

Oui Jolie Bride Brings Private Appointment Bridal Shopping to Acadiana Region

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BROUSSARD, LA - January 30, 2026 -
A growing number of bridal retailers across the country have shifted toward private appointment models in recent years, responding to consumer feedback about crowded showrooms and rushed consultations. Oui Jolie Bride, located at 203 East Main Street in Broussard, Louisiana, joined this trend when it opened in 2023, becoming one of the few appointment-only bridal shops serving the Acadiana region.

The appointment-only format at Oui Jolie Bride represents a departure from traditional bridal retail, where multiple customers typically shop simultaneously with consultants dividing their attention among several parties. According to industry surveys conducted by bridal trade publications, time pressure and lack of individualized attention rank among the most common complaints from wedding dress shoppers. The Broussard boutique operates by scheduling one appointment at a time, with each visit lasting long enough for brides to try multiple gowns without watching the clock.

Owner Chris Simon opened the business after observing that many brides in the Lafayette area traveled to

larger metropolitan markets for wedding dress shopping, often citing limited local options. The boutique carries gowns from approximately ten designers spanning different price points and aesthetic categories, with retail prices ranging from $2,500 to $20,000. Designers represented include Paloma Blanca, Calla Blanche, Élyseé, Netta Ben Shabu, and several Israeli and European labels.

The business model requires a $50 reservation fee to book appointments, which the boutique states helps reduce no-shows and allows staff to prepare for each visit. Walk-in shopping is not available. This approach differs from larger bridal chains that typically accommodate drop-in customers alongside scheduled appointments.

Broussard, a community of approximately 12,000 residents located adjacent to Lafayette, has seen growth in specialty retail businesses serving the broader Acadiana market in recent years. The bridal boutique joins other wedding-related vendors in the region, including photographers, venues, and florists, that serve couples planning ceremonies throughout South Louisiana.

The boutique stocks sample gowns in sizes 0 through 14, which represents the standard sample size range carried by most bridal retailers. Brides who fall outside this range can try on samples and order gowns manufactured to their measurements, a common practice throughout the bridal industry. Most wedding gown orders require four to seven months for production, followed by an alterations period that varies based on the complexity of adjustments needed.

In addition to wedding dresses, the shop carries accessories including veils, headpieces, and jewelry. The business also offers gown preservation services for post-wedding storage. These ancillary services mirror offerings available at most full-service bridal retailers.

The boutique participates in trunk show events, a standard industry practice where designers bring extended inventory to retail locations for limited periods. These events allow customers to view styles not regularly stocked and sometimes include promotional pricing or production incentives. The shop has hosted trunk shows featuring designers such as Netta Dover, with additional events scheduled periodically throughout the year.

Staff recommendations suggest brides begin dress shopping 10 to 12 months before their wedding date to accommodate production and alteration timelines. This guidance aligns with industry-standard recommendations published by bridal associations and wedding planning resources. The boutique employs experienced consultants who work with brides throughout the selection process.

The appointment-only model does present certain limitations. Brides cannot browse casually or make spontaneous visits, and the $50 reservation fee may deter some shoppers who prefer to comparison shop

across multiple stores before committing time to a formal appointment. The format works best for brides who have already narrowed their style preferences through preliminary research.

Operating hours are 10 AM to 5 PM Sunday through Friday and 9 AM to 5 PM on Saturday. The boutique recommends limiting appointment guests to four people, noting that larger groups can complicate the decision-making process. Appointments can be scheduled through the company website or by phone at (337) 330-2424.

The shift toward appointment-based bridal shopping reflects broader changes in retail consumer expectations, where shoppers increasingly value dedicated service time over the convenience of drop-in access. Whether this model continues expanding in the bridal sector will depend on how effectively it addresses the documented frustrations of wedding dress shoppers while remaining accessible to brides across different budget levels and geographic locations.

For brides in the Acadiana region, the Broussard location provides an alternative to driving to Baton Rouge or New Orleans for wedding dress shopping. Learn more about Oui Jolie Bride on their Facebook Page.

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For more information about Oui Jolie Bride, contact the company here:Oui Jolie BrideChris Simon337 330 2424jaiditoui@ouijoliebride.com203 E Main St, Broussard, LA 70518

Oui Jolie Bride

Oui Jolie Bride in Broussard, LA is a bridal boutique housed in a renovated historic mansion offering private reservations and trunk shows. They carry designer wedding gowns size 0-14 priced from about $2,500 to $15,000 and provide bridal accessories.

Website: http://www.ouijoliebride.com/

Email: jaiditoui@ouijoliebride.com

Phone: 337 330 2424