

Before Your Big Day ... Soiree!

Soiree (swah-rey): A party or gathering, usually in the evening, especially for a particular purpose.

Soiree, a Bridal Boutique and a Woman's Clothing Boutique, is a chic shopping environment adorned with white crown molding, beautiful drapery, whimsical white chandeliers, and complete with its very own fashion runway. Soiree opened its doors in January of 2007 in Dubuque, Iowa. Soiree is owned by three sisters, Lisa Kalb Attea, Lynn (Kalb) Breithaupt and Kelly Kalb, who grew up in Dubuque.

Soiree, A Bridal Boutique

The Kalb sisters' personal experiences shopping for bridal and bridesmaid gowns inspired the idea for Soiree. After going through several "big days" as many of our friends and family members were getting married, the idea for Soiree was born! The Kalb sisters wanted the perfect mix: charming environment, beautiful gowns, really fantastic consultants and stellar customer service. All of their ideas were put together in a business plan and soon an amazing shopping experience was created. Beautiful gowns, excellent service and a day you'll always treasure is what Soiree promises to their customers. The offerings in the Bridal Boutique include bridal gowns, tuxedos, mothers' gowns, bridesmaid dresses, flower girl / First Communion dresses, prom gowns, accessories, shoes and much more. Soiree is focused on serving their customers. For example, after you select your gown, you can attend a Meg Jewelry Trunk Show, where you get exclusive attention from Meg (one of the wedding industry's top jewelry designers) to create the perfect look. Soiree is furnished with cozy seating areas surrounding the runway to create the ideal setting for the brides' family & friends to enjoy the gown selection process. Soiree's guests are treated to a tasting of wine and wedding cake made by cake designer Becky Wolf. *All of these things* result in an enchanted environment for that magical and memorable moment when the bride finds "the one perfect dress"!

Soiree, A Women's Clothing Boutique

While a large portion of Soiree's business is wedding related, Soiree has a great assortment of women's casual clothing, shoes, accessories and dresses for any occasion. The shop-within-a-shop concept has been developed to mimic a trendy urban boutique. Much of the inventory is bought in the New York City Garment district and shipped back to Dubuque. Soiree caters to Women and Young Women who enjoy fashion and keeping their wardrobes fresh. Soiree customers also appreciate the one-on-one attention they receive to help create just the right look. If you long to be that girl who everyone asks, "I love that, where did you get it?", Soiree is just the place you are looking for!

On Handbags

The shop also has developed a reputation for great handbags. Soiree held its first ever tent sale in the parking lot in April of 2007. Savvy shoppers flocked to the event to find the perfect Spring accessories. Since then Soiree has held several tent sales and has also used them as fundraisers for various organizations. Handbags are on display year round, but the variety is the best during a tent sale event.

On Birthday Parties

In the true spirit of fun, Birthday Parties have become another splendid offering from Soiree.

The parties have been a terrific way to expand the Soiree brand. Since there is a runway in the store, why not put it to good use? The birthday girl and entourage first have a makeup demonstration and are adorned with a sparkle up-do and tiara, just like Miss America. The girls go "back stage" to dress up in princess or glam-like fashion, and learn to put on a fashion show. Finally blissful partygoers say their farewells, but not before shopping for party favors, eating yummy cake and snapping lots of pictures, of course.

The Soiree Team

Together the Soiree team prides itself on their bridal, sales and marketing experience. Kelly, one of the owners, is also the full time store manager. Lisa, who resides in New York City, arranges buying trips and buys much of the merchandise in the Garment District in New York City and ships it back. Lynn, the third owner, serves as a consultant to the store in her free time. Soiree was lucky to recruit Heather Feldman for a management position. Heather worked at The Wedding Chapel for 13 years and brings a wealth of information and experience. Soiree also employs a number of marvelous consultants, all of whom love working with people and fashion!

What's next for Soiree?

In the next month or so, Soiree will be introducing an in-store Wedding Reference Library. Wedding & party planning industry vendors will have the opportunity to place their work & marketing materials at Soiree in a special reference section. Brides and other customers will have access to vendors and be able to do preliminary research right at Soiree. Vendors will also be able to coordinate meetings with their clients at Soiree. Imagine a bride being able to pick out bridesmaid gowns, meet with her photographer and florist all in one place on a Saturday afternoon. There's a plan for a second store, it is just a matter of time!



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Soiree
a bridal boutique
Hours: M,W-F 10a-7p, Sat 10a-4p, Sun noon-4p

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*Excludes bridal & prom lines. Other restrictions may apply; see store for details.
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