



A SWEET BEGINNING

Thirty-five years ago, an entrepreneurial woman named Mary Lou Pulver and her five children headed on a southern adventure. Her goal: to acquire unique and unusual gift items and pottery from the Southwest and Mexico.

She returned with an array of pottery and unique items, and opened a shop in historic Chippewa Falls to share her cultural findings with the Midwest. She named this shop Foreign 5... foreign giftware purchased with her 5 children.

One thing is for sure, change hasn't been foreign to the business. Foreign 5 has since evolved into three distinctive specialty shops: The Bridal Sweet, Bridge Street Floral & Gift and The Cheesehaus, all within a 12,000 square foot store. Now owned by daughter Cindi Pulver and Deb Linc, they continue to reinvent themselves to remain modern and provide the very best for their customers.

"Shopping at Foreign 5, whether in our bridal boutique, gift shop or floral shop, is an experience," says Pulver. "We offer a comfortable shopping atmosphere, talented staff and an abundance of unique merchandise."

A DOWNTOWN BRIDAL GOWN

It's no surprise that Bridal Sweet has been voted The Leader-Telegram Reader's Choice Award for "Best Bridal Shop" in 2005 and 2006. Not only do they have a wide selection of gowns and a variety of wedding prod-

ucts, their experienced staff are there to guide the bride through every detail.



"We have everything that you need, from the wedding gown to the bridesmaid gowns to matching cake knife and servers," says Sara Wagner, bridal sales manager. "Our brides are able to receive all their wedding needs in one stop."

Bridal Sweet was remodeled two years ago. It features an expansive showroom area and oversized dressing rooms all in a relaxing, elegant atmosphere. They offer hundreds of different styles of gowns to choose from, from moderate to couture lines, from size 2 to 28. They carry a vast array of designers and continue to research and evaluate new designers by attending bridal shows on an annual basis. Bridal Sweet also creates a fun atmosphere for shopping with your bridesmaids, with over 300 bridesmaid gowns in a rainbow of colors.

No appointments are required at Bridal Sweet. When you arrive, you will be welcomed by one of several bridal consultants. The consultant will then take the time to discuss what the bride is looking for in order to make appropriate suggestions.

"The term 'bridal consultant' isn't to be taken lightly," said Wagner. "Our consultants take the bride through coordinating every piece of the bridal puzzle, from the gown to the bridesmaid dresses to the tuxedo and beyond."

MORE THAN A PENNY SAVED

There are many opportunities to save with Foreign 5. With the "Super Savings Program" the more you buy at Foreign 5, the more you save. You can earn up to 50% off your gown. The program also offers 10-25% off jewelry, shoes, flowers, invitations and more.





“The Super Savings Program is very popular,” says Wagner. “Not only is it convenient to find all your wedding needs under one roof, you can save a bundle as well.”

Bridal Sweet features a new “designer of the month.” With the purchase of a designer of the month dress, the bride will receive 50% off a veil of her choice. For a complete list of designers, visit www.foreign5.com.

For the bargain shoppers, there is also a sale rack of gowns ranging in price from \$50-\$150. The gowns are in perfect condition, yet are out of season and can no longer be ordered to size.

Bridal Sweet also carries the latest in styles and colors in tuxedo and tuxedo components, starting at \$59.95 for a complete tuxedo. To ensure it's the right tux for you, they can order one tuxedo to try on and see in person. Men are also able to submit their measurements online, an especially convenient service for out-of-town groomsmen.

FLOWERS AND GIFTS FOR ANY OCCASION

With the flower shop just steps away, the bride can even see how flowers will coordinate with the gowns in person, rather than matching flowers to just a swatch of fabric. Bridge Street Floral is a full service floral, garden and gift shop showcasing a diversity of the latest styles and décor, from European elegance to urban and country chic.

“By being able to see the bridal gown and dresses in person, we are able to make specific recommendations for flowers that we are certain will be a perfect match,” said Michele Hawkins, floral manager.

Foreign 5's latest addition is The Cheesehaus. They offer wines, cheese sausages, gourmet foods, chocolates, cheese boxes and gift boxes. The Cheesehaus is particularly busy during the holiday season.



Pulver is clearly proud of her business, and even more so, her employees: “We have the very best managers and staff. Many of our people have been here for 15+ years and, therefore, know the industry extremely well. Our people create a great shopping experience for our customers. I can say with complete confidence that our customer service is second to none.”

Through the years Foreign 5 has transformed itself time and again. They continue to evaluate their position in the bridal market in order to best serve their customers and carry on the legacy of sharing new and exciting things with the Chippewa Valley. From their sweet beginning, Foreign 5 has become a successful bridal, gift and flower shop with more in store.



Foreign 5 OF CHIPPEWA FALLS

Hours of Operation:
 Mon-Wed: 9-6 Thursday: 9-8 Friday: 9-6
 Saturday: 9-4 Sunday: 12-4 (seasonal)
 No Appointment Necessary

123 N. Bridge St. • Chippewa Falls
 715.723.6389 800.851.0080 www.foreign5.com

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If you are interested in becoming a feature business, please contact Juliette at 715.415.2884.

