Bel Fiore Bridal Announces 400-Design Wedding Dress Inventory Expansion

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MARIETTA, GA - October 10, 2025 -
Bel Fiore Bridal, the Atlanta-based bridal boutique established in 2004, announces the expansion of its inventory to more than 400 wedding dress designs and the addition of comprehensive alteration services to address increasing demand in the metropolitan Atlanta market.

The Marietta boutique has restructured its operations to accommodate a broader range of sizes and styles, including an expanded plus-size collection. The company has also integrated digital appointment booking systems and expanded its wedding party offerings to include bridesmaid dresses, mother of the bride and groom attire, and formal wear rentals.

"Market analysis indicated a need for more diverse sizing options and streamlined appointment scheduling in the Atlanta bridal sector," said Renee Goodman, owner of Bel Fiore Bridal. "Our inventory expansion and operational changes reflect these market requirements."

The company's digital presence includes social media documentation of customer selections. Brides can see real brides from Bel Fiore Bridal on Instagram, where the boutique maintains a catalog of past customer

selections and styling choices. The platform serves as a reference tool for prospective customers researching wedding attire options.

The boutique now maintains dedicated inventory across multiple categories: bridal gown sales, plus-size bridal gowns, bridesmaid dresses, mother of the bride and groom dresses, tuxedo and suit rentals, and wedding accessories, including veils, belts, sashes, hair accessories, and jewelry. In-house alteration services have been expanded with additional seamstresses, while gown preservation and cleaning services have been added to the service roster. Private bridal appointments remain available through the company's scheduling system.

"Our boutique's appointment system lets customers schedule consultations and create digital wishlists in advance, helping our consultants better coordinate and personalize the experience before an in-store visit," Added Goodman. "Those interested can visit Bel Fiore Bridal to start your journey through the selection process."

According to industry data from The Knot's 2023 Real Weddings Study, the average wedding dress purchase timeline spans 7-9 months before the wedding date. The expanded inventory at Bel Fiore Bridal addresses this timeline by maintaining ready stock across multiple size ranges and style categories.

Bel Fiore Bridal operates from its Marietta location, serving the greater Atlanta metropolitan area. The company specializes in bridal and formal wear retail, alterations, and preservation services. Founded in 2004, the boutique maintains inventory from multiple designers and provides wedding attire solutions for all members of the wedding party. To stay up to date on events and shows from Bel Fiore Bridal, the company has implemented an events calendar featuring trunk shows and designer collection debuts. These events occur quarterly and provide access to exclusive designs from various bridal manufacturers.
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Bel Fiore Bridal

Bel Fiore Bridal in Marietta, GA offers over 400 designer gowns in a luxurious showroom. Brides enjoy private suites, expert fittings, and in-house alterations, plus collections for bridesmaids, tuxedos, and flower girls for a complete wedding experience.

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