

The Bridal Market

The Bridal Market

The Left Bank carries the Midwest's largest collection of bridal tiaras, headpieces and jewelry. Susan Jablonski began working closely with brides six years ago with her traditional jewelry business and the natural transition began. Susan now cross-promotes both while targeting the niche bridal market with her bridal accessories.

By forming close relationships with local artisans, Susan offers unique, one-of-a-kind accessories at her boutique. Susan has also cultivated impressive exclusive relationships with European designers. She imports their exquisite headpieces and tiaras, presenting them to her clients knowing these designs are not available anywhere else in the United States.

Most bridal businesses are "one sale" relationships. At The Left Bank, brides return to buy non-bridal items and the referral rate is unsurpassed. Because of this, Susan is able to keep her prices generally lower than traditional bridal salons. Typically, there is a seasonality factor involved, beginning in January when brides begin their shopping research, then turns to heavy buying in March and continues through October. Susan was pleased to discover, no matter what is happening with the economy, couples still get married and brides tend to be "recession proof."

The bridal market is a major specialty of The Left Bank. They feature tiaras, headpieces, veils, jewelry and bridal party gifts priced from \$50 - \$350. This niche market constitutes approximately 80% of revenues resulting in customer loyalty, referrals and repeat business.

Wedding Planning

Ms. Jablonski is also a certified Wedding Consultant and Event Planner. This part of the business naturally blossomed by working closely with her bridal clientele and giving them personalized attention and excellent service. Susan offers customized wedding planning, coordination and consulting services that are personally tailored to each couples needs and desires.

Susan shares her extensive knowledge of the wedding business, relationships with vendors and assists couples in planning their wedding day with grace and style. Because of her integrity, imagination and detailed planning skills, each wedding flows seamlessly so that guests can enjoy an intimate, warm and unforgettable day. Susan has a general love for weddings and organizing events. This is evident by the occasional party thrown within her very own boutique. Her passion for creating and executing custom-details making every wedding memorable, has become her signature trademark in a highly competitive wedding planning arena.