



THE BRIDAL EXPERIENCE

BY ENHANCE SALON BOUTIQUE

***BECAUSE YOUR DAY DESERVES AN
EXPERIENCE AS BEAUTIFUL AS YOU ARE.***

A NOTE FROM CHEREZ



Hi Beautiful,

I'm so glad you're here — and even more honored that you're considering me to be a part of one of the most special days of your life. For me, bridal styling isn't just about creating a look — it's about creating a feeling. I want you to feel calm, confident, and completely yourself as you walk into your wedding day.

With over two decades in this industry, I've learned that the most beautiful brides are the ones who feel at peace — unhurried, cared for, and present in every moment. That's exactly what I design each bridal experience to deliver.

Whether you're joining me in the salon or I'm traveling to you, my goal is to provide an elevated, personalized experience that reflects you — your style, your story, and your joy.

Here's to enhancing every moment of your beautiful day.

With love,

Cherez Herrera-Hudson



THE ENHANCE BRIDAL EXPERIENCE

A calm, elevated journey to your most beautiful day.

Every Enhance bride receives a tailored experience that blends professional care, intentional preparation, and personalized luxury. From our first conversation to your final touch-ups, each step is designed to ensure you feel confident, radiant, and completely at ease.

WHAT TO EXPECT



Consultation — We'll sit down to discuss your wedding vision, desired style, and any prep needed to achieve your look.

Customized Plan — Based on your goals, I'll map out your timeline, recommended services, and package options.

Bridal Trial — A hands-on preview of your wedding look, complete with veil or accessories to ensure perfection.

Wedding Day Styling — Whether in the salon or on-site, I'll bring everything needed to create your dream look in a calm atmosphere.

Final Finishing & Photos — Before you step into your moment, I'll ensure every detail is flawless and photo-ready.

THE ENHANCE PROMISE

Every detail is handled with care so you can focus on what matters most — feeling beautiful, confident, and fully present in your moment.



YOUR BRIDAL PACKAGES

*EVERY BRIDE DESERVES AN EXPERIENCE THAT FEELS
AS BEAUTIFUL AS SHE LOOKS.*

*EXPLORE THREE TIERS DESIGNED TO MEET YOUR
UNIQUE NEEDS, TIMELINE, AND VISION.*

THE STUDIO BRIDAL EXPERIENCE

Investment: \$400–\$550

(Final total based on style complexity and selected add-ons.)

Base Reserved Time:

3.5 hours (in-salon)

Includes:

- One-hour bridal consultation (\$75, applied to balance)
- Required bridal trial (scheduled 6–10 weeks prior)
- Wedding-day styling in-salon

Optional Enhancements:

(some must be completed prior to the big day)

- Trim – \$25
- Deep Steam Therapy – \$25–\$35
- Demi Color – \$105

Each bridal look is fully customized to achieve your desired finish.

Prep services such as sew-ins, clip-ins, and wig installs are not included in base pricing but can be added to your package.

