

Josephine's Bridal Adds 12 Designer Lines to Spring 2026 Collection in Duluth

March 05, 2026

DULUTH, MN - March 05, 2026 -
Josephine's Bridal announced today the addition of 12 designer lines to its inventory, expanding the wedding dress selection available at the downtown Duluth bridal shop. The additions bring nearly 200 new wedding gowns to the boutique's showroom, representing styles from classic ball gowns to minimalist silhouettes. The expanded inventory includes designers not previously represented at bridal retailers in northern Minnesota.

The designer partnerships were established through direct relationships with bridal fashion showrooms in New York and Los Angeles, according to shop owner Mariah McKechnie. The additions include both European and domestic labels, several of which had not previously maintained retail partnerships in Minnesota outside the Twin Cities metropolitan area. The expansion follows a 14-month planning process that began in late 2024.

McKechnie identified the new designer lines through attendance at bridal market weeks in New York and Chicago, industry trade events where designers showcase upcoming collections to retail buyers. The

selection process considered factors including construction quality, fabric sourcing, size range availability, and delivery timelines. Several of the partnerships include access to trunk show events, where brides can view additional styles beyond the permanent inventory.

The inventory now includes gowns at multiple price points, with styles ranging from lace wedding gowns to contemporary crepe designs and bohemian-inspired silhouettes. Design features in the new collection include detachable sleeves, beadwork applications, and customizable neckline options. The shop has also added a section for reception gowns and second wedding dresses, reflecting what industry data shows as an increasing preference among brides for multiple outfit changes during wedding celebrations.

Gown sizes in the new collection span from size 0 to size 30, with several designers offering extended sizing beyond standard bridal industry ranges. The boutique stocks sample sizes for try-on appointments, with brides ordering their specific size and any customizations after selecting a gown. Standard order-to-delivery timelines range from four to seven months, depending on the designer and any requested modifications.

The boutique has expanded its wedding accessories inventory alongside the gown additions. The accessories section now includes bridal jewelry, wedding veils, headpieces, and footwear coordinated to complement the dress collection. Josephine's Bridal has also increased its bridal alterations capacity, adding two seamstresses to its fitting team. The alterations team handles hem adjustments, bodice modifications, bustle installation, and custom sizing work.

"We identified a gap in designer availability for brides in northern Minnesota," said Mariah McKechnie, owner of Josephine's Bridal. "These partnerships allow us to stock labels that previously required appointments in the Twin Cities. The response from brides during our preview appointments has been positive."

The expansion coincides with increased wedding activity in the region. Venue bookings in the Duluth area and along Minnesota's North Shore have risen for 2026 and 2027 ceremonies, according to local wedding planners and venues. The uptick has contributed to greater demand for bridal services in St. Louis County and surrounding areas.

Josephine's Bridal has adjusted its appointment structure to accommodate the larger inventory. Bridal appointments are now scheduled for 90 minutes, an increase from the previous 60-minute format. The extended time allows consultants to guide brides through the expanded selection and coordinate accessories during the same visit.

The bridal shop serves brides from communities throughout northern Minnesota, Wisconsin, and Michigan's Upper Peninsula. The location at 313 West Superior Street in downtown Duluth has operated as a bridal retailer since the business opened in 2024. Brides planning weddings in 2026 and 2027 can schedule

appointments through the shop's website.

The Spring 2026 inventory is available for viewing by bridal appointment at Josephine's Bridal. The boutique offers wedding dress selection, bridesmaid dresses, mother of the bride dresses, and bridal accessories. Information about scheduling and the designer list is available at josephinesduluth.com.

Josephine's Bridal is a bridal shop located in downtown Duluth, Minnesota, specializing in wedding dresses, bridal gowns, and wedding accessories. The shop provides bridal alterations and fitting services. Josephine's Bridal operates at 313 West Superior Street and serves brides throughout the northern Minnesota region.
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For more information about Josephine's Bridal, contact the company here:Josephine's BridalMariah McKechnie(218) 499-9441teambride@northlandspecialevents.com313 W Superior St, Duluth, MN 55802

Josephine's Bridal

Discover your dream wedding dress at Josephine?s Bridal with curated bridal gowns, expert styling, personalized fittings, and accessories in a warm, welcoming boutique.

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