

EVER AFTER BRIDAL BOUTIQUE TO OPEN FLAGSHIP LOCATION AT ATLANTIC STATION

ATLANTA: Atlantic Station is welcoming its first bridal shop, Ever After Bridal, to the 138-acre neighborhood this month. This 1,541-square-foot flagship location will serve as Atlanta's premier boutique for bridal, bridesmaids, and special occasion gowns, providing looks that will create memorable moments for years to come.

"We are thrilled to open our doors in Atlantic Station and to offer our clients a one-of-a-kind shopping experience," said Allison Ballard, Founder and CEO of Ever After Bridal Atlanta. "This space was designed with the bride and her tribe in mind – an intimate, welcoming atmosphere where they can truly feel like royalty while finding the dress of their dreams."

As a native of Decatur, Georgia, Allison attributes her deep passion for bridal fashion to her early experiences in the Atlanta bridal industry. Her love for wedding gowns began in childhood when she would attempt to rearrange the pearls and lace on her mother's wedding dress at just four years old. These early moments sparked her lifelong connection to bridal fashion, ultimately shaping her career.

Ever After Bridal Atlanta was founded to empower women of all shapes and sizes to feel beautiful and confident on their special day. The boutique places particular emphasis on curvaceous women, ensuring that every bride and bridesmaid find a gown that enhances their beauty. Each dress is inspired by a love song, embodying the romance and sentiment that make weddings so meaningful. The boutique reflects the belief that both brides and bridesmaids deserve to feel radiant, celebrating the joy of love and the dream of a happily ever after.

A wedding dress appointment at Ever After Bridal is just the beginning of a full day of pampering and celebration at Atlantic Station. Brides and their bridal parties can turn their shopping experience into a memorable outing by indulging in everything the neighborhood has to offer. After saying 'yes' to the dress, head to one of Atlantic Station's top-tier restaurants for a celebratory lunch or toast with bubbles. Then, get pampered with manicures at Lush Nail Bar, find the perfect accessories at one of the many retailers, or even browse for stylish honeymoon essentials – all within walking distance. Plus, with stunning wedding venue options like Twelve Midtown just steps away, brides can start envisioning their big day in the heart of Atlanta. Atlantic Station makes bridal shopping a luxurious and stress-free experience, allowing every bride to enjoy the moment from start to finish.

"This is the first time Atlantic Station has welcomed a bridal experience to our tenant mix, and we couldn't be happier at what that means," said Giovanni Silva, General Property Manager at Atlantic Station. "From finding the perfect dress at Ever After Bridal to celebrating with a great meal and enjoying some self-care, we're proud to offer a place where every moment leading up to the big day feels just as special."

Join Ever After Bridal (1380 Atlantic Dr., Ste. 14100, Atlanta, GA 30363) on Feb. 22 for a soft opening event from 12 p.m. to 5 p.m. This exclusive event gives brides and bridal parties a look at the new boutique before it opens to the public for appointments. Enjoy light bites and exclusive special offers. Meet with the expert team of stylists and consultants and connect with local wedding vendors and prospective partners in the community. Brides and their bridal parties must RSVP [here](#) to receive a special entry ticket. Hours of operation are Monday through Friday, 11 a.m. to 6 p.m., and Saturday, 10 a.m. to 6 p.m. where brides-to-be, bridal parties, and wedding planners are welcome to visit, explore stunning collections, and receive personalized bridal consultations. Visit everafteratl.com, and follow along on [Instagram](#) and [Facebook](#).

Additional information, interviews and photography available upon request.

ABOUT ATLANTIC STATION: Opened in 2005, Atlantic Station is a 138-acre neighborhood located in Midtown, Atlanta. Known for having its own zip code, 30363, and being the Heart of ATL, this artery not only connects the West Side and Buckhead, but is also home to nearly 8 million square feet of mixed-use development featuring 523,511 square feet of best-in-class retail, entertainment and restaurants, two million square feet of Class-A office space, two full-service hotels, multiple apartments, lofts and luxury condo residences, as well as freestanding IKEA, Target and Dillard's. Global industry leaders in finance, technology, health and wellness and consumer brands bring thousands of employees to the area daily. Atlantic Station is rich with amenities and features its own dog park, children's playground, historical walking tour, free neighborhood shuttle and full-service Concierge program. Atlantic Station hosts more than 300 events and cultural activations annually throughout the neighborhood. For more information on this award-winning community, visit atlanticstation.com and follow along on [Facebook](#), [Instagram](#) and [X](#).

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