

BLESS THIS HOUSE



Fabulous designs and first class service mean that brides-to-be can't stay away from this revamped dress shop. But don't just take their word for it...

Recommendations are the life blood of any business, especially in the wedding trade as repeat business is generally, or hopefully, few and far between; it's certainly *hopefully* in the mind of the bride-to-be.

The Bridal House, Ecclesall Road can boast customers as far afield as Ireland and Spain on recommendation from satisfied customers, and after meeting the team and looking around their beautiful shop, it isn't a surprise.

New owners, Claire Marriott and Jo Atkin, have a wealth of experience in bridal gown design, in fact over 35 years between them. This stems from their employment at the store in its former guise as Diana's Bridal House.

Claire said: "To be honest I stumbled into the job after leaving school. I wanted to work in bridal retail, but I got

completely hooked on the design side of the business."

Her business partner Jo got into the industry via a more conventional route, gaining experience at the store while studying for a fashion degree. She has been full time there for seven years.

Upon former owner Judith's retirement, the two felt it the right time to take over the premises and continue the business. They reopened under the stripped down title of The Bridal House in September 2008 with a complete revamp of the shop outside and in. This new contemporary and stylish look does not only extend to the bricks and mortar, but also to the quality of products on offer.

Jo said: "Our prices cater for every bride and every budget whether bespoke or manufactured."

With top designer brands such as La Sposa, Ronald Joyce, Victoria Jane and Special Day, the quality is there for all to see. However, as we all know, a woman's taste can be very specific, therefore The Bridal House offers a fantastic bespoke dress design service.

Claire said: "If our brides can't find anything off the rail and have very specific ideas on what they want, it is not a problem for us to design from a brief."

This is an opportunity Jo has taken by designing the dress for her February wedding herself.

This service extends to bridesmaids' dresses; Claire and Jo can also supply a wide variety of accessories from shoes to veils, tiaras and jewellery.

Claire and Jo work with the bride all the way from the brief to the final dress fitting.

Jo said: "It's best to give between eight to ten months for a full dress design, this gives ample time and obviously sets fitting days apart to allow for any final tweaks just before the big day."

As weddings are supposedly the second most stressful event of your life – next to moving house – it is clear to see why The Bridal House is doing so well. It offers a friendly and reliable service that puts the bride at ease and fantastic standard of product.

Claire said: "We do like to work on an appointment basis, but our door is always open. Anyone can pop in and look around or have a chat, we will always make time."

In these increasingly miserable times it is refreshing to see a business working to such an ethic and it will undoubtedly lead to more success in the years to come.

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Opening hours: Tuesday to Saturday, 9am until 4.30pm
Appointments available Wednesday evening by prior arrangement.

