

# HERO Act Plan

*September 2021*

Part of what makes Brenda Babe Bridal so unique is our commitment to scheduling private bridal appointments in our cozy showroom. We take great pride in offering “by appointment only” service and will continue to do so going forward.

As we realize the health and safety of our guests and team are of utmost priority, Brenda Babe Bridal will institute the following precautionary measures, in conjunction with state guidance and CDC guidelines as they pertain to the NYS HERO Act, to assist with limiting potential exposure to dangerous respiratory airborne illnesses, including the COVID-19 virus.

**Here’s what you can expect from us:**

- **Sanitizing Protocol-** We will continue to place heightened focus on sanitizing the shoppe, including door handles, and other highly trafficked areas, before and after individual appointments.
- **Bridal Appointments-** We are limiting each private bridal appointment to the lovely bride-to-be and no more than 5 additional guests, to allow for appropriate social distancing within the shoppe. Appointments will last up to 90 minutes to allow for ample sanitizing measures between appointments.
- **Interaction-** Assistance with selecting and trying on dresses throughout the appointment will be provided by our professional stylist, while abiding by appropriate social distancing protocols.
- **Personal Protective Equipment-** Face coverings will be encouraged for anyone entering the shoppe, including employees and guests, for the duration of the appointment. Thorough hand washing | hand sanitizing is also highly encouraged immediately upon entering the shoppe.
- **Wedding Dress Pick-Ups-** There will be two options for our brides to choose from to pick up their special order wedding dress.

**(1) Schedule a pick-up appointment to come into the shoppe and try on the dress prior to taking it home. *One guest will be allowed to accompany the bride to an on-site pick up appointment.***

**(2) Schedule a curbside pick up of the special order wedding dress to try it on at home.**

Every special order wedding dress is given a courtesy steam and is carefully inspected once it arrives at the shoppe to ensure there are no flaws or defects. The bride will be provided with a signed copy of the **Merchandise Release Form**, which notes the condition of the dress once it has been prepared for pick up. Should a bride opt for a curbside pickup, she will be required to sign off on the **Merchandise Release Form** at pickup. The dress will need to be tried on as soon as possible and should there be any discrepancies in the condition of the dress from what is noted on the form, the bride will need to notify Brenda Babe Bridal within 12 hours of taking receipt of the dress.

Here's what we expect from you:

- **Sickness-** Should a bride or any guest be experiencing any symptoms or have recently been exposed to someone experiencing COVID-19 symptoms, we ask that you kindly notify us as soon as possible and we will gladly reschedule the appointment in a timely manner. Unfortunately, we will not be able to allow anyone with visible symptoms to enter the shoppe. We ask your utmost cooperation with this extremely important safety protocol.
- **Personal Protective Equipment-** Everyone entering the shoppe is encouraged to wear a face covering throughout the duration of the appointment and should thoroughly wash | sanitize hands upon arrival.
- **Guests-** Guests who will be accompanying a bride-to-be for her bridal appointment will be asked to relax in the comfort of our designated "socially distanced" guest area, where they will enjoy prime seating for your personal try-on session.
- **Footwear-** Brides-to-be and guests should bring slippers or "non-street shoes" to change into upon arrival at the shoppe. Not only does this help to keep the showroom floors clean, but it also decreases the risk of spreading dirt and debris that can potentially damage dresses and contaminate the interior of the shoppe.
- **Virtual Guests-** Since we don't want to leave anyone out of such a memorable experience, you are welcome to arrange for additional guests to join your appointment virtually, via ZOOM or similar platform. We can provide insight on how best to accomplish this with the time frame of your appointment. Just ask and we would be glad to discuss your individual situation.
- **And most importantly, we ask for your continued patience and understanding as we navigate thru these extraordinary circumstances that have so quickly re-shaped the entire wedding industry landscape as we know it.**

Rest assured, Brenda Babe Bridal is committed to delivering a truly unique and individualized experience to our fabulous brides-to-be and their guests. We realize that the precautionary measures we have put into place may not be the most ideal for everyone at this time, however, please know that we will continue to monitor and assess our plans, while abiding by all current recommendations and guidelines, and modify plans as we are safely able to do so. We absolutely cannot wait to return to the familiar normalcy of helping our brides-to-be "Say Yes" to their dream dress and celebrating with lots of hugs and happy tears! Here's to moving forward with a renewed sense of excitement for our fabulous brides-to-be as they re-imagine their special days into ridiculously amazing celebrations of love over the coming months. We can't wait to be a part of your "Say Yes" journey!

Should you have any questions or concerns regarding any portion of this Plan, please do not hesitate to reach out directly at (716) 655-LOVE (5683), or via email at [sayyes@brendababeb bridal.com](mailto:sayyes@brendababeb bridal.com) to discuss further.

If you have not done so already, I encourage brides-to-be to request a private bridal appointment as soon as possible to ensure a preferred date and time. Appointments can be made via phone or email and will be confirmed in the order that requests are received.

This plan has been created in keeping the health and safety of employees and guests as the top priority. We will continue to re-evaluate and make further modifications as circumstances continue to change. This HERO Act Plan will go into effect immediately.

Should you wish to explore alternative shopping measures such as virtual appointments, please reach out so that we can discuss your individual situation and make something work for you!

**Primary Contact Information for Brenda Babe Bridal**

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