



Bridal Traditions Wedding & Prom Attire Celebrates 25 Years as Western North Carolina's Trusted Bridal Boutique

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Bridal Traditions Wedding & Prom Attire, the independently owned bridal boutique located at 21 Sparta Road in North Wilkesboro, North Carolina, is marking 25 years of serving brides, wedding parties, and prom-goers across Western North Carolina and the surrounding region. Founded in 2000 by Wilkes County native Kelly K. Shumate, the boutique has grown from a part-time passion project into one of the most recognized and highly rated bridal destinations in the state, earning a perfect 5.0 rating across 146 reviews on WeddingWire and a reputation built on personalized service, affordability, and an authentic shopping experience.

The milestone comes during a period of sustained growth in the bridal retail industry, where independent boutiques are increasingly competing with national chains by offering curated selections and one-on-one service that larger retailers cannot match. Bridal Traditions has leaned into that advantage since its earliest days, building a loyal customer base that spans Wilkes County, the Blue Ridge foothills, and communities throughout western and central North Carolina.

Shumate launched Bridal Traditions at just 20 years old, balancing the early days of the business with a full-time job and investing a portion of each paycheck into inventory and startup costs. After several years of building the boutique part-time, she transitioned to running the business full-time by 2008. The trajectory from a young entrepreneur's vision to a quarter-century institution reflects the kind of grassroots business development that defines small-town retail success in North Carolina.

"During those formative years, I received tremendous support from my parents and friends, who volunteered their time alongside me, brought laughter, showed up consistently, and contributed to building this dream," said Shumate. "I am immensely grateful for each of them as there is no way I could have achieved this alone."

Today, Bridal Traditions operates as a full-service wedding and formal attire destination. The boutique carries an exclusive collection of private label wedding gowns sourced through partnerships with independent designers, with all bridal gowns priced under \$1,600 and available in stock sizes 6 through 30, with special orders available in sizes 0 through 30 and above. In addition to wedding dresses, the boutique offers bridesmaid dresses, tuxedo and suit rentals through a partnership with Jim's Formal Wear, prom and homecoming attire, bridal accessories including veils, jewelry, and headpieces, and a dedicated prom boutique called beYOUtiful Prom that operates as a store-within-a-store concept.

The boutique's approach to inventory sets it apart from competitors in the region. Every item carried at Bridal Traditions is brand new, sourced directly from reputable designers and manufacturers. The store does not sell used, consignment, or sample merchandise, and Shumate ensures that each gown in the collection is unique rather than stocking duplicates of the same style. Dresses are available for purchase off the rack or through special order, with select styles offered as off-the-rack exclusives. The prom and party collection features more than 200 styles each season, with prices ranging from \$100 to \$680 and interest-free payment plans available for purchases of \$100 or more.

"We care a great deal about our customers and getting them in the right dress for the right price," Shumate said. "We believe every bride deserves a beautiful dress that they feel amazing in, even if she doesn't have \$2,000 or more to spend on a dress. That's why we work very hard to have a great selection of dresses in the \$600 to \$800 price range, and all of our dresses are under \$1,600."

Customer reviews consistently highlight the boutique's welcoming atmosphere and attentive staff. Brides have noted that Bridal Traditions offers a personal, low-pressure shopping experience with private fitting rooms and individualized styling assistance—qualities that contrast with the impersonal service often reported at larger bridal retailers. The boutique accommodates walk-in shoppers while also offering multiple

appointment types tailored to different bridal shopping needs, including options for brides who prefer a more guided experience. Shumate and her team also support out-of-town wedding party members through phone and online ordering for bridesmaids and groomsmen.

The boutique's community involvement extends beyond retail operations. Bridal Traditions has been a regular participant in the annual Wilkes Wedding Expo and maintains active partnerships with local wedding vendors, photographers, and venues throughout the region. The boutique is a member of the Wilkes Chamber of Commerce and is recognized as a Jim's Formal Wear affiliated retailer for tuxedo and suit rentals, serving grooms and wedding parties across Western North Carolina.

The 25-year milestone also marks a period of physical expansion for the boutique. Bridal Traditions recently added 627 square feet of dedicated space for its beYOUtiful Prom concept, which includes expanded dressing rooms, improved viewing areas, and enhanced lighting designed specifically for the prom and homecoming dress shopping experience. The expansion reflects continued demand for the boutique's mix of quality merchandise and approachable pricing in the formal wear market.

Shumate attributes the boutique's longevity to a straightforward philosophy that has guided operations since 2000. The store prioritizes making every customer feel seen and heard, regardless of budget, and maintains an inclusive, casual environment that removes the intimidation factor sometimes associated with bridal shopping.

"What I enjoy the absolute most is being able to put a dress on a girl who thinks nothing will look good on me, and being there when she sees herself as beautiful," Shumate said. "That big smile is everything."

Bridal Traditions serves brides, wedding parties, and formal attire shoppers from across North Carolina and neighboring states. The boutique is located in North Park Centre at 21 Sparta Road in North Wilkesboro, North Carolina. Appointments are recommended but not required, and current store hours, seasonal schedules, and appointment booking are available at bridaltraditionsnc.com or by calling (336) 667-5423.

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For more information about Bridal Traditions Wedding & Prom Attire, contact the company here: [Bridal Traditions Wedding & Prom Attire Kelly K Shumate 336-667-5423 hello@bridaltraditionsnc.com](mailto:Kelly.K.Shumate@bridaltraditionsnc.com) 21 Sparta Rd, North Wilkesboro, NC 28659

Bridal Traditions Wedding & Prom Attire

Bridal Traditions Wedding & Prom Attire, a boutique in North Wilkesboro, NC, offering beautiful, affordable wedding gowns, prom dresses, tuxes & accessories with friendly, personalized service for every celebration.

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