



Maria Rubino Expands Chicago-Based Bridal Retail Group to Three Locations Across Two Markets

February 27, 2026

CHICAGO, IL - February 27, 2026 - PRESSADVANTAGE -

LBR Bridal Founder Opens Luxe Bridal Rack in Chicago and House of Luxe Bridal Atelier in Miami, Creating a Multi-Format Bridal Retail Operation

Chicago bridal salon owner Maria Rubino has grown her business from a single storefront into a three-location retail operation spanning two cities and three distinct shopping formats. The expansion, which now includes LBR Bridal and Luxe Bridal Rack in Chicago along with House of Luxe Bridal Atelier in Miami, positions the group as one of the few independently owned bridal businesses in the Midwest operating multiple retail concepts under a single founder.

Rubino opened LBR Bridal in 2017 at 2165 N. Milwaukee Ave. in Chicago's Logan Square neighborhood. The salon operates as a luxury bridal retailer carrying made-to-order designer wedding dress collections priced between \$2,500 and \$20,000. The current designer roster includes 20 labels ? among them Vera Wang, Reem Acra, Pronovias, Steven Khalil, Eva Lendel, Julie Vino, and Madi Lane. Since opening, the

salon has served thousands of clients from the Chicago metropolitan area, the North Shore suburbs, and out-of-state markets.

The second Chicago location, Luxe Bridal Rack, opened in 2025 at 5990 N. Northwest Hwy. in the Edison Park neighborhood. Unlike LBR Bridal's made-to-order model, Luxe Bridal Rack operates as an off-the-rack retailer where all inventory is available for same-day purchase. The shop carries designer wedding dresses across a range of price points, targeting brides on compressed timelines and those who prefer to buy without a production wait. The location also provides in-house alterations and bridal accessories.

House of Luxe Bridal Atelier, the group's third location, operates in Miami and serves the South Florida bridal market with a focus on exclusive designer partnerships and a luxury retail format.

The three-location structure reflects a deliberate strategy to segment the bridal market by shopping preference rather than by price alone. Each location operates independently with its own inventory, appointment system, and client base, while sharing operational resources and vendor relationships across the group.

"The bridal industry has traditionally expected every bride to shop the same way, and that has never made sense to me," said Maria Rubino, founder of LBR Bridal, Luxe Bridal Rack, and House of Luxe Bridal Atelier. "A bride who wants a made-to-order Vera Wang gown and a bride who needs a dress she can take home this weekend have completely different needs. Building separate locations for each allows us to do both well instead of trying to be everything in one space."

The multi-format approach addresses several trends shaping the bridal retail industry. According to The Knot's 2024 Real Weddings Study, the average engagement length in the United States has shortened in recent years, increasing demand for expedited shopping options. At the same time, the designer bridal market continues to grow, with brides increasingly seeking exclusive labels and customization that mass-market retailers cannot provide. Rubino's model positions a different location to capture each segment of that demand.

All three locations operate by appointment only. LBR Bridal conducts private, one-on-one styling sessions where a single consultant works with each client through the full selection process. The salon maintains an in-house alterations department staffed by seamstresses with experience in couture and designer gown construction. LBR Bridal also hosts trunk shows throughout the year, providing clients with temporary access to expanded designer collections beyond the salon's standard inventory.

Rubino, who has operated in the bridal industry since 2017, manages all three locations and maintains direct relationships with the design houses represented across the group. The business employs a team of stylists

and seamstresses across its Chicago locations.

LBR Bridal is open Monday and Wednesday through Saturday by appointment. Luxe Bridal Rack is open Wednesday through Saturday by appointment. Both Chicago locations can be reached at (773) 917-5893.

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For more information about Luxe Bridal Rack, contact the company here: Luxe Bridal Rack Maria Rubino 773-917-5893 sales@luxeb bridalrack.com 5990 N Northwest Hwy, Chicago, IL 60631

Luxe Bridal Rack

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