

FOR IMMEDIATE RELEASE



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EDITH'S HAS NEW OWNERS — AND A NEW CHAPTER BEGINS

Fond du Lac, WI - Edith's Bridal and Tuxedo Junction has been purchased by Dave and Vicki Schmidt of Fond du Lac.

Having grown up in Dotyville, Dave has always recognized Edith's as a cornerstone business in the Fond du Lac community. Through his IT company, he has serviced their phones and networks for more than 20 years — building a connection to the business long before ownership became a possibility.

When he learned the business was for sale due to the retirement of owners Tom and Cathy Deitte, Dave felt strongly that Edith's legacy should continue. What began as an interest in the tuxedo side of the business quickly expanded, and he has now purchased the bridal, prom, and tuxedo divisions in full.

Edith's will soon relocate from 9 S. Main Street to 36 N. Main Street — the former Wood's Floral building — where renovations are currently underway. Painting and flooring are in progress, with plans to begin moving inventory the week after Christmas. The goal is to reopen as Edith's Formal Wear in January 2026.

Dave and Vicki's son, currently working at Edith's through the Youth Apprenticeship Program, will continue to assist, and some of the existing staff members are expected to remain. New inventory will be added as part of the transition.

Tom Deitte, who has worked at Edith's for an incredible 54 years, expressed his excitement that the business will carry on under new ownership.

Meanwhile, the current Edith's location was recently purchased by developer Sam Meyer, is slated for extensive renovation — including ten apartments and a new first-floor commercial tenant.

A treasured local institution since 1937, long regarded as both an anchor of downtown Fond du Lac and a regional draw for the Fox Valley, Edith's now enters its next chapter—honoring its rich history while stepping into a bright new future.

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