

# “Meant To Be Bridal” Opens in Red Bank

**Red Bank, TN** (September 11, 2023) – From the moment a woman becomes engaged, one of her greatest desires is to find “that perfect dress” for her big wedding day. Jenifer Amato, owner of “Meant to Be Bridal” in Red Bank, understands that desire and has now opened two unique bridal boutiques that can help guide a bride in finding that perfect wedding gown.

Amato had no retail experience in 2018 when she opened “All About the Bride” on Dayton Boulevard in the city of Red Bank. She believes her core beliefs of setting above and beyond standards and following through on promises made were major contributors to the quick growth of her business. In 2020, “All About the Bride” outgrew its space and Amato relocated her business to a storefront on Hixson Pike.

“All About the Bride” continues to offer a carefully curated collection of designer wedding gowns and accessories. Brides make an appointment to work with a stylist to find their perfect dream dress in a private setting. However, special ordered dresses can take 6 to 8 months to arrive. Amato appreciated that every bride has her own unique vision for her wedding day, and sometimes that vision comes with a shorter timeline. That shorter timeline led her to the decision to open a second store “Meant to Be Bridal,” specializing in providing beautiful, readily available wedding gowns.

The initial “Meant to Be Bridal” boutique opened in Collierville in 2022. This year, Amato discovered that the original location of her first bridal store in Red Bank was vacant.

“I love Red Bank and live in Red Bank, so I wanted to bring more to the area,” said Amato. “I decided I wanted to move ‘Meant to Be Bridal’ from Collierville to Red Bank. I wanted to bring it ‘home’.”

In August 2023, “Meant to Be Bridal” relocated to 3702 Dayton Boulevard in Red Bank. There, customers are provided a warm and inviting atmosphere where the bride’s needs are their top priority. They believe that finding the perfect wedding gown should be a joyful experience, and they are dedicated to making that happen.

“Our boutique offers a carefully curated collection of off the rack wedding gowns from some of the most sought-after designers in the industry,” said Amato.

“These gowns are available for immediate purchase, allowing you to find your dream dress without the typical waiting period.”

Brides will find “Meant to Be Bridal” consultants knowledgeable, attentive, and committed to helping them discover the dress that makes them feel absolutely radiant on their special day. With the boutique’s off the rack selection, brides have the advantage of being able to try on and purchase their gown in a single visit. This is ideal for brides with shorter engagement timelines, last-minute weddings, or those who simply can’t wait to find their dress. Brides can walk out of the boutique with their dream gown in hand, ready to take the next steps in planning their wedding.

More information on both bridal boutiques can be found on their websites at [Meant To Be Bridal](#) or at [All About The Bride](#).

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