

# Trudys Brides to Celebrate Grand Opening of New Willow Glen Flagship Location with Gala, Ribbon Cutting and Book Signing

*Iconic Bay Area bridal salon marks new era with boutique expansion and special appearance by "The Champagne CEO" author Terri Eagle*

SAN JOSE, CA, UNITED STATES, September 10, 2025 / EINPresswire.com/ -- Trudys Brides and Special Occasions (Trudys), a multigenerational, family-owned business, announces its Grand Opening Gala on Friday, Sept. 26, 2025, from 5 p.m. to 8 p.m. – and the community is invited to attend.



The exterior of Trudys Brides and Special Occasions new flagship bridal salon located at 1615 Meridian Avenue in San Jose's Willow Glen neighborhood. Photo credit: Trudys Brides and Special Occasions

"We're excited to celebrate this new chapter of Trudys with our community at the Grand Opening Gala," said Steven Blechman, second-generation owner of Trudys. "This event marks more than just a move — it honors our 51-year tradition of personal service while opening the doors to a new space designed to create even more memorable experiences for brides and special occasion customers."

The Grand Opening Gala on Sept. 26 includes:

- 5 p.m. – 6 p.m. – VIP reception, a panel discussion on the evolution of women in business with Trudys owners Steven and Rebekah Blechman, and special guest Terri Eagle, best-selling author of "The Champagne CEO," published by Forbes Books.
- 6 p.m. – 6:15 p.m. – Ribbon-cutting ceremony (main media photo opportunity) and toast to celebrate the next chapter of Trudys.
- 6:30 p.m. – 8 p.m. – Gala celebration with music, hors d'oeuvres, champagne, wine, mocktails, and the Best Trudys Dress Awards.
- Parking is available in the front and rear parking lots and in nearby neighborhood parking

areas. Complimentary valet parking is also available.

"I'm honored to celebrate with Steven, Rebekah, and the entire Trudys family as they open this beautiful new location," said Terri Eagle, founder of the [Terri Eagle Group](#) and author of "The

“

We're excited to celebrate this new chapter with our community. The gala honors our 51-year tradition of service while opening a new space for even more memorable experiences for brides and customers."

*Steven Blechman, owner of  
Trudys Brides and Special  
Occasions*

Champagne CEO." "Trudys has always been about empowering women to feel confident and radiant on life's biggest days, and I'm proud to be part of this exciting moment in their legacy."

The soft opening of its new flagship store in the Willow Glen neighborhood of San Jose is scheduled for Friday, Sept. 12. It marks a significant milestone for the business, founded in 1974 by Roger and Trudy Blechman, now operated by their son, Steven, and his wife, Rebekah.

The new 13,300-square-foot space, located at 1615 Meridian Ave., San Jose, CA 95125, offers dramatically expanded fitting areas, exclusive designer boutiques, and

flexible space for fashion shows and special events, as well as personalized styling experiences – a substantial upgrade from their previous 10,000-square-foot, two-level Campbell location.

The Willow Glen flagship location positions Trudys for continued growth in serving customers who travel from as far as Monterey and Sacramento. The new site offers improved accessibility and parking while maintaining the intimate, full-service experience that has made Trudys a destination for Bay Area brides and special occasion shoppers.

#### About Trudys Brides and Special Occasions

Founded in 1974, Trudys Brides and Special Occasions is Northern California's premier bridal and special occasion dress salon, offering one of the region's largest selections of dresses from top designers in various silhouettes, styles, and sizes, including plus-size. Celebrating 51+ years of the "Say Yes" tradition, Trudys remains dedicated to providing every customer with an unforgettable experience. The family-owned business also supports community causes, including the Princess Project, which provides free prom and graduation dresses to Bay Area teens, Pancreatic Cancer Action Network (PanCAN), and Brides Against Breast Cancer (BABC). Visit [TrudysBrides.com](http://TrudysBrides.com) for more information.

#### About Terri Eagle

Terri Eagle is a dynamic CEO and growth strategist with more than 25 years of experience leading luxury brands, including L'Oréal, Montblanc, David Yurman, John Hardy, and Morilee New York. Her book "The Champagne CEO" shares lessons learned from her journey through some of the world's most iconic brands, offering insights on leadership, courage, and building successful

teams. She is the founder and CEO of the Terri Eagle Group.

CONTACTS:

Steven Blechman  
1-408-377-1987  
sb.trudys@gmail.com

Miiko Mentz  
1-408-256-0011  
pr.trudys@gmail.com

# # #

Miiko Mentz  
BentoBox Media LLC  
+1 408-256-0011  
[email us here](#)  
Visit us on social media:  
[LinkedIn](#)  
[Instagram](#)  
[Facebook](#)  
[YouTube](#)  
[TikTok](#)  
[X](#)  
[Other](#)



The new 13,300-square-foot Trudys Brides and Special Occasions in San Jose's Willow Glen neighborhood includes flexible spaces for runway shows, special events, and personalized styling. Photo credit: Trudys Brides and Special Occasions



Inside Trudys Brides and Special Occasions new flagship bridal salon in San Jose's Willow Glen neighborhood, brides and guests can enjoy elegant fitting areas featuring plush seating, full-length mirrors, and luxurious design details. Photo credit: Trudys

---

This press release can be viewed online at: <https://www.einpresswire.com/article/847694233>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.