

House OF Brides COUTURE

August 6, 2018

Mr. Jason Knowles
WLS-TV ABC 7
190 North State Street
Chicago, Illinois 60601

Dear Mr. Knowles,

We thank you for your report and we acknowledge House of Brides Couture has recently encountered an issue with close delivery of our customer orders. Our stores service thousands of customers each year with a 99% approval rating verified by the Better Business Bureau with our accreditation and A+ rating for all stores. However, we have experienced a delivery issue involving a small number of our customers in the last two months. We understand the unique stresses of a wedding and sincerely apologize to our brides and wedding parties.

House of Brides Couture is an authorized retailer of our designers. The majority of our merchandise is available by special order, which means we submit customer orders to our designers, who then produce the orders. The dresses are not available in-stock or off the rack. Instead, the designer places the orders into their production schedule and the dresses are made according to the style, size, color and other specifications on each order. All production is done overseas and predominately in China.

Production times vary between designers and at different times of the year. All time frames are tentative and subject to change at the discretion of the designer. We, as the retailer, do not have the ability to affect production or shipments. However, we have expeditors who work closely with our designers to monitor the production and delivery of our orders.

Most standard production is typically four to six months depending on the designer and the time of the year with styles and colors produced at separate times. Designers deliver orders to retailers approximately four to six weeks before the wedding date.

June, July and August are the busiest months for weddings. It is also the busiest months for deliveries from our designers' factories. These factories deliver thousands of orders each day to retailers around the world. Our

expeditors ensure the timeliest delivery of our orders while working with the factories' shipping schedules. Despite our expeditors' best efforts, we experienced a delay resulting in the late delivery of orders.

We assure you we have been aware of the issue and have addressed it immediately. Management has worked with our customers to resolve each individual complaint whether by delivering the order, reselecting the dress or refunding the customer.

House of Brides Couture has taken immediate in-house measures to improve our service. We have expanded our Expediting Department to better monitor the production and delivery of our customer orders and to better prepare for any delays in factory schedules or in shipping from overseas.

We understand communication with our customers is a priority. It can take typically take three to five days for a status check between our expeditors, designers and designers' factories. Our stores often would update the customer after the status check. We know, though, our customers may need more frequent communication so we have put expeditors in place at each store to provide more consistent and informative correspondence with our customers.

House of Brides Couture is also retraining all management and staff to improve our in-store customer service and to provide only the very best experience for every bride and wedding party.

All bridal retailers experience the same problems as verified in their own reviews and customer accounts. However because of our size and volume, our complaints are in the forefront. We pledge our commitment to our brides and wedding parties and will continue to assess and change our procedures as necessary.

House of Brides Couture is an accredited business with the Better Business Bureau with an A+ rating for each of our stores at the time of your initial report. We are working with the BBB in response to the recent complaints to resolve the factors which attributed to the recent issues.

We thank you, Mr. Knowles and the ABC I-Team for the report and commitment to the consumer. We again apologize to our customers and thank them for their patience and support.

Sincerely,



Grace Thalmann
Customer Relations

Glen Ellyn Wedding Center, Inc.
1184 Roosevelt Road
Glen Ellyn

Schaumburg Wedding Center, Inc.
607 East Golf Road
Schaumburg

Orland Park Wedding Center, Inc.
16100 South LaGrange Road
Orland Park