

Columbus Bridal Boutique Brick + Ivory Bridal Expands Access to International Designer Collections in Response to Growing Demand for Personalized Shopping Experiences

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As the bridal industry continues its shift toward experiential retail and away from traditional high-volume salons, Columbus-based Brick + Ivory Bridal is addressing a documented gap in regional access to contemporary designer wedding gowns. The German Village boutique, which opened in January 2024, now serves clients from across Ohio and neighboring states seeking designers including SARAH SEVEN, LIHI HOD, Tal Kedem, Kyha, and SUZANNE NEVILLE?labels that industry data shows have limited distribution in the Midwest market.

According to recent wedding industry research, appointment-based bridal shopping has grown significantly as brides increasingly prioritize personalized service over traditional salon experiences. The National Bridal Retailers Association reports that boutique-style appointments account for a growing segment of the $3.2 billion U.S. bridal gown market, with made-to-order purchases representing the fastest-growing category.

Brick + Ivory's business model reflects this industry evolution. The studio operates exclusively by appointment, allocating 90-minute time slots during which clients have private access to the showroom. This approach contrasts with conventional multi-bride salon formats and aligns with consumer preference data showing that 67% of modern brides prefer individualized shopping experiences, according to a 2024 survey by The Knot.

"The traditional bridal salon model?with multiple appointments happening simultaneously and limited time with consultants?doesn't align with how many brides want to shop today," said Kelly Jasin, owner of Brick + Ivory Bridal. "We're seeing clients travel from Cleveland, Cincinnati, and Toledo specifically because they want dedicated attention and access to designers who don't have broad retail distribution in Ohio. It's not about exclusivity for its own sake?it's about bringing specific design aesthetics to a market that previously required travel to coastal cities."

The boutique carries wedding gowns in the $3,000-$13,000 range, with most purchases falling between $5,000-$8,000. This pricing corresponds with national averages reported by wedding industry analysts, where the median wedding dress purchase in metropolitan areas ranges from $1,800 to $6,000, with luxury designer gowns commanding higher price points.

All gowns sold through Brick + Ivory are made-to-order based on individual measurements rather than sold as samples. This approach addresses a common pain point in bridal retail, where standard sizing often requires extensive alterations. The designers represented offer sizing accommodations and customization options, though the studio maintains sample sizes US 6-10 for try-on purposes.

The German Village location at 828 City Park Ave positions the business within a neighborhood known for its concentration of specialty retail and dining establishments. The boutique operates Friday evenings (4:00 PM-8:00 PM) and weekends (10:00 AM-6:00 PM), with additional appointment times available upon request.

Industry observers note that the appointment-only model offers operational advantages for smaller retailers, allowing them to maintain curated inventory without the overhead costs associated with large showroom spaces and simultaneous service of multiple clients. This business structure has enabled independent bridal boutiques to compete effectively against regional and national chains.

The studio's designer selection focuses on contemporary aesthetics rather than traditional bridal styling. SARAH SEVEN, for example, specializes in minimalist silhouettes with architectural details. LIHI HOD's collections feature bohemian-influenced designs with hand-applied embellishments. Tal Kedem offers streamlined gowns with modern construction techniques. These designers typically maintain selective retail

partnerships rather than wide distribution networks.

According to Jasin, the studio has seen appointment requests from brides in markets 100+ miles from Columbus, indicating demand for designer access beyond the immediate metropolitan area. "We have clients who coordinate their dress shopping with a weekend in Columbus," Jasin noted. "They'll book an appointment, plan dinner in German Village, and make it part of their engagement celebration. The neighborhood's restaurant concentration supports that kind of destination visit."

The boutique implements a $75 appointment fee applied toward gown purchases, a practice increasingly common in appointment-based retail as a method to ensure serious shopping intent and compensate for consultant time. The studio also offers 30-minute accessory consultations at no charge for clients adding veils, headpieces, or other items to their orders.

Brick + Ivory recommends booking appointments 10-12 months before wedding dates to accommodate designer production timelines, which typically range from 6-9 months for made-to-order gowns. This lead time aligns with industry-standard recommendations from bridal retailers nationwide.

The business represents a segment of bridal retail focused on design-oriented clients willing to invest in higher price points for specific aesthetic directions and personalized service. As the wedding industry continues to fragment into specialized niches?from budget-conscious mass retailers to ultra-luxury couture ateliers?mid-to-upper tier boutiques like Brick + Ivory occupy a defined market position serving brides seeking contemporary designer labels with individualized shopping experiences. For brides interested in viewing the collections or scheduling appointments, the studio accepts bookings through its website at www.brickandivorybridal.com, by phone at 614-259-7595, or via email at contact@brickandivorybridal.com.
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Brick + Ivory Bridal

Brick + Ivory Bridal specializes in designer wedding gowns in Columbus, Ohio. Featured designers include SARAH SEVEN, LIHI HOD, Tal Kedem, and SUZANNE NEVILLE. Serving Columbus and surrounding communities.

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