


# EVER AFTER

WESTERN NEW YORK'S PREMIER BRIDAL MAGAZINE

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# *M.A. Carr brings beauty and elegance back to bridal...* **AND JAMES CLIFFORD TO BUFFALO!**

On Saturday afternoon, the 8th of March, legendary bridal gown designer James Clifford will visit Buffalo NY. Why? Because the bridal designer knows that one of the top bridal salons in the nation resides in Orchard Park, which proudly carries his line exclusively in Buffalo. M.A. Carr is hosting a trunk show showcasing the James Clifford Bridal Collection from 10am to 4pm that day, and James Clifford himself has decided to make the trip!

James Clifford Hjelm started his formal career as a designer at the New England School of Art and Design. Following graduation, he participated in a two-year apprenticeship at the House of Bianchi and was then recruited by Priscilla of Boston. During his nineteen years at Priscilla, Jim designed for numerous celebrity and prestigious political weddings, including that of Julie Nixon and Lucy Baines Johnson. In 1980, Jim moved to New York City. While holding the position of head designer at Galina Bouquet, Jim worked to establish his own style and make his unique mark on the bridal gown industry. In 1987, Jim's hard work proved prolific when he joined Jim Hjelm, Inc. Jim furthered his career in September of 2004 by premiering two exclusive new upscale bridal gown

collections for the Spring 2005 season: The James Clifford Collection and the JCH Collection by James Clifford. The new James Clifford Bridesmaids Collection recently premiered for the Spring 2008 season, already receiving rave reviews from retailers and brides alike. All three collections resonate with Jim's legendary vision, talent, and unmistakable style.

How does M.A. Carr bring beauty and elegance back to bridal?

While driving down North Buffalo Road in Orchard Park you will notice a stand alone, one story building that features four beautiful arch windows, each window displaying a designer dress. The inside of M.A. Carr is exactly what you would imagine if someone were to ask you to design the perfect bridal salon. In fact, that's what owner Mary Anne Carr did as she designed the salon herself. It's open, spacious and divided into three sections... the reception area, the gown and dress quarter, and the beautiful, large dressing area with white linen chairs, large mirrors and pedestals, of course.

Mary Anne, Jillian, Sue, Karen and other assistants are knowledgeable, friendly, courteous and always ready to help you find the perfect gown. Their attention

to detail and care for the bride is unmatched and unconditional. The salon is very popular and they rarely have a "slow day," but you could never tell. The demand doesn't stress the staff because they truly love what they do. The staff and the shop itself make for an enjoyable, relaxing, one of a kind experience.

Because of M.A. Carr's national recognition, the salon is regularly approached by representatives from the nation's top designers, asking M.A. Carr to carry their line exclusively in the Buffalo area. Mary Anne doesn't except all of them, only the lines she feels area brides would want to see and appreciate without traveling to other cities. Current lines carried exclusively by M.A. Carr are Rina di Montella Couture Bridal, Jasmine Couture Bridal, Watters Bridal, Wtoo Bridal, James Clifford Bridal, and Blue by Enzoani Bridal. Look out for the Sophia Tolli Collection coming soon to M.A. Carr. Sophia Tolli was the head designer at Maggie Sottero for eight years before developing her own collection. M.A. Carr is thrilled to hold this collection exclusively in Buffalo.

Visit [www.macarr.com](http://www.macarr.com) to see more bridal lines that they carry.



**M.A. Carr is located at 3716 North Buffalo Road in Orchard Park. You can call the salon at 716.667.2502 to set up an appointment, or just stop in. The James Clifford Bridal trunk show is Saturday, March 8th from 10am to 4pm at M.A. Carr.**