

BUTTON THE BRIDE

BUTTON THE BRIDE™ – PRESS RELEASE

FOR IMMEDIATE RELEASE

December 2025

Button the Bride™ Returns: A Patented Bridal Tool Reimagined for the Modern Bride

Dallas, Texas — Button the Bride™, a patented bridal buttoning tool designed to fasten delicate loop-style gown buttons with speed and grace, has officially relaunched—bringing renewed purpose, elevated design, and heartfelt legacy to one of the most intimate moments of the wedding day. Originally created by *Susie Uphues*, the Button the Bride™ tool quickly became a cherished solution for brides, stylists, and bridal parties seeking a safer, faster, and more elegant way to button wedding gowns. After Susie's passing, her tool remained a treasured keepsake among those who used it—its legacy waiting to be carried forward.

Today, with Susie's family's blessing, Button the Bride™ has been lovingly revived by **Shannon Sturdivant**, CEO & Legacy Keeper, who has redesigned the brand, refined the presentation, and reintroduced the tool to honor Susie's vision.

A Legacy Reborn

“This relaunch is deeply personal. Button the Bride™ carries Susie's heart, her creativity, and her love for helping brides feel calm and beautiful,” said Shannon Sturdivant, CEO & Legacy Keeper. **“My goal is to honor Susie's legacy by elevating her design into a product that brides and bridal parties can rely on for generations.”**

— MORE —

With bridal gowns becoming more delicate and intricate every year, the need for a precise, safe buttoning tool has only increased. Button the Bride™ offers an elegant solution that protects gowns, prevents fabric snags, and cuts buttoning time from 30 minutes to just minutes—all while preserving one of the sweetest moments of the day.

A Tool Set Designed with Purpose

Each Button the Bride™ set includes:

- **Bride Tool** – designed for safely fastening button loops
- **Groom Tool** – designed for unbuttoning with ease
- **Instruction & Legacy Card** – sharing Susie’s story and tool usage
- **Optional Engravable Plate** – for personalization on the Groom Tool

U.S. Patent No. 9,889,551

The patented hook structure ensures precise, gentle movement without damaging loops, nails, or delicate gown fabric.

The Final Touch Before “I Do.”

“Bridal gowns are works of art. They deserve a tool designed with the same attention, intention, and care,” said Sturdivant. **“Button the Bride™ transforms a traditionally stressful moment into one filled with ease, grace, and joy.”**

Susie’s husband, Chris Uphues, shared:

“Seeing Susie’s creation carried forward with such love and detail means more than I can say. Button the Bride™ was born from her heart. I’m grateful to see her legacy continue and help brides everywhere.”

Availability

The Button the Bride™ tool set is now available exclusively at:

👉 www.ButtonTheBride.net

For boutiques, bridal stylists, and wedding professionals, wholesale inquiries are also available through the website’s contact page.

About Button the Bride™

Button the Bride™ is a legacy-based bridal brand dedicated to bringing ease, elegance, and thoughtful design to wedding day preparations. Originally created by Susie Uphues and relaunched in 2025 by Shannon Sturdivant, CEO & Legacy Keeper, Button the Bride™ continues its mission to honor tradition, empower moments of grace, and support brides and bridal parties everywhere.

Media Contact

Shannon Sturdivant

CEO & Legacy Keeper

Button the Bride™

press@buttonthebride.net

www.ButtonTheBride.net

BUTTON THE BRIDE

TABLE OF CONTENTS

For quick navigation and media reference.

1. Press Release — pp. 1-3

Official announcement, brand positioning, launch details, and key messaging.

2. Media Overview — p. 5

High-level summary of Button the Bride™, mission, product purpose, and media-ready talking points.

3. Product Fact Sheet — p. 7

Product specifications, dimensions, materials, features, engravable option, pricing, and SKU details.

4. Brand Backgrounder — p. 9

The legacy story of Button the Bride™, the patented innovation, the relaunch, and Shannon Sturdivant's role as CEO & Legacy Keeper.

5. Quotes for Media Use — p. 10

Approved quotes from Shannon Sturdivant, brand partners, and early users for editorial pickup.

6. Media FAQ — p. 11

Fast, media-friendly answers to commonly asked questions about the brand, product, availability, and usage.

BUTTON THE BRIDE

BUTTON THE BRIDE™ – MEDIA OVERVIEW

Product Name:

Button the Bride™ Bridal Buttoning Tool Set

Launch Date:

December 1, 2025

Website:

<https://www.buttonthebride.net>

Product Summary:

Button the Bride™ is a patented tool set designed to fasten and unfasten delicate loop-style wedding gown buttons quickly, safely, and without damage. Created from a legacy design lovingly reintroduced, the BTB Tool Set brings ease, grace, and efficiency to one of the most stressful parts of the wedding day.

