

Harper's BAZAAR

THE WORLD'S FIRST WEDDING DEPARTMENT STORE IS COMING TO LONDON

It'll serve as a one-stop venue for everything to do with luxury weddings



By [Ella Alexander](#)

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The luxury bridal version of Selfridges is coming to London in October.

Retail entrepreneur George Hammer, who developed Urban Retreat, Aveda and The Sanctuary, is opening a wedding department store called The Wedding Gallery. Designed by New York renowned architect Christian Lahoude (previously of Gucci and Tiffany & Co), the space will span two floors and will serve as a inspiration destination for all brides, selling brands including Elie Saab, La Perla and Needle & Thread.

But this isn't just about dresses – The Wedding Gallery will also offer expert advice on venues, florists, honeymoon destinations, cake-makers and jewellery. The store will also house a café and bar, an inspiration library, a tasting room and an events space for hen parties and trunk shows.



Hammer recognised a gap in the market for brides and wanted to alleviate some of the stress involved with wedding planning.

"With my events business, we had a lot of high-end weddings. I couldn't believe that a lot of the clients were getting their PAs to organise their weddings," Hammer told us. "If you were going to build a house, you would get an architect. But people who were going to spend even more on a wedding — there was just no professionalism.

"So that's where the idea came from. It will be a department store for brides — a one-stop venue for everything to do with weddings, from pre-planning all the way through to the honeymoon."

Fittingly, the store will be housed within One Marylebone, which is known as a notable wedding venue.