



WEDDINGS

PRESS RELEASE 15/1/07

Fairy wings are booming as the latest accompaniment for brides, bridesmaids and flower girls.

www.fairylove.com, a young Herefordshire based company making unique, couture fairy wings for adults and children, is receiving an increasing number of orders from people keen to liven up formal wedding ceremonies.

After launching their website three years ago, Fairylove now receives about 30 orders a month for wedding wings.

Through discussions and exchanges of sample materials, they have created a diverse range of fairy wings

for brides, bridesmaids, pageboys and even the odd groom.

Shelley Fairy co-founder of Fairylove puts the phenomenon down to people

wanting to brighten their special day into something magical.

She said: "Everybody talks about fairytale weddings. With wings they can really make that happen.

"Wearing wings reintroduces a lost magic into peoples lives. It sparks off something positive in nearly everyone, and makes a special occasion even more memorable."

Jason Fairy said: "Since we started the website, there's been

a fourfold increase in the number of orders we're getting for wedding wings."

Julia Oldham, who married her wheelchair-bound fiance wearing wings last year, said: "Everyone loved my wings, which had a strong daisy and ivy theme. The little girls that were my bridesmaids and a pageboy all wore them as well as me. They looked stunning with the dress. I loved them."

Jason will be able to provide Julia Oldham's number and the numbers of other brides who have worn wings at their weddings

Wing designs vary in style from classic, white fairy wings to

medieval, pagan, pink and fluffy and elegant black.

In October this year Fairylove will be offering fairy themed hen weekends at their 15th century country house headquarters in Herefordshire.

Activities will include full fairy dress ups, workshops in singing and creative expression, pole dancing, fairy pamper and will culminate in a fairy raid into the local community.

ENDS

For more information about fairylove call Jason Fairy on 01885 490302 or email wings@fairylove.com.



BIOGRAPHY

The idea to make wings started 10 years ago. Australian Shelley Fairy began seeing fairies in her dreams following the death of a close friend. At the time she was selling vintage clothes at Sydney weekend markets but her exquisite fairy wings soon took off, and over took her other sales.

Fairylove was founded in 2000 after meeting travelling Englishman Jason Braybrooke whose business management background perfectly complimented Shelley's creativity.

The couple moved to the new age strong hold Byron Bay in northern New South Wales and the business flourished.

Making wings to order from their secluded fairy house deep in the sub-tropical rainforest, orders included making thirty top of the range pairs of wings for Italian designer Roberto Cavalli and his "Little Angels"

collection launched in his Milan fashion show in 2002.

Soon afterwards the couple launched their website www.fairylove.com, from which they now sell wings and other fairy fashion items and accessories.

In 2003 Jason and Shelley moved to the UK to expand their company. Here they discovered a very responsive adult market.

"Funnily enough the English are much more receptive than Australians," Shelley said. "They are much less conservative and more fun loving." Jason said.

ENDS

For more call Shelley or Jason on 01568 797788.