



# VANCOUVER CONSUMERS MEET WITH... ELLA LAU *from* MIA BOUTIQUE

This is Mia Boutique's FIRST year as a Consumer Choice Award winner in the category of Bridal Store in the region of Vancouver. The company has been in business since 2005 and is Vancouver's industry leader in Bridal and Occasions.



## Mia Boutique BRIDAL & OCCASIONS

### CONTACT INFORMATION:

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### **WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS VANCOUVER'S BEST?**

We feel grateful to be voted by our customers; it is the highest honour and the best reward for all the efforts we've made throughout the years.

### **WHAT SETS YOU APART FROM YOUR COMPETITORS?**

Being patient, friendly, and knowledgeable are the key points. Our selection of unique bridal styles in best value is competitive and attracts various customers.

### **HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?**

This award pushes us to move forward in working even harder for our brides, and to continue in delivering the best customer experience possible across this market.

### **WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?**

Our biggest challenge has to be the move we made in 2015. Our shop was established in 2005 located in downtown Richmond. As business grows and we would like to expand our selection of bridal collection, this new location in Steveston Village now seems to be the ideal home for our bridal shop. We enjoy not only serving our customers in a more spacious shop, but to share the beautiful scenery of Steveston Village with everyone who visit.

### **BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?**

We are focusing on bringing in the latest yet timeless bridal fashions from Europe. We also will expand the mother-of-the-bride dress collection, which I think is in demand within this market.

### **GETTING TO KNOW ELLA LAU**

#### **WHAT I LOVE IN MY JOB IS...**

Being a bride is one of the most beautiful moments in life, and I feel happy and blessed to be part of that experience in choosing a wedding gown for our brides.

#### **ONE WORD I'D LIKE TO OWN IN CONSUMER'S MINDS**

#### **WOULD BE...**

Helpful.

#### **DAILY, I TRY TO...**

Enjoy every moment with my customers! Never know what the day will hold.

#### **DURING MY SPARE TIME I...**

Travel and hangout with my friends.

#### **IN MY IPOD YOU WILL FIND..**

Believe it or not, I don't have an iPod. However, I enjoy listening to classical music.