



Sheryl Carson can outfit a Western-style wedding for all members of the bridal party.

Sat n' Spurs stocks a wide range of suede and leather.



not a real cowgirl and I don't pretend to be one," she says proudly. "And I don't ride, nor do I need to. The dancing brought me into the western arena and my clients have taught me what to buy and what to look for. I'm actually one of the lucky people who gets to go to work and have fun everyday. Most people usually come to me because they have a very special occasion so I'm providing a service, not just selling a product. I'm bringing even more happiness into their lives. It's almost a privilege, not a job."

If you haven't taken a look at western wear lately, you might be in for a very big surprise! Creative designers in this niche industry have revolutionized what women can wear and taken it well beyond jeans and a snap shirt. Serious wardrobe choices abound, reflecting various images — ranging from Michigan designer Lady Reiner's "honky-tonk chic" and classic 1940's Hollywood glamour, to Texas manufacturers Sculley or Frontier's "cavalry look," sweetened with a touch of vintage frontier influences. Elegant styles with native or folk influences, and especially the flavor of old Southwest, are typical of Texas designer Double D's historically inspired collection. One can even find the "Wild West showgirl" look from Longhorn, the professional western career girl wardrobe in great color-coordinated separates from Saddle Ridge or Niver Wear, and of course, the glitzy, beaded "rhinestone cowgirl" styles from Beads Beautiful, a fun western cocktail collection. In Sat n' Spurs' wedding department, lush Victorian opulence can be found in hand-dyed lace dresses by Martin McCrea — one-of-a-kind creations that can be worn for anything from a New Year's Eve party to a wedding (as the bride or a guest). In short, there's hardly a western fantasy that hasn't been addressed. "The truth is," insists Sheryl, "today's western wear can make any woman of any age,



Sat n' Spurs specializes in unique wedding attire.

look and feel beautiful, romantic and sexy. Try getting all that out of everyday clothes," she says with a grin.

A number of special events help drive the business to greater heights. Most notable among them is the annual Volunteers of America fund raiser — the popular Western Fantasy Ball, held in Denver each fall at the National Western Events Center. Every year, some 1500 revelers don western garb, gather to support a great Colorado non-profit, and party down with the best country western entertainment available. Exciting western costumes are a must.

In addition, other events like the Junior Livestock Auction, the Morrison and

Arvada Cowboy Celebration and (especially) the grand gala opening of the Coors Western Invitational Art Exhibit at the National Western Stock Show, all send customers Sheryl's way. "For these very special parties, I actually keep track of my customers and never sell the same exact outfit twice. It's important I protect their sense of investment," she says.

Male customers at Sat n' Spurs comprise only about 10% of the business, but for wedding parties they have to look no further. Sheryl carries all the accouterments to complete a western tux and even custom-makes many add-ons for outfits for either gender. "I love to create floral bouquets, make wedding hats and veils, create fancy cake tops, and even design jewelry. I can customize just about anything," says Sheryl.

Multi-talented and highly energetic, she's also extremely focused. The shop is open five days a week and takes every bit of her attention. Twice a year, she attends the large western trade shows in Denver and Dallas and even squeezes in the wholesale wedding show in Las Vegas in September. The rest of the time, you'll find Sheryl right in the middle of the world she loves, fitting, steaming, pressing and happily selling clothes to a world of women who are in on the secret — western wear is fun!

When asked what Carson would like first-time customers to know, she answers — "Western wear doesn't have to be hokey. It can be flattering and complimentary to the individual. It's all part of the American tradition. What you buy here can easily become a classic. Every woman can add western wear to her wardrobe and enjoy it."

Thinking western? Hesitate no longer — saddle up! For more information, call Sat n' Spurs at (303) 757-7787, or stop by the store at 6452 E. Hampden Ave. in Denver. Don't forget to check out the Web site at www.satnspurs.com.