

# Belo FASHIONS BOUTIQUE ON Roncesvalles AVE



The store was an immediate success and her popularity grew rapidly. By 1980, Casa Belo Dry Goods expanded with the purchase of its own building on Bloor Street West. Casa Belo Dry Goods began to operate from its Bloor West location as "Belo Fashions", specializing in bridal wear and ladies evening fashions.

In 2010, Mrs. Belo, her daughters Linda, Susan and their award winning staff had to move from its Bloor Street West



**M**aria, Linda and Susan Belo and their award winning staff can be found working here at 420 Roncesvalles Ave. We are delighted to be able to serve you at this new store.

help you find you a dress for your special occasion.

We offer a wide selection of beautiful wedding gowns and fashions from domestic and international designers including Maggie Sottero, Pronovias, Paloma Blanca, Private Label by G, Dessy, and many more designers. We carry a large collection of dresses for the bride, bridesmaids, mother of the bride, flower girls, prom dresses, and evening wear.

We have over 30 years experience in ladies fashions. We have a seamstress on staff to ensure your selection fits comfortably. Let us

Belo Fashions Boutique is a family operated business founded by Mrs. Maria Belo. Mrs. Belo began her business by selling clothing to a select group of clients from the back of her station wagon. Her reputation for affordable prices and excellent service became common knowledge in the community. Her clients marveled at her ability to offer a variety of styles to suit their preferences and budgets.

Through word of mouth and referrals, Mrs. Belo's customer base grew rapidly. In 1975, Mrs. Belo opened up her first retail store, "Casa Belo Dry Goods", in the Kensington Market area of Toronto.

location. On Feb 27th, we welcome you to "Belo Fashions Boutique", our new store on Roncesvalles Ave.

Mrs. Belo's two daughters, Linda and Susan have joined their mother in operating the business. In 2010 the business will have been in operation for 35 years. With their mother's guidance and expertise, it is expected that this business will continue to serve the community. Please come in and visit our new store at 420 Roncesvalles Ave or visit us on the web [www.belofashionsboutique.com](http://www.belofashionsboutique.com).

