

*“This is the one!”*

It’s a special moment in a woman’s life: walking out of the dressing room wearing the wedding gown that she will walk down the aisle in. This moment should take place in a beautiful, comforting setting surrounded by people who truly care about the bride.

This is exactly what you can expect to find at The Bridal Shoppe, a wedding boutique located on Mall Drive in Eau Claire. They understand the importance of creating a memorable shopping experience. After all, they have been serving brides and grooms in the Chippewa Valley for 30 years!

Over the course of their three decades in business, The Bridal Shoppe has helped thousands of couples find their wedding attire. In 2005, The Bridal Shoppe went under new ownership. With this came many positive changes, including a move into a beautifully remodeled building with expanded space for their shop, plus several additional businesses. New owner Shannon Lindquist has a passion for making her business the absolute best it can be. The large 8,000 square foot shop has allowed for expanded inventory and additional bridal lines. Their eight professional consultants and four seamstresses have years of experience in the bridal industry and understand the importance of excellent customer service.

“We are committed to providing exceptional service,” says Lindquist. “Your wedding is an exciting and special time. Finding the perfect gown should be enjoyable and stress-free.”

To make wedding planning even more convenient, four additional wedding-related businesses are housed in The Bridal Shoppe Plaza, including: Chippewa Valley Floral, Van Helden Photography, Cranberry Cottage, and Buttercream Cakes. Plus, an addition is in the works that will accommodate another 2-3 businesses. Most of the businesses offer discounts when brides shop at more than one place within the Plaza.



*“I am from the cities and didn't even intend to buy my wedding gown yet. I was in Wisconsin visiting a friend and we just went in for the fun of it. Well, much to my surprise, I found a dress I LOVED. Your staff was WONDERFUL, I got a beautiful dress, and my friend and I had a BLAST!”*

### **Finding the one**

With over 400 bridal gowns in store from traditional to informal and a variety of top designers, The Bridal Shoppe has something for every bride. They accommodate a range of budgets and wedding styles, from a bride looking for a simple destination gown to a couple shopping for an extravagant gown and full wedding party attire. Customers can also save money with a rewards program. A no payments, zero interest credit card is also available.

Appointments are encouraged, yet walk-ins are welcome. To receive individualized attention, each bride is paired with a trained consultant. The first part of the consultation is spent talking about the wedding and the bride’s vision for her gown. Next, the bride views the collections and pulls about five gowns to try on in The Bride’s Room, a private area of the

shop set to music to enhance the gown shopping experience. The consultant then works closely with the bride to pull additional gowns with similar features to the gowns that the bride likes.

“We have a passion for weddings,” says Shannon. “We enjoy the process of finding the perfect gown and then seeing the bride beam once she’s found it.”



*“Everything was very organized and clean. Everyone was very helpful. The tuxes and dresses looked great together. I loved my dress, and wish you could wear it more than once!! I felt like a princess. Thanks for all your help on our special day!!”*

For those who need a gown in a short timeframe, many of their designers offer rush service. You can also purchase any gown off the rack; with this, you receive additional savings, plus you can take the gown with you the same day.

### Dressing your party

For the bridesmaids and mothers of the bride and groom, The Bridal Shoppe has a large selection of dresses. They carry over 700 bridesmaids dresses in hundreds of colors as well as many flower girl dresses. For moms, they carry over 300 special occasion gowns in a variety of colors.



*"Everyone was so friendly and helpful when I was there so I suggested the store to my sister and she loved it too! Thank you for all your help!"*



*"I wouldn't recommend any other store besides The Bridal Shoppe!! The staff is always helpful and selection is great!"*

The Bridal Shoppe has set convenient day, evening, and weekend hours to ensure that you have no trouble scheduling an appointment with a seamstress.

With The Bridal Shoppe's relaxed, sophisticated shop, wide selection, and tailored, caring service, brides and grooms walk out "happily ever after" with their wedding attire, pleased with their experience and elated to have found "the one!"

For the stylish man, consultants help to choose the hottest trends in tuxedo fashion. The Bridal Shoppe offers hundreds of tux and vest styles. They have a variety of accessories to make coordinating with bridesmaid gowns easy, including colored pocket squares, hats, canes, shoes, and more.

### More than gowns and tuxes

In addition to wedding attire, The Bridal Shoppe offers a large selection of bridal veils, tiaras, shoes, jewelry, crinolines, garters, undergarments, reception accessories, and more. They also do complimentary in-house shoe and accessory dyeing. To put it short, they have all of the details that you need to organize a wedding.

To make shopping even easier, a sophisticated computer system tracks the entire wedding party's attire and accessories for easy future referencing. It streamlines the bridesmaid and groomsmen orders making the process easier and eliminating room for error.

Another benefit that they provide is onsite alterations with free storage. Knowing that you have a busy schedule,



**The Bridal Shoppe**  
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