

The Perfect Party Dress

— By Jaime Ruark



Visions of sugar plums may be dancing in some Mansfield residents heads, but visions of dresses, shoes and accessories are dancing in others. 'Tis the season for Christmas parties and New Year's Eve soirees, and Classy Concepts has its doors open to outfit all partygoers in gorgeous gowns and top-notch tuxedos.

Sue Scheele, owner of Classy Concepts Design, opened her first store in Round Rock, Texas, in 1998. When she and her husband, Zach, moved to Mansfield, Sue excitedly brought her original concept with her, tailoring it to meet the needs of Mansfield partygoers. "I have always loved to sew and create things," said Sue, who graduated from Oklahoma State University with a degree in apparel and interior design. "I originally intended the business to be window coverings, but I kept getting bridal referrals. All of a sudden, I had this bridal department."

Ever creative, Sue came up with original ideas to make the niche market her own. Classy Concept customers can buy or rent any of the apparel and accessories. Sue does all alterations — even on rented clothing — herself, in house, to assure a perfect fit. "We can always make it work," she asserted.

Sue has established a concept

unique to her store. "Our store policy is not to rent a dress that has been chosen by someone to any other girl until after her wear date. Say a customer has picked out her



wedding dress for her ceremony in January. We tag that dress, which means no one else can leave our store with it until after her event." Customers are given a feeling of ownership, diminishing the "borrowed" stigma, which may hold some back from renting.

Renting also eliminates other time-consuming hassles. "You don't have to worry about getting your tux wrinkled or getting dirt on your prom dress," she explained. "When it's time for bridal portraits, we have it freshly steamed and ready for you to pick up, and the same thing for the wedding day. We take care of all the details so you don't have to, because it's your day." And for those "always a bridesmaid, never a bride" girls, Classy Concepts means never having to cram another never-to-be-worn-again dress into the back of your closet.

"When customers come in, they're always pleasantly surprised," Sue smiled. "They always say, 'I can't believe how far my money has gone!' We have girls who come in and rent \$2,000 gowns for \$200. It's wonderful to help our clientele save money and they're very appreciative,

especially since we carry the best lines and have so much to choose from.” She offers designer brands like Maggie Sottero, DaVinci, Alfred Angelo, Raylia and more. Those who purchase their apparel are given the same special treatment as those who rent.



Classy Concepts is a treat, from the modern, loft-style decor to the endless supply of tuxedos, prom dresses, flower girl, mother of the bride and bridesmaid dresses, and of course the bridal gowns — and everything in between. Hours are Monday through Thursday from 10:00 a.m. – 7:00 p.m., Friday from 10:00 a.m. – 5:00 p.m., and Saturday from 11:00 a.m. – 5:00 p.m. Call Sue at (512) 804-9992. **NOW**