have used their services before, rather than companies picked at random." NHS and local authority staff will receive £100 worth of free accessories with their wedding dress.

For more information, call June at Amore Brides on 510 8838 or visit www.amoresunderland.co.uk.

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