A new Chapter
By & Other Stories
COME ON IN,
WE’RE OPEN!

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That feeling

...when you find the perfect wedding gown that actually suits you like a second skin and has a price tag saying 'high-street' not 'couture' - that’s why we exist.

We know that dressing for a wedding while keeping a sense of your own style can be hard work, but it doesn’t have to be. At A New Chapter we provide modern-day brides with offbeat nuptial styles for the aisle and beyond.
Sure, you could shop your wedding dress online for a bargain. But do you really want to miss the opportunity to fit various styles, to let the fabric touch your skin and to make sure that it intuitively feels right? You deserve a dress that lives up to your unique personality without breaking the bank.

We rethink the outdated perception of a bridal boutique and make it relevant for modern-day women: for you to find everything to write your own bridal story.
A one-stop bridal destination for the discerning bride, who appreciates design and wants to be inspired on her journey.
THE WEDDING IS...

Your blank canvas

...so go ahead, paint it your way!
Just as our mother brand 6 Other Stories, we
believe accessories are key for styling, and
just as important as clothing.

That is why we bring everything a future
bride desires into one place, focussing on
the whole look. The dress, the accessories
and the decor are the colours for you to
combine at whim and create your own story.
1. A MATCH MADE IN HEAVEN

Brides-to-be want to try on gowns, feel them on their skin, see what suits their body shape and most importantly: which style reflects their personality. A weird Pinterest version of yourself? - No thanks. We provide the alternative bridal salon with a personal, more casual and budget-friendly attitude that you are longing for.

2. YOUR MOMENT IN THE SPOTLIGHT

Having a dress budget below 700€ doesn’t mean that low-key brides want to feel less special in a bridal salon. Bespoke customer service during an appointment is key at A New Chapter: brides are appointed with a trustworthy associate, who takes them by the hand on this exciting journey. Besides that - to keep that effortless thing going - of course you can also just pop in spontaneously and have a look at our collection.

3. A SOCIAL AFFAIR

Even though the search for the dress starts online, most purchases are still made in store, simply because wedding dress shopping is a social event. That’s why we encourage you to gather all your friends and family for support. We know that you are happy to skip the tulle and tears and rather turn the trip into a fun, social event. BYO and have a blast, ladies!

Own who you are
The aisle starts here

Getting married this year but don’t know where to start when it comes to the wedding dress? We hear you. How about visiting our first flagship store at London’s renowned Kings Road?

In the heart of the urban district with an eclectic mix of high-street and independent brands, we are marrying the thoughtfulness of an exclusive bridal boutique with the commercial clout of a contemporary upper high-street retailer.

The London flagship store will soon be followed by other shop openings in European fashion metropolises like Copenhagen, Stockholm, Berlin, Paris, Amsterdam, Milan and Barcelona.
Love’s a maze

…but our store is not. The designed navigation through the retail space makes wedding dress shopping as simple as one-two-three and guides you through our wide selection of treasured nuptial styles.

(1) Entrance area: displayed Bridal Stories, clothes and accessories mixed
(2) Shelf area for accessory display in particular
(3) Dressing room area and place for brides with appointment
(4) Small tiled patio with plants
The main area features many different Bridal Story arrangements, each with its own pretty unique vibe. And — to keep you excited — new compositions are added every few weeks to our ever-evolving story.
Multifunctional is the magic word when it comes to our retail fixtures. The atelier vibe is enhanced by low-key pasting tables and canvas with abstract, colourful motifs.

Copper shelves with inserted marble parts are an understated displays for accessories and beauty products. The hanging metal rack doesn’t distract from the clothes and gives a subtle luxurious vibe.

Spacious changing rooms have huge mirrors, flattering lighting and magnetic-edged curtains for perfect closure.
In the dressing room area, brides-to-be and her entourage have more than enough space: a big leather couch invites you to get comfortable until the perfect dress is found.
Mirror, mirror on the wall...

The only thing that the mirror in our dressing room can’t do is to make the final decision for you. Apart from that, it does pretty much everything to make you feel at ease during your fitting session.

So don’t worry if you didn’t make an appointment in advance: Besides a personalised introduction, it does not only save all dress styles you tried on in the right size - it also gives accessory options that match the dress and enables you to quickly snap a picture and share it with friends online, so they can support you with the decision.
We want you to feel at ease in the store, simply having a good time. A patio, encompassed by floor-to-ceiling windows, adds that extra magic spark to the spacious environment.
Ahh, but that first kiss

Brides-to-be, lift your blushers and have a look at our Bridal Stories. Not that we would encourage you to copy – no, these individual areas, each with its own narrative, are based on the authentic wedding story of a real-life bride – just like you!

Whether crisp and colourful or casual and confidential, the arrangements feature intimate shots of the ceremony, personal notes, beauty products and accessories alongside the clothing. And everything is displayed much like the way you might organise your treasures at home – right?
In the spotlight

Weddings bring out a host of emotions for all involved - love, nostalgia, excitement - and stress level can be high during the months of preparation. We feel you.

That’s why fittings at our bridal salon should be anything but stressful. In the integrated photo-corner with various lighting options, brides can take pictures of their favourite dresses to later review them and make a choice; wedding dress shopping has never been easier.

Turn up the music, turn down the drama!
Forever connected

*What boards, you wonder? Well, given our conceptual link to social media and contemporary culture, obviously there is evidence of digital integration in the store. In the modern age of wedding planning, Pinterest is the holy grail of inspiration. Portable tablets allow us to access your inspiration collection for a one-of-a-kind styling service.

The opportunity to evaluate your personal moodboard in-store together with a styling expert is an original way to create a personalised shopping experience and makes sure that we find the perfect flattering silhouette for you, whether in white or pulling off flying colours.
And we are not talking serious bling – that’s not our jam, anyway. Given a bride’s general excitement about sharing everything nuptial on social media, we are seeking striking new ways to engage our customers to snap pictures in store – without showing the chosen dress, obviously – and to share them on their social channels.

Our Instagram-ready retail environment tempts the hashtag-holics amongst us to snap pictures of the inspiring interior and share the journey of finding the perfect dress with their community.
Double-tap worthy

Our packaging is a little work of art on its own, predestined to find its way to any Instagram feed. Engagement during the store-visit is essential, but also the experience at all touch-points after the purchase matters, since it tightens the bond to A New Chapter.

Not only the customers, who visit the store should proudly show off the wrapped nuptial treasures on Instagram, but also those, who decided to order from the online shop will be inspired and snap a picture of the packaging.
...and don’t forget to bring some bubbly wine.
Happy shopping!
A new Chapter