

Bucci's Bridal in Pewaukee, Wisconsin Continues Decade of Service Under New Ownership as Lake Country Wedding Market Drives Demand for Personalized Dress Appointments

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As Wisconsin's spring wedding season accelerates and brides across the Greater Milwaukee area move from engagement to active dress shopping, independent bridal boutiques have become the preferred setting for couples seeking private, stylist-led appointments over open-floor retail alternatives.

Bucci's Bridal, at 617 Ryan Street, Suite 210 in Pewaukee, has served the Waukesha County and Lake Country market since 2014. The boutique recently entered a new chapter under owner Alyssa McCarthy, who joined as store manager in 2021 and has since assumed full ownership. Under McCarthy, Bucci's has expanded its size-inclusive collection and refined its designer roster. According to The Knot Real Weddings Study, the national average wedding dress cost is approximately $1,900 ? a figure shaped by local designer access and the quality of stylist guidance brides receive when working one-on-one rather than self-directing in a larger retail environment.

"When I first came to this boutique, I understood immediately why brides keep coming back ? the appointment structure means every bride gets undivided attention from the moment she walks in," said Alyssa McCarthy, owner of Bucci's Bridal. "Taking on ownership has meant being deliberate about the collection we build and making sure every designer we carry serves a real purpose for the brides who come through the door."

The WeddingWire Newlywed Report has documented that personalized service consistently ranks among the top factors brides weigh when selecting where to shop for a wedding dress ? a pattern that continues to benefit independent boutiques over open-showroom formats. In the Milwaukee and Waukesha County market, where wedding season peaks May through October and dress-shopping activity concentrates January through March, boutiques with available appointments and clear designer access are well-positioned to serve brides at the point of highest intent.

Bucci's currently carries five designer labels with distinct aesthetics and price positioning. MWL, formerly Made With Love, is an Australian brand founded by Carla Jenkins in 2013, known for French crepe silhouettes and low-back designs. Jeune Bridal, designed by Elizabeth Young through the Madi Lane Bridal Group, is produced with couture-level detailing ? corset boning, lace embroidery, and luminescent pearl accents. Stella York, from the Essense of Australia family, anchors the collection's accessible tier and underpins the extended-size program. Savin London, handcrafted in London under designer Tania Savin, and Kelly Faetanini, an American label known for lightweight fabrics and customizable romantic detail, complete the selection. Stylists Gabby, Tess, and Cobby staff appointments alongside McCarthy, each pre-selecting gowns from a bride's style quiz before the session begins.

The National Bridal Retailers Association has documented consistent growth in demand for in-store extended-size samples across the independent boutique segment ? a shift from an industry norm in which plus-size brides were routinely asked to order gowns without comparable floor samples available. Bucci's carries in-store samples through size 28 and offers ordering through size 34 across all five labels, including Stella York's EveryBody EveryBride collection, designed specifically for fit and construction in extended sizing.

"Every bride who comes in deserves a fitting room experience built for her specifically," McCarthy said. "That means knowing her price range, her venue, her size, and what she is drawn to ? before the appointment starts. The preparation is what makes it work."

Bucci's Bridal was established in Pewaukee in 2014 and serves brides from Milwaukee, Waukesha, Brookfield, Delafield, Hartland, Oconomowoc, and the Lake Country region. The boutique carries wedding

dresses and bridal accessories; gowns are made to order and ship anywhere in the United States. Alteration referrals are provided through a curated list of local seamstresses. Gowns range from $1,000 to $7,000, with the majority of the collection between $1,800 and $3,300.

Waukesha County's venue market ? anchored by The Ingleside Hotel in Pewaukee, The Delafield Hotel, Red Circle Inn in Nashotah, and Carriage House at Lac La Belle in Oconomowoc ? draws couples from Milwaukee, Madison, and throughout southeastern Wisconsin, sustaining steady boutique retail demand in the region. Bucci's Bridal is approximately 20 minutes west of downtown Milwaukee, 15 minutes from Waukesha, and 12 minutes from Brookfield.

The boutique is open Thursday 12:00 PM to 7:00 PM, Friday 12:00 PM to 6:00 PM, and Saturday and Sunday 10:00 AM to 4:00 PM by appointment. Off-hours scheduling is available on request. Appointments can be booked online or by contacting the boutique at (262) 691-9963. Bucci's Bridal is at 617 Ryan Street, Suite 210, Pewaukee, Wisconsin 53072.

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For more information about Bucci's Bridal, contact the company here:Bucci's BridalAlyssa McCarthy(262) 691-9963hello@buccisbridal.com617 Ryan St Suite 210 Pewaukee WI 53072

Bucci's Bridal

Bucci's Bridal is an independent bridal boutique in Pewaukee, WI (est. 2014), carrying MWL, Jeune Bridal, Stella York, Savin London, and Kelly Faetanini. Sizes 0?34. By appointment.

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