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Ever wondered
what it's like to be a
Sydney Road Brunswick
Bride?

If you're a bride-to-be, there is no better place to find everything you need for your special day than Sydney Road.

From the save-the-date cards to the wishing well, the bridesmaids dresses to the bonbonniere... wedding planning is a breeze in Brunswick!



Your One-Stop-Shop for Wedding Must Haves

All brides know how busy wedding planning can be, and no one has time to run all over Melbourne trying to find what they need! The Sydney Road Brunswick Bridal Precinct is like an incredible wedding wonderland, where you can be inspired, plan ahead, and find those niche wedding essentials.

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Wedding Dress Heaven

Get ready bride tribe – it's wedding dress time.

There is nothing quite like gathering your closest girlfriends and going to try on the most exquisite dresses in beautiful bridal boutiques. I really didn't know what I was looking for, but I was confident I would know "the one" when I found it. Having so many places to look at dresses was perfect because I could start to get a sense of what I loved.

All the bridal dress staff were so lovely and helpful, offering advice and styling tips. You really do feel like a princess as you try on such beautiful gowns. With such an array of stores there's also a great range of price points and options for ready-to-wear or made-to-measure dresses. Some of my favourites were Princess Boutique and Raffaele Ciuca Bridal, where I finally found the veil that I would wear on my wedding day!

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All The Little Things

There is a lot that goes into planning a wedding – it's no wonder it takes most people months! Having a single place to go to find all those little things was a huge help in my planning process.

From the beginning, I knew exactly the style and feel I wanted for my special day. For wedding stationery, I went to Giant Invitations, who could print matching invitations, save-the-date cards, menus, and thank you cards. Each piece came with incredible embossing and foiling that made the stationery look magical and matched my overall colour scheme perfectly.

Every single store was thrilled to be assisting me with my wedding preparations and made the entire experience fun and exciting.

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Pampering Time

Every bride wants to look and feel her absolute best on her wedding day – and sometimes for the days beforehand too! For my Hen's party, I spoilt myself to a stunning makeover at Makeup HQ Studio. Before the big day, I did all my pampering and beauty preparation along Sydney Road Brunswick, like getting my nails done at V Instyle Nails Spa and waxing at The Beauty & Brow Parlour.

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A Fun Day Out

Wedding planning is more fun with your bridal party by your side! My friends and I spent a full day exploring our options. All that shopping can work up an appetite, but we began our day prepared with coffee at Rex Espresso and later stopped for lunch at Lobbs Café.

My advice to all brides-to-be is to make wedding planning a fun day out, not a stressful exercise! Going to one place makes it so much easier to find what you need, and find some things you didn't know you liked as well. Remember, this is your day – so enjoy every moment of the process!

