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## **BRIDAL SHOP UNDERGOES REVAMP WITH HSBC SUPPORT**

A decades-old bridal wear retail shop based in West Wickham is modernising and adding new global designers to its collections thanks to financial support drawn from HSBC's £900 million SME fund for businesses in the South and East.

Bromley Brides Limited, originally founded in 1986 but acquired by new owner Becky Griggs in April of this year, is undergoing a modern revamp. The layout of the bridal store has been redesigned, including the installation of contemporary lighting, while local stylist Anna Ward has furnished the interior to give it a fresh, innovative look. New lines have also been added to the shop's collection of available bridal gowns from designers Alfred Angelo and Jasmine, Veromia, Dzage, Verise and Eden.

Bromley Brides's modern update is thanks to a £10,000 overdraft facility it received from HSBC's Orpington branch. It has helped owner Griggs and her employees to prepare for the shop's official re-launch, set for 29 August.

Becky Griggs said: 'Bromley Brides is a well-established brand in the community that I wanted to grow. With the recovery taking hold, I felt now was the right time to take my business to the next level. With HSBC's support, we secured a dedicated space above the store for our seamstress, and have plans to import designs from America. This will form a part of our new, wider range of bridal dresses for all ages.'

Ghazi Raza, Business Specialist Team Leader for London, said: 'We have been working with Becky Griggs for many years now, first when she banked with us as a sole trader, and now as a business owner. Ms. Grigg's dedication to grow her newly-owned business was clear from her expansion plans, which we were confident in supporting at a time when the UK recovery is gaining traction.'

‘Now is a great time for small businesses like Bromley Brides to look to expand and innovate. The £900 million SME Fund for small businesses in the South and East is available to support these ambitious and timely growth plans.’

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