

Danielle's Bridal Boutique

Owner - Tracie Daus

Success Magazine: Explain your personal history with Danielle's.

Tracie Daus: The first time I walked into Danielle's Bridal, I was actually looking for a prom gown. From that first experience, I was sold. After graduating high school, I decided to go to a business college and needed a way to pay for it. I answered an ad in the newspaper about a position at the bridal salon, interviewed, and got the job. I remember my first day of work—I was so excited and nervous, and I must have cleaned at least 100 pairs of tuxedo shoes! I stayed for six years and learned a lot more than cleaning those shoes. Eventually there came a point when I realized I would need health insurance for my new family and, at that time, it was not available through Danielle's. Although I was sad to leave, I knew it was time. I interviewed with a tuxedo formalwear company that was just coming into the area, and was lucky enough to obtain a management position with them.

SM: Why did you decide to buy the boutique? What was your goal at the time?

TD: The opportunity to buy Danielle's came at an unexpected but most opportune time in my life. I stayed with that tuxedo company for eight years and managed four stores for them. Due to their downsizing, I was closing those stores one by one, wondering what in the world I was going to do. The bridal business was all I knew, and I was beginning to panic. Danielle somehow got wind that I was going to be losing my job—at this point, after twenty years of owning the shop, she wanted to become a stay at home mom. She offered me this opportunity, and after a lot of discussion with my husband and children, we came to the conclusion that this was an opportunity that I couldn't pass up. It's funny, but my goal at the time was just to stay in this business—I absolutely loved it. So with their support, I was able to jump back into the dress business.

SM: How did your past work experience help prepare you for success in this role?

TD: Working in the bridal and tuxedo industry made a big difference in my success in owning Danielle's Bridal Boutique. It gave me hands-on experience from the bottom up. I know what it is like to be an employee, I know what it is like to be a manager, and now I know what it is like to be an employer. I learned how not to treat your employees, and how to treat your customers, with the respect they deserve. I also have a clear understanding of the perspective of the bride and groom as I have gone through the nerves that come with getting married and worrying about all the details that arise.

SM: How are you able to ensure success, even in this tough economy?

TD: It is difficult owning any small business in this economy. Mostly you have to keep your fingers crossed and hope for the best. I searched for designers this year that had great quality products at lower price points so I would be able to pass that along to the customer. Someone once gave me great advice and told me that as long as I was nice to my customers they would be nice back. I will tell you that was the best advice I was ever given.

SM: What is the most rewarding aspect of owning Danielle's Bridal?

TD: I love owning the boutique! Helping others with one of the most important events in their lives is truly an honor. Brides come in with love in their eyes and hearts, and I just want them to have the dress of their dreams. I also like knowing that at some point in my life I will have touched someone else's heart and helped them in some way. When my former prom girls come back and want help in purchasing their bridal gowns, it is such a great honor to help them start the next chapter in their lives.

SM: What makes Danielle's truly unique in the industry?

TD: I had to ask some of my brides this question and they told me it was because we always know their name as they walk through the door. We have such a good time while they are trying on their dresses, whether they are just beginning the process or taking them home. They also told me they don't feel pressured into purchasing that day. Whether they want to try on one dress or twenty dresses, I really feel it is their day, their dress, and their dream—we let them decide when it is the right dress for them.

SM: Do you sell anything other than wedding gowns?

TD: Wedding gowns are just what we do. We also carry bridesmaid dresses, flower girl dresses, and mother of the bride/groom dresses. And, of course, prom gowns in every color under the sun. Let's not leave the men out here,



“ With our experience, we are able to offer up a solution to any problem that may arise while planning a wedding. ”

because we also cater to grooms and groomsmen in the wedding party by offering tuxedo rentals.

SM: What services do you offer?

TD: We actually offer alterations on all gowns purchased with us. We are lucky enough to have a very talented seamstress who has been with us for twenty-three years. With our experience, we are able to offer up a solution to any problem that may arise while planning a wedding.

SM: You have been in the industry for many years. What keeps you motivated each day?

TD: I love to work, and the different people and personalities that I meet every day make it all worth it. Knowing that my husband and children support me unconditionally is what keeps me going.

Come *step* into
Elegance

Danielle's carries dresses for:

- Bridesmaids
- Flower Girls
- Mothers

Look for style then
decide on your color!

Accessorize your gown with
Tiaras, headbands, bun wraps,
veils, barrettes, and jewelry!

All gowns available in a
variety of sizes from 2-30!

FREE TUXEDO

**10% OFF
BRIDAL PARTY**

W/BRIDAL GOWN
PURCHASE

Danielle's Bridal Boutique

75 WEIBEL AVENUE • SARATOGA SPRINGS, NY 12866
www.daniellesbridalboutique.com 518.584.7067

No appointment necessary
Mon-Thurs. 10-8; Fri. 10-7; Sat. 10-6; Sun. 12-5