



*Atha Sharod Bridal*

[www.athasharodbridal.com](http://www.athasharodbridal.com)

Ph: 773.285.1178

*Media Kit*

## About Atha Sharod

Twelve years ago when his daughter, Atha Sharod was born, she inspired Robert's creativity so much that he embarked upon his life-long dream career of fashion design. He began a small company where he invited women into his home to create custom pieces, styled after their unique personalities and sensibilities. Soon he developed a name as "the dress maker" because of his renowned ability to drape, eye for details, and fabric selection. Often his clients would wait and watch his magic while their garments were prepared, discussing everything from fashion to where they could find a good caterer. Finally, his clientele outgrew its meager roots, and women all over began to express interest in the fashions of Robert. Robert was faced with a conflict: how could he reach his expanding demand without sacrificing the accessibility he had grown accustomed to offering his customers? The creation of athasharod.com was the resolution.

While Robert continues to serve his local community in Chicago with his full service custom design studio, athasharod.com allows for women all over the world to enjoy what his customers have known for years - the essence that is Atha Sharod. Atha Sharod, Inc. is an internet based company dedicated to serving women with their special occasion needs. They offer an exclusive line of women's special occasion clothing and accessories targeted towards specific events. Each of the dresses are inspired by the thousands of

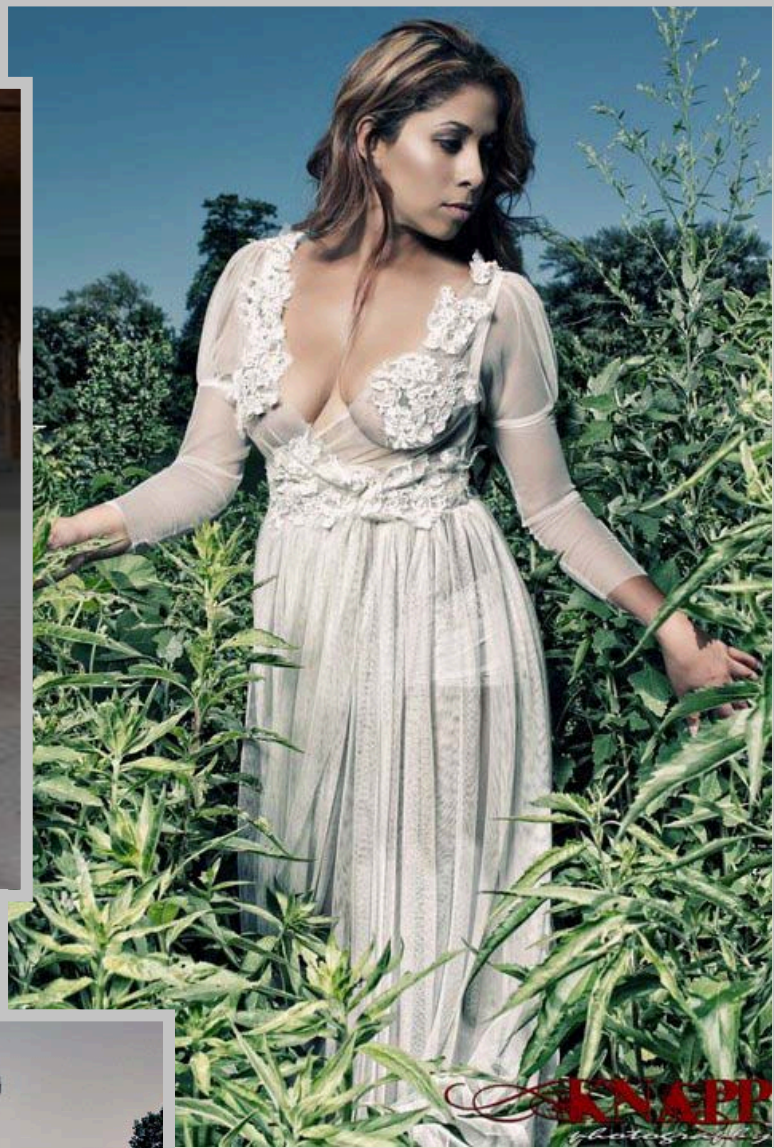


commissioned pieces that Robert made for his original customers, and they are made with the same love and attention to detail. In addition, the company has provided a complete network of vendors to assist clients in planning their entire day. This network is composed of Robert's trusted longtime professional colleagues, and their information can be accessed through this helpful website. In keeping with the company's origins, he coupled the designs with blogs from experts covering a wide range of fashion, beauty, and etiquette topics so that you can enjoy the same editorials as his personal clients benefit from.