What's Included:

- Bride Tool (buttoning)
- Groom Tool (unbuttoning)
- Branded packaging
- Instruction & legacy card
- Optional engraved plate on Groom Tool

Key Features:

- Patented design (#9,889,551)
- Prevents fabric snagging
- Reduces dressing time from 30 minutes to minutes
- Eliminates pain for fingers/nails
- Elegant, bridal-quality aesthetic
- Keeps gowns pristine

— MORE —

Why It Matters:

- Dresses are more delicate than ever
- Bridal parties lack the right tools
- Wedding timelines are tight
- Couples want stress-free prep moments
- Bridal boutiques need safe buttoning options
- Unbuttoning at night is often overlooked — BTB fixes that

Price:

TBD (Tool Set + optional engraved plate add-on)

Media Contact:

Shannon Sturdivant
CEO & Legacy Keeper
shannon@buttonthebride.net

BUTTON THE BRIDE

BUTTON THE BRIDE™ – PRODUCT FACT SHEET

Product Name:

Button the Bride™ Bridal Buttoning Tool Set

Tools Included:

Bride Tool (Buttoning):

- Length: 5 3/4"
- Width: 1 5/8"
- Depth: 15/16"
- Purpose: Fastens loop-style bridal gown buttons quickly and safely.

Groom Tool (Unbuttoning):

- Length: 5 3/4"
- Width: 1 9/16"
- Depth: 3/4"
- Purpose: Unfastens delicate dress buttons without pulling or damaging loops.

Add-On: Engravable Plate (Groom Tool):

- Size: 1" × 2"
- Material: Engravable metal
- Customizable: Yes
- Recommended character limit: 14–18 characters per line

Materials & Construction:

- High-quality, bridal-safe materials
- Smooth edges to avoid snagging
- Precision-engineered hook tips
- Tested on multiple gown types

— MORE —

Patent:

Patent No. 9,889,551

Purpose:

- Safe buttoning/unbuttoning
- Protects gowns
- Protects nails and fingertips
- Speeds up dressing process

Packaging Includes:

- Bride Tool
- Groom Tool
- Instruction card
- Legacy story card
- Protective insert

Retail Details:

- Available online at: www.buttonthebride.net
- Ships within: 3–5 business days (typical)
- Color palette: Blush, ivory, gold
- Branding: Elegant, minimal, bridal

BUTTON THE BRIDE

BUTTON THE BRIDE™ – BRAND BACKGROUNDER

Button the Bride™ began with a simple but universal problem: fastening the tiny, delicate loop-style buttons on a wedding gown. For generations, bridesmaids, mothers, stylists, and friends have struggled with sore fingers, broken nails, fabric snags, and unnecessary stress during one of the most meaningful moments of the wedding day.

The original Button the Bride™ tool was envisioned and created by **Susie Uphues**, who saw firsthand how much anxiety wedding preparation could bring. Her design—thoughtful, functional, and beautifully purposeful—quickly became a cherished solution for bridal parties.

After Susie's passing, her legacy remained woven into the lives of countless brides who used her tool. In 2025, with the full blessing and support of her husband, Chris Uphues, **Shannon Sturdivant**, CEO & Legacy Keeper, lovingly revived and relaunched the brand. This relaunch honors Susie's memory while elevating the product with refined design, modern branding, and expanded offerings.

The mission of Button the Bride™ is simple:

To bring ease, grace, and joyful calm to one of the most intimate moments of the wedding day.

Today, Button the Bride™ continues Susie's vision—combining legacy, innovation, and meaningful detail to support brides, bridal stylists, and families around the world.

BUTTON THE BRIDE

BUTTON THE BRIDE™ – QUOTES FOR MEDIA USE

From Shannon Sturdivant, CEO & Legacy Keeper:

1. “This relaunch is deeply personal. Button the Bride™ carries Susie’s heart, her creativity, and her love for helping brides feel calm and beautiful.”
2. “My goal is to honor Susie’s legacy by elevating her design into a product that brides and bridal parties can rely on for generations.”
3. “The smallest wedding-day moments often matter the most. Button the Bride™ transforms a stressful task into one filled with ease and grace.”
4. “Bridal gowns are works of art. They deserve a tool designed with the same attention, intention, and care.”

From Chris Uphues, Susie’s husband (optional to include):

1. “Seeing Susie’s creation carried forward with such love and detail means more than I can say.”
2. “Button the Bride™ was born from Susie’s heart. I’m grateful to see her legacy continue and help brides everywhere.”

BUTTON THE BRIDE

BUTTON THE BRIDE™ – MEDIA FAQ

Q: What is Button the Bride™?

A patented tool set designed to fasten and unfasten loop-style wedding gown buttons safely.

Q: What makes it unique?

A patented hook system that protects fabric, prevents snags, and speeds up dressing. It also includes a dedicated unbuttoning tool—rarely offered in bridal prep kits.

Q: Is it patented?

Yes. Patent #9,889,551.

Q: Who uses it?

Brides, mothers of the bride, bridesmaids, stylists, and bridal boutique staff.

Q: Why do brides need it?

Bridal gowns have become more delicate, with smaller loops and tighter button rows. Traditional tools and fingers often damage gowns or slow down prep time.

Q: What comes in the set?

Bride Tool (buttoning), Groom Tool (unbuttoning), optional engravable plate, instruction card, and legacy story card.

Q: Where can customers buy it?

At www.buttonthebride.net.

Q: Is this a new product?

It's a legacy product created by original founder Susie Uphues, now relaunched with updated branding and expanded offerings.

Q: Who runs the company now?

CEO & Legacy Keeper Shannon Sturdivant, with full blessing and support from Susie's family.

###