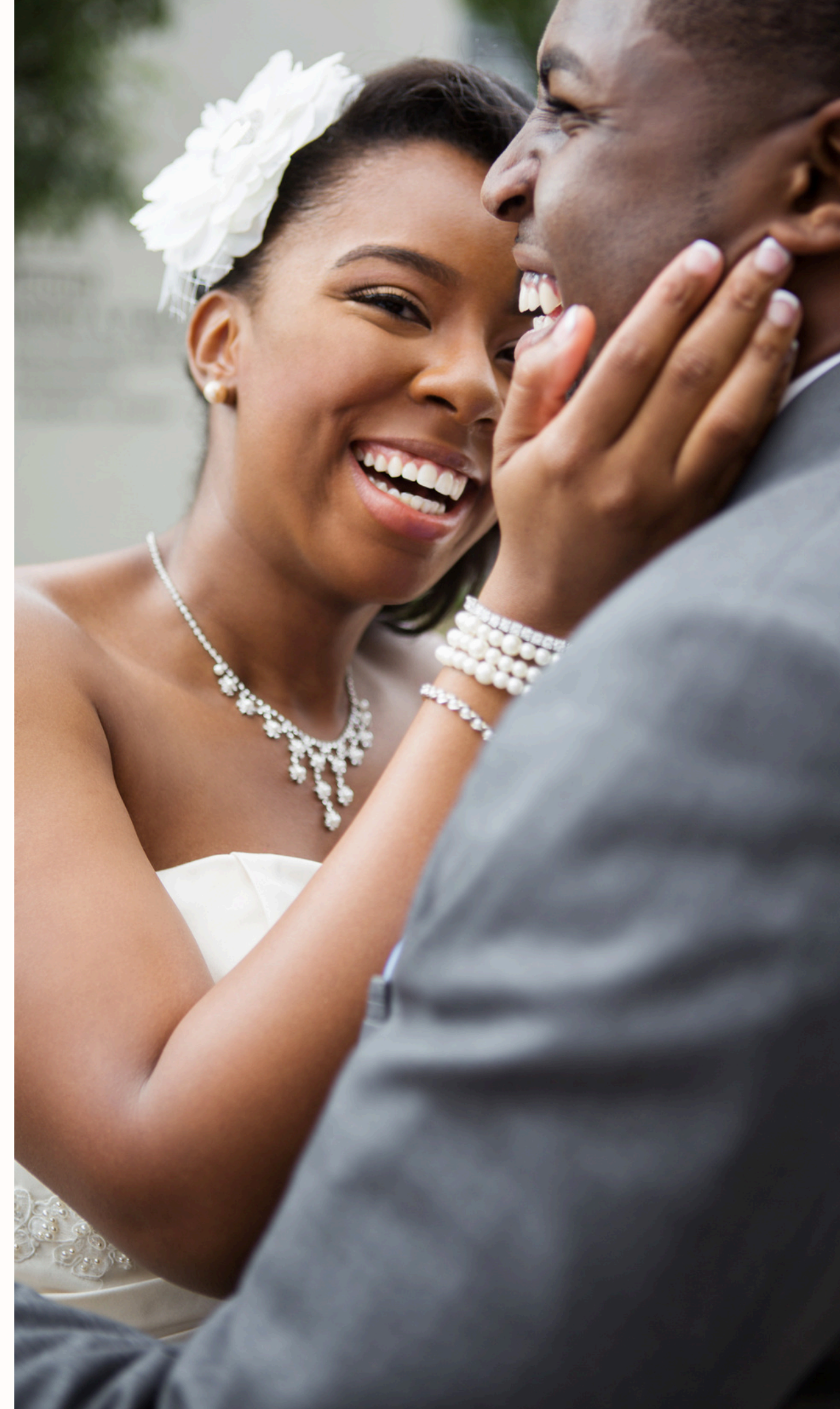
Final pricing will be confirmed during your consultation.

Travel Glimpse:

Not applicable for in-salon services.

Payment Glimpse:

Your date is secured with a non-refundable retainer, followed by your trial payment and final balance 7–14 days before your wedding.



THE SIGNATURE BRIDAL EXPERIENCE

Investment: \$700–\$900

(Excludes travel; final total based on style complexity and selected add-ons.)

Base Reserved Time:

Up to 5 hours (includes buffer time for transitions, photography, and brief touch-ups to keep your bridal look picture-perfect)

Includes:

- One-hour consultation (\$75, applied to balance)
- Required bridal trial (6–10 weeks prior) — includes pre-wedding styling prep to finalize your look
- Wedding-day styling on-site (Extensions installation and styling are included in this tier)
- Finishing and on-site touch-ups for the bride to ensure your style stays flawless through photos and ceremony

Optional Enhancements:

(some will need to be completed prior to the big day)

- Trim – \$25
- Deep Steam Therapy – \$25–\$35
- Demi Color – \$105

Each bridal look is fully customized to achieve your desired finish. Final pricing will be confirmed during your consultation.

Guest Policy & Timing:

The base investment reserves up to 5 hours of dedicated on-site time for the Bride.

Touch-up coverage for bridesmaids or guests may be added at \$100 per hour, based on stylist availability and timing.

Any additional styling beyond the included bridal coverage must be confirmed prior to the Big Day.

Travel Glimpse:

Travel fees are based on mileage from Enhance Salon Boutique.

(See “Investment Details” for full travel structure.)

Payment Glimpse:

Your date is secured with a non-refundable retainer, followed by your trial payment and final balance 7–14 days before your wedding.



THE CONCIERGE ELITE BRIDAL EXPERIENCE

Investment: \$1,200–\$1,400

(Excludes extended travel; final total based on style complexity and selected add-ons.)

Included Coverage:

- One dedicated Prep Day session to perfect your bridal look prior to the wedding.*
- Up to 8 hours of on-site coverage on your wedding day, including a 2-hour buffer for prep and light styling for up to two guests.*
- The Prep Day is included in the total investment but separate from the event-day hours.*

Includes:

- One-hour consultation (\$75, applied to balance)
- Required bridal trial (6–10 weeks prior)
- Pre-wedding prep session (included in your dedicated Prep Day coverage)
- Wedding-day styling
- Extended on-site coverage for ceremony, photos, or reception
- Light styling for up to two guests (typically the mother of the bride or maid of honor)
- Travel up to 60 miles included

Guest Policy & Timing:

Designed for the bride who desires full-day coverage and flexibility.

The reserved time may include light styling for up to two guests, with additional bridal party touch-up coverageavailable at \$100 per hour, based on time and availability.