The result is an online shopping catalog and planning tool that is sure to be helpful to you in preparing for your big day whether it's your prom, quinceanera, wedding, or anniversary. We are excited to make his designs and this network available to you, and we are working on expanding this website to offer you more choices.







Contact: Mikeya Summerville  
Tel: 312.725.8013  
Fax: 484.952.1922  
Email: msummerville@itfactoragency.com  
Website: www.itfactoragency.com

FOR IMMEDIATE RELEASE:

### **Atha Sharod Bridal Launches New Couture Gown and Negligee Collection**

*Bridal designer invites brides-to-be and industry insiders to a preview event for new collection.*

Chicago, Illinois – July, 26, 2011 – Fashion Designer and Creative Director, Robert Sharod of Atha Sharod Bridal, is hosting an exclusive preview of the “White Collection – LUXE” at Loft on Lake on August 7, 2011. The new collection will consist of several couture, wedding gowns and negligees and be presented to future brides and top industry insiders and professionals as a preview to the entire line that will debut later in the Fall.

Guests will have a chance to sample wedding cake, enjoy music, food, champagne, gift bags and most importantly, the beautiful wedding gowns. They will also get to experience a live photo shoot by Wedding and Engagement Photographer, Tuan H. Bui. The photos from the shoot will be used for the catalog and website that the company will use to promote the collection. “I created this collection as a tribute to the American woman. I wanted her to know that she could be independent and yet be feminine at the same time”, explains Robert Sharod when describing his collection.

Some of Chicago’s top bridal professionals that will be vendors at the event include: Bridal Stylist, Susan Metropoulos of The Left Bank, Fashion Illustrator, Rosemary Fanti, Cake Tastings by Reuter’s Bakery, Menu Samplings by Norman’s Bistro and Cedar’s Mediterranean, wine and champagne by Fenn Valley Vineyards and Music by The Bons Vivants and Vocalist, Karen Dade. When asked where the inspiration for the dress designs came from, Sharod said, “Each and every one of the dresses reminds me of a different facet of my daughter, Atha’s complex personality”. This lavish event will be hosted by the creator of *Chicago Models*, Marco Foster and Fayshell Fajardo of the *The Fayshell Fajardo TV Show / Instant Media Connect*.

The soiree will start at 4:00pm and end at 7:00pm. It will be held at premier wedding venue, Loft on Lake: 1366 W. Lake St, Chicago, IL 60607. Tickets can be purchased for \$20.00. More information can be found by visiting: <http://athasharodbridal.eventbrite.com/>.

### **About Atha Sharod, Inc. and Robert Sharod**

Named after his daughter, Atha Sharod Bridal, Inc. was founded 12 years ago by fashion designer, Robert Sharod. Today it is a luxury couture design house, dedicated to serving women with their Bridal needs. The company offers an exclusive line of women’s Bridal clothing and accessories. In addition to the clothing, the design house provides a complete network of vendors and etiquette advice to assist clients in planning their entire day.

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### *Contact Details*

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*Name: Robert Sharod*

*Title: Creative Director*

*Telephone: 773.285.1178*

*Email: [athasharodbridal@yahoo.com](mailto:athasharodbridal@yahoo.com)*

*Website: [www.athasharodbridal.com](http://www.athasharodbridal.com)*

*Facebook: <https://www.facebook.com/AthaSharodBridal>*

*Twitter: <http://twitter.com/AthaBridal>*

*Blog: <http://athasharodbridal1.blogspot.com>*

### *PR & Media Inquiries:*

*Mikeya Summerville*

*iT Factor Agency*

*312.725.8013*

*[msummerville@itfactoragency.com](mailto:msummerville@itfactoragency.com)*

*[www.itfactoragency.com](http://www.itfactoragency.com)*

*For logos or pictures, please contact Mikeya Summerville*