

BECOME A BRIDAL RELOVED *Franchisee*



Have You Ever Dreamed of Owning Your Own Bridal Boutique?

By joining Bridal Reloved, you can make that dream a reality.

Our award-winning franchise model allows you to run a profitable boutique business that fits beautifully around your lifestyle. Each Bridal Reloved boutique opens for a minimum of 25 hours per week and with most brides visiting by appointment only, you can design your working hours to suit you - ideal if you have other daily commitments. What's more, you'll play a key role in one of life's most meaningful moments, helping brides find the dress.

It's a career that's as joyful as it is rewarding.

Franchising Facts

- Over 900 franchise systems operate in the UK
- 22,400 franchisees run businesses
- Franchising contributes £13.7 billion to the UK economy
- The sector has grown by 20% in the last 5 years
- Over 500,000 people are employed in franchising
- Franchised businesses have an extremely low failure rate
- Banks are highly supportive of franchise start-ups

Why Bridal? Why Now?

When starting any business, two key questions arise:

1. Is there a demand for the product or service?
2. Will that demand be long-term?

With the bridal market, the answer to both is a resounding yes.

UK Bridal Industry at a Glance...

- Worth £10 billion
- Average wedding spend: £22,000
- Average spend on a dress: £1,120
- 67% of weddings are first marriages
- Sustainability is a growing priority for modern couples

Becoming a Bridal Reloved franchisee means investing in a high-demand, high-emotion industry that offers longevity, growth potential, and the opportunity to build a valuable, saleable business.

The Bridal Reloved Brand

We're not your average bridal boutique and that's the secret to our success. Bridal Reloved is the UK's largest network of pre-owned and ex-sample designer wedding dress boutiques. Each boutique offers a private, one-to-one experience, by appointment, so every bride receives our full attention and care. Our dresses are handpicked designer gowns that are either ex-sample or worn once and cleaned to perfection. Brides get luxury at a fraction of the cost, without compromising on experience or ethics.

What You Get: Full Training & Ongoing Support

From the moment you join, we're with you every step of the way:

- Help sourcing the perfect location
- Comprehensive training (stock buying, pricing, styling, branding, appointments & more)
- Business launch support
- Continued mentoring and guidance
- Access to a supportive network of like-minded boutique owners

You may also go on to become a **Bridal Reloved Sustainable Style Partner** with full independence while remaining part of our national brand. [[Click here to learn more.](#)]

Who We're Looking For

You don't need retail or bridal experience, we'll teach you all you need to know, however, we do look for people who:

- Are passionate about sustainability and the wedding industry
- Value exceptional customer service
- Are confident, committed, and care about creating unforgettable experiences
- Can commit to opening a minimum of 25 hours per week and taking calls between 9am-6pm

We're proud of our reputation and careful about who we welcome into the Bridal Reloved family.

The Numbers

- Initial Franchise Fee: £20,000 + VAT
- Start-up Costs (incl. stock, furnishings, equipment): £25,000 (*Bank funding available, subject to status*)
- Monthly Management Fee: 8% of turnover + VAT
- Monthly Marketing Levy: 1.5% of turnover + VAT (*Used exclusively to promote the Bridal Reloved brand*)

Earning Potential

Every boutique is different, and your earnings will reflect your location, hours, and effort. We're happy to talk through realistic projections based on the performance of existing franchisees during your initial call or meeting.

Ready to find out more?

✉ Email alice@bridalreloved.co.uk with your name, location and phone number

☎ Call us for an informal chat on 01305 251808

💬 Add us on Facebook [here](#) or read our blog post about franchising [here](#)