

Mission Statement

- Pretty N' Pink exists to be a store that caters to young women of all shapes and sizes that desire to have a fairytale experience in their formal/wedding gown from. Our dresses are one of a kind, and truly unique to your very own special taste. Our dresses, you will never forget.

Executive Summary/ Company summary

Snap shot of Pretty N' Pink

- Pretty N' Pink is a formal wear and bridal boutique that specializes in dresses for every body type. The main focus of this boutique is to portray pure opulence and glamour to every consumer. I, Alyssa Jackson am the founder of this boutique. Graduating in the spring of 2012 with a Bachelor's degree in fashion marketing, and having other outside experience, Alyssa Jackson and Kaitlin Hudgins are both highly qualified to successfully cater to this niche market.
- The target market for Pretty N' Pink are females ages 16-35. These are women who are looking to purchase a formal gown for any occasion, whether it's for their special wedding day, prom, or just an ordinary special event. The woman that invests in Pretty n' Pink has a disposable income. She is either a working, upper-middle class woman that enjoys the finer things in life, or comes from a line of money and wealth. The marketplace that Pretty N' Pink will serve and cater to is the Leawood, KS and high traffic fashion areas. These locations are elite selection because the people that live in these specific areas have the income to spend on high end apparel and formal gowns.
- Pretty N' Pink is a line that targets young women looking to have that once in a lifetime experience in a dress. These dresses are trendy, sophisticated, and have a hint of sex appeal to them. The main things that set Pretty N' Pink apart from the competition is that Pretty N' Pink's sales staff and services are fast paced, customer orientated and fluid. We are also trained to be premium in sales and product knowledge to better the end goal of making a sale. Pretty N' Pink is a boutique that tries its ultimate best to appeal to women, no matter what their dress preference or style is. This boutique offers many styles and shapes that appeal to a variety of women. With our gowns, satisfaction is guaranteed. We want our dresses to give off a feeling of true opulence and glamour. Our gowns you will never forget!

Changing lives one dress at a time