

LBR Bridal Establishes Position as Chicago's Leading Independently Owned Luxury Bridal Salon

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Logan Square Salon Carries 20 Exclusive Designer Labels Including Vera Wang, Reem Acra, and Pronovias, Serving Brides Across the Greater Chicago Market

LBR Bridal, an independently owned luxury bridal salon in Chicago's Logan Square neighborhood, has built one of the largest exclusive designer wedding dress collections in the city since opening in 2017. The salon at 2165 N. Milwaukee Ave. currently carries 20 designer labels, including internationally recognized names such as Vera Wang, Reem Acra, Pronovias, and Steven Khalil, with gowns priced between $2,500 and $20,000.

The salon's growth comes at a time when the luxury bridal market in the United States continues to expand. Industry data from The Knot's 2024 Real Weddings Study indicates that average spending on wedding dresses has risen steadily over the past several years, with an increasing number of brides seeking exclusive designer labels and customization options that are not available through national retail chains. In Chicago, a

city with a competitive bridal retail market that includes both independent salons and large-format retailers, LBR Bridal has carved out a position by focusing specifically on designer exclusivity and a private, appointment-only service model.

Several of the designers represented at LBR Bridal are not carried by any other bridal retailer in the Chicago market. The salon maintains direct relationships with each design house, allowing clients to access current-season collections and, in many cases, customization options including fabric substitutions, neckline changes, sleeve additions, and embellishment modifications. The full designer roster includes Vera Wang, Reem Acra, Pronovias, Steven Khalil, Eva Lendel, Julie Vino, Madi Lane, Gatti Nolli, Sima Couture, Calla Blanche, Capri Sposa, La Premiere, Le Lee Studio, Maison Signore, Maria Farbinni, Michela Ferriero, Mikaella, Paloma Blanca, SenStudio, and Wona Concept.

The majority of gowns at LBR Bridal are made-to-order, produced in the client's size and specifications by the designer. Production timelines vary by label, typically ranging from four to eight months. The salon recommends that clients begin shopping eight to twelve months before their wedding date to allow adequate time for production and subsequent alterations.

LBR Bridal operates exclusively by appointment. Each client works one-on-one with a dedicated stylist in a private setting, a format the salon has maintained since opening. The model limits the number of clients served per day but allows for longer, more focused appointments than the format used by many volume-driven bridal retailers. Appointments typically last 60 to 90 minutes.

"We have always prioritized depth over volume," said Maria Rubino, founder of LBR Bridal. "Carrying 20 designers is not about having the most labels in the city. It is about having the right ones and being able to offer each bride access to collections she will not find walking into another salon in Chicago. That is what sets us apart, and it is why brides travel from across the metro area and beyond to shop with us."

In addition to its designer wedding dress collections, LBR Bridal maintains an in-house alterations department. The team specializes in working with couture and designer gown construction, handling modifications that range from standard hemming and bodice adjustments to structural changes such as neckline conversions and bustle installations. Keeping alterations on-site allows the salon to manage the full process from initial fitting through final pickup without involving outside vendors.

The salon also hosts trunk shows throughout the year, events that temporarily bring a designer's full collection to the showroom floor. Trunk shows provide clients with access to styles beyond the salon's standard inventory and frequently include limited-time pricing or exclusive customization incentives. Past events have featured designers including Steven Khalil and Eva Lendel.

LBR Bridal draws clients from across the Chicago metropolitan area. The salon's Logan Square location on Milwaukee Avenue is accessible from the city's North Side neighborhoods, including Lincoln Park, Lakeview, Wicker Park, and Bucktown, as well as the Gold Coast, River North, and the West Loop. The salon also serves clients from the North Shore suburbs ? Evanston, Wilmette, Winnetka, Highland Park, and Lake Forest ? and western suburbs including Oak Park, Elmhurst, Naperville, and Hinsdale. Out-of-state clients, including brides from northwest Indiana and southern Wisconsin, account for a portion of the salon's appointment calendar.

Rubino, who has operated in the bridal industry since 2017, also founded Luxe Bridal Rack, an off-the-rack bridal shop in Chicago's Edison Park neighborhood, and House of Luxe Bridal Atelier, a luxury bridal destination in Miami. The three locations operate independently but share vendor relationships and operational infrastructure under Rubino's ownership.

LBR Bridal is open Monday and Wednesday through Saturday by appointment only. Office hours are Monday through Friday, 10 AM to 4 PM. Appointments can be scheduled by calling (773) 917-5893 or emailing info@lbrbridal.com. Additional information is available at lbrbridal.com.

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LBR Bridal

LBR Bridal is a Chicago bridal boutique offering luxury designer wedding gowns and personalized, one-on-one dress consultations to help every bride find her perfect gown.

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