All reserved time is exclusive and non-refundable once confirmed.

Enhancements:

- Reception Restyle / Second Look – \$150+
- Additional On-Site Hours (beyond package coverage) – \$100/hr
- Bridal Party Touch-Up Coverage – \$100/hr
- Additional Location Fee – \$100/location
- Extended Travel (over 60 miles) – Custom quote

Travel Glimpse:

Travel up to 60 miles round-trip from Enhance Salon Boutique is included.

For destination or extended mileage events (over 60 miles), custom travel fees will apply based on distance, duration, and location logistics.

Payment Glimpse:

Your date is secured with a non-refundable retainer, followed by your trial payment and final balance 7–14 days before your wedding.



INVESTMENT STRUCTURE

YOUR BRIDAL EXPERIENCE IS CONFIRMED THROUGH FOUR SIMPLE STEPS:

1. CONSULTATION (\$75)

- PAID AT THE TIME OF BOOKING. THIS CONFIRMS YOUR ONE-HOUR BRIDAL CONSULTATION AND IS CREDITED TOWARD YOUR TOTAL BRIDAL BALANCE IF YOU MOVE FORWARD.

2. RETAINER (25%)

- DUE WITHIN 48 HOURS OF RECEIVING YOUR BRIDAL QUOTE. THIS PAYMENT OFFICIALLY SECURES YOUR WEDDING DATE AND RESERVED IN-SALON OR ON-SITE TIME. NON-REFUNDABLE BUT APPLIED TOWARD YOUR TOTAL BALANCE.

3. TRIAL PAYMENT (25%)

- PAID ON THE DAY OF YOUR BRIDAL TRIAL. COVERS YOUR TRIAL STYLING SESSION AND IS APPLIED TOWARD YOUR TOTAL BALANCE.

4. FINAL BALANCE (REMAINING)

- DUE 7 DAYS BEFORE YOUR WEDDING DATE. ENSURES ALL SERVICES ARE PAID IN FULL AND CONFIRMS YOUR SERVICE TIMELINE.
- ALL PAYMENTS ARE APPLIED TOWARD YOUR TOTAL BRIDAL BALANCE.
- EXAMPLE:
- FOR A \$1,000 TOTAL INVESTMENT:
- \$75 CONSULTATION FEE (PAID FIRST), THEN \$250 RETAINER, \$250 TRIAL PAYMENT, AND A \$425 FINAL BALANCE AFTER YOUR \$75 CONSULTATION CREDIT IS APPLIED.

FULL BRIDAL TERMS OF SERVICE CAN BE REFERENCED HERE AT ANY TIME.

TRAVEL

TRAVEL IS BILLED SEPARATELY PER STYLIST AND IS BASED ON ROUND-TRIP MILEAGE FROM ENHANCE SALON BOUTIQUE (MEMPHIS, TN).

- LOCAL (0–30 MILES): \$75
- EXTENDED LOCAL (31–60 MILES): \$125
- DESTINATION (60+ MILES): CUSTOM QUOTE BASED ON DISTANCE AND DURATION

ACCEPTED FORMS OF PAYMENT
MAJOR DEBIT AND CREDIT CARDS ONLY

IMPORTANT NOTES

- A SIGNED AGREEMENT AND RETAINER PAYMENT ARE REQUIRED TO RESERVE YOUR WEDDING DATE.
- THE RETAINER IS NON-REFUNDABLE BUT APPLIED TO YOUR TOTAL BALANCE.
- ALL BALANCES MUST BE RECEIVED NO LATER THAN 7 DAYS BEFORE YOUR EVENT.
- ANY STYLE CHANGES OR ADDED GUESTS AFTER BOOKING MAY REQUIRE ADDITIONAL TIME OR ADJUSTMENT IN SERVICE TOTAL.



CONGRATULATIONS! YOUR BRIDAL JOURNEY BEGINS HERE

NEXT STEPS

- *SINCE YOUR BRIDAL INQUIRY FORM IS COMPLETE, THE NEXT STEP IS TO SCHEDULE YOUR CONSULTATION — WHERE WE'LL DESIGN THE PERFECT PLAN FOR YOUR BIG DAY.*
- *DURING YOUR ONE-HOUR CONSULTATION, WE'LL DISCUSS YOUR GOALS, INSPIRATION PHOTOS, AND SELECT THE BEST PACKAGE FOR YOUR NEEDS.*
- *SECURE YOUR DATE*
- *ONCE YOUR CONSULTATION IS COMPLETE, YOUR NON-REFUNDABLE RETAINER WILL OFFICIALLY RESERVE YOUR WEDDING DATE.*

YOUR BRIDAL JOURNEY SHOULD FEEL AS BEAUTIFUL AS THE DAY ITSELF — AND I CAN'T WAIT TO BRING YOUR VISION TO LIFE.