

WEDDING DAYS SAVED

The business of Bridal (Midlands) Limited, which operated the Birmingham franchise of Pronuptia, the well know wedding outfit supplier has been sold for an undisclosed sum, by liquidator John Travers of John D Travers & Company of Stourbridge.

The company closed on 16 January 2009, but following successful negotiations with potential purchasers, the business reopened under new ownership in the same Jewellery Quarter premises on 7 February 2009.

"We've pulled out all the stops to ensure that brides who had ordered their own and bridesmaids dresses for their big days, suffered minimum disruption following the demise of the company," John Travers said. "With the support of Pronuptia in Paris, the former directors and the purchasers of the business, we have achieved the best outcome possible for the customers, most, if not all of whom, should now have their orders completed. It is encouraging to see that in these days of retail doom and gloom, at least one happy ending has been achieved."

The insolvency proceedings relate to the Birmingham shop only. No other Pronuptia outlets are affected.

10 February 2009