



**FOR IMMEDIATE RELEASE:**

## Detroit Bride® to Host First Wedding Event at Detroit's Eastern Market

- *Detroit Bride® connects newly engaged couples with a curated collection of refined, established wedding professionals.*
- *The partnership between Detroit Bride® and Mercantile Fairs™ offers guests access to wedding vendors not seen at traditional wedding events.*

**DETROIT, MI, [publish date]—Detroit Bride® offers sophisticated brides and grooms a fun-filled day at popular Eastern Market's Shed 5.**

On February 23, 2020, Detroit Bride® will host the first wedding event to ever be held at Detroit's Eastern Market. "We really wanted to bring a wedding event to Detroit and southeast Michigan that embodies the vibe of Eastern Market and that offers a more curated selection of vendors than a traditional wedding event," explains Stephanie Jones, Founder & President of Detroit Bride®, Mercantile Fairs, and parent company Mercantile Event Marketing.

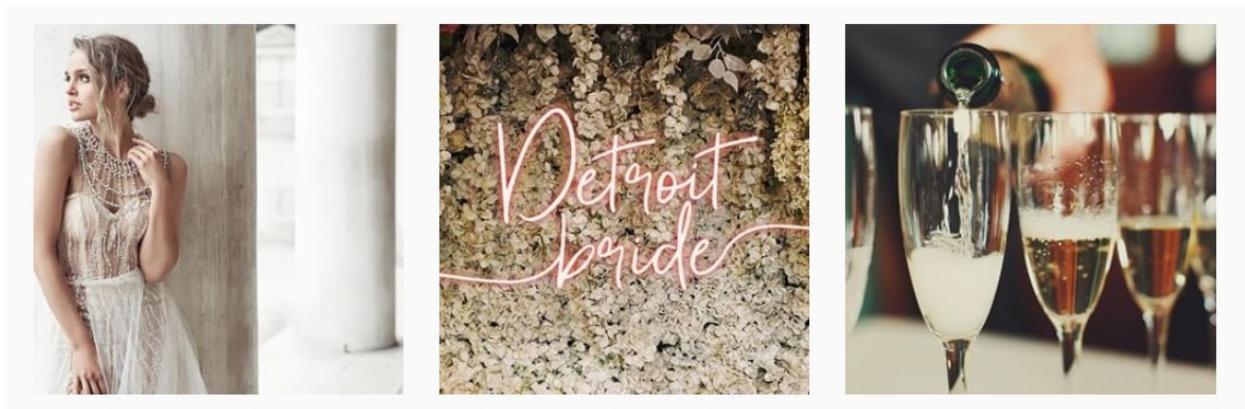
"It's going to be a very select group of established wedding professionals for the refined, newly engaged couple," adds Executive Director, Morgan Streetman. "These people are sophisticated. They're hip. They're looking for something that's just a little bit different—and that's what we want to offer them at Detroit Bride®."

The ability of Detroit Bride® to attract new and non-traditional vendors stems from its partnership with Mercantile Fairs™, the team behind Handcrafters Markets™, Shed 5 Flea™ and the Detroit Foodie Fair™. According to Jones, "Being able to leverage the expertise that we have in that space brings something very different to the wedding world. In addition to more traditional wedding finds, we're going to have makers at Detroit Bride®. This bespoke group sells at our other events and will offer brides and grooms products and services they wouldn't ever see at a regular wedding show."

Streetman offers the example of Happy Girl Granola, owned by Aly Caverson and located in Owosso, MI, as the type of vendor attendees can expect to be present at Detroit Bride®. “Aly, for example, can create small-package, private-label wedding favors using her granola. She’s able to lend authenticity to the kind of event that can get very corporate.”

Jones echoes the event’s focus on authenticity, stating, “We’re trying to create an experience for newly engaged couples or newly engaged individuals that are looking to add that extra ‘edge’ to their wedding. They cherish authenticity, and they want to create that curated experience. They’re looking to be on the cutting edge of weddings in terms of what they’re offering their guests. Detroit Bride® is guaranteed to bring in vendors that understand this aesthetic.”

In order to fully enjoy the experience of Detroit Bride®, Jones suggests making a day of it. “It’s in Detroit, and it’s on a Sunday. You can get your party together, come downtown, grab brunch, visit Detroit Bride®, and then do some shopping. You can take in the vibe at Eastern Market and take advantage of our craft bar, food samples, and the fantastic giveaways we have in store for attendees. It’s going to be a really fun experience for our attendees and their guests.”



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**Detroit Bride®** is run by a Detroit and Flint based visionary female leadership team with combined experience ranging from wholesale show production to retail markets drawing tens of thousands. The event will be held February 23, 2020 from 12:00-4:00 PM at Eastern Market’s Shed 5, Detroit, MI. More information, including directions and tips for attending, can be found at [www.detbride.com](http://www.detbride.com).

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