

For Immediate Release

Contact

Jenet Ahn, Owner, [Annalee's](#)

703-303-1841

jenet@annaleesformals.com

www.AnnaleesFormals.com

photos available

Annalee's, in Northern Virginia, Named Fastest Growing New Retailer by International Prom Association

ASHBURN, VA, September 2, 2009 – Jenet Ahn, owner of Annalee's Prom Bridal & Special Occasions, is pleased to announce that on August 21, 2009 in Atlanta, GA, her store was presented with the Horizon Award by the International Prom Association (IPA). Annalee's was recognized as the best up and coming prom retailer in America. Unparalleled selection, extraordinary service and exemplary shopping experience are just a few of the criteria considered when selecting the Horizon Award honoree. IPA is a cooperative of formal wear manufacturers and retailers in North America.

Annalee's, which opened February 2008, is located in the Brambleton Town Center in Ashburn, Virginia, in eastern Loudoun County.

Ahn drew customers to her store during its year and a half existence via a combination of marketing strategies, including business networking, cable advertising, direct mailing of "catazines," contributing to fashion shows at two high schools, and hosting a few bridal and prom trunk shows at the store. Prom dress buying season (January through May) is her busiest time.

Ahn claims that her store provides the largest formal wear selection in Northern Virginia. Women sized 00 to 26 can find a dress for the prom, wedding, gala or cocktail party. Brides-to be-can buy "off the rack" gowns or place a special order. Shawls, veils, jewelry, purses and dressy shoes are also available for sale. Tuxedos and men's formal wear shoes can be rented.

In addition to the array of unique choices, Annalee's provides personalized service and custom fit. Twelve dressing rooms and three viewing stages accommodate multiple clients, and a seamstress is on site to adjust the fit. Services include tracking dresses sold to avoid duplication at an event.

For more information, call the store 703-722-2588 or visit www.AnnaleesFormals.com.

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