

Things To Do your Food & Drink Arts & Culture Film Sign Music & Nightlife Shopping & Style offers City



New York

What

Things to do or see in New York

When

All dates

Best indie bridal shops

Kleinfeld isn't the only game in town: These local purveyors have gorgeous gowns aplenty.

By Laura Lanz-Frolio

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Photograph: Krista Schlueter

Designer Loft

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This second-floor shop is a quiet respite from some of the madhouse salons in the nearby Garment District. The small space is lined with nontraditional gowns organized into groups, like vintage-inspired sheaths, trumpet gowns with elaborately ruffled bottoms and a lace section. Gowns, which range from \$1,400 to \$10,000 (in-house alterations are \$400--\$600), are either from local designers (such as Matthew Christopher and Elen Paumere) or international names (England's Jenny Packham, Israeli Galit Levi and Carlos Haro from Spain). After you walk through the dress selection with a consultant, try on your picks in one of the five large but spare wood-floored dressing rooms, as friends and family wait for you on the main room's plush couches and chairs. Besides wedding dresses, Designer Loft also carries Bling by Wilkening tear drop earrings (\$175), Halo Swarovski crystal headbands (\$300--\$600) and a selection of bridesmaid dresses, including Liz Fields floral-print frocks (\$220). 226 W 37th St between Seventh and Eighth Aves, second floor (212-944-9013, designerloftnyc.com)