

Fauxever Blooms & Bridal – 34 Wallingford Street, Wantage, Oxon, OX12 8AX



Fauxever Blooms & Bridal is a two-part business which specialises in high grade faux flowers as well as bridal wear & accessories.

The business originally started with me working with preserved and artificial flowers creating flower boxes and unique gifts. It developed over 2 years from preserved roses and flower boxes to home faux flower arrangements and eventually I decided to steer the business into another direction. My floral arrangements were popular with domestic clients, but things really excelled for me when I decided to move into the wedding industry. It was a risk, and it was quite scary at the time, I was unsure if my designs would be desired by brides as they are not the traditional posy style, I had become accustomed to seeing. Much to my surprise my company saw an influx of enquiries and bookings immediately, swiftly followed by my first photoshoot opportunity. It was very much a whirlwind and completely unexpected, but it quickly became apparent there was a gap in the market for my style of bouquets and brides absolutely loved my designs.

Image by Nikita vdv Photography

The company quickly grew and went from strength to strength. It was a tiny business started in my bedroom that quickly took over my living room and then every inch of space I could find in my house before I took the plunge and decided it was time to get a physical building for my company. It was important to me that any space I went for was local as I have 2 school age children, so I had to be close to home. Wantage was the perfect choice for me because of its locality to myself but also due to there not being solely a faux flower shop in the area so I knew it was something that could become a much-welcomed service in the town.



Image by Amie Raw Photography



Right side image by Ilaria Petrucciphoto

It was not until I found the studio boutique, we are now in that we decided to merge into bridal wear. We had already been so lucky to create a name for ourselves in the bridal industry, highly recommended and respected by other wedding suppliers and so we wanted to give back to them and create a showcase of our trusted suppliers' talents too whilst bringing Wantage a much-needed bridal shop with a slight difference to most. Our dresses are carefully selected personally by me to ensure they are of excellent condition, stunning but most importantly purse friendly. Wantage has been lacking in shops that serve the wedding industry and so we wanted to be the first to change that and bring a very much needed service to the area. Wantage is surrounded by wedding venues and excellent wedding suppliers so it is a surprise that this is the first shop of its kind to join the town.

Our aim is to provide not only a bridal service but also a service to the public. There are so many crafters locally and small businesses who use faux flowers with not many local options to choose from when it comes to buying. We want to offer our high-grade products to everyone, not just brides or companies but also to the public. We supply stems and bushes, but we are also able to create designs for your home whether that be a vase arrangement, wreath, flower box, flower chandelier we would love to help.

We are recommended suppliers of rock my wedding, we can also be found on guides for brides, bridebook, belle bridal magazine, the quirky wedding magazine and we have also been featured with pretty & punk weddings. Our bridal boutique will be selling a range of preloved, sample, and new

bridal dresses which will range from sizes 6-24 and our prices mainly range from £150 to £1500. They are all available to purchase off the rail or you can book a private appointment allowing you and up to 2 guests private use of our micro boutique to try on dresses and accessories. Our Appointments require a £15 non-refundable booking fee; however, this is deductible from any purchase made at your appointment.

We are lucky to be able to work with our wonderful friend Madeline from Madeline's sewing studio, Wantage, who will be more than happy to help with any alterations our brides to be may require. Alongside our wonderful seamstress we also work with the incredibly talented Nikki from once upon a cake based in grove and we have the privilege of showcasing her design in our micro boutique window. We are lucky to have the exquisite boots and shoes in our boutique by House of Elliot Lace boots. We are the only UK boutique to have these and so we are very honoured to be given this exclusivity.

We will be opening from Monday 12<sup>th</sup> April for private bridal appointments ahead of our official opening date of Monday 19<sup>th</sup> April. We hope to bring a breath of fresh air into the town, provide many of you with some high-quality faux flowers and your dream dress at a fraction of the price.

Kerry

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