

House Of Silk Wedding Studio

Bridal & Evening Wear

Franchise Opportunity

Own Your Own "House Of Silk Wedding Studio"!

About House Of Silk Wedding Studio

Headquartered in Blouberg, Cape Town, House Of Silk Wedding Studio offers exclusive bridal and evening wear.

House Of Silk Wedding Studio is the new trendsetter in bridal fashion and stocks some of the most in-demand bridal collections from top International designer brands.

Having debuted in 2008, House Of Silk Wedding Studio is a bridal fashion house that imports exclusive bridal and evening wear with the focus on offering a variety of different price ranges, in order to suit every brides budget.

Join the exciting and rewarding wedding Industry

Regardless of the economy, people continue to get married. A wedding is one of the most important events in South African life – across every sector and culture of our society – and about 300,000 people get married every year in SA. This makes weddings a big business opportunity for enterprises that help make these celebrations happen.

Why Own a House Of Silk Wedding Studio Franchise?

Join an exciting successful business and experience the thrill of helping women select the perfect dress for their occasion and **capitalize on this thriving industry**.

You will also benefit from:

Three (3) different franchise packages to choose from, in order to suit your budget

Variety of collections with a wide range of sizes, designs and price points, so women can always find the outfit that suits their size, style and budget.

Joining our company with a **strong marketing strategy**:

- **Online** – our website receives over 200 000 hits per month, made possible thru our website optimization program.
- **Advertising sites** - We seek out top online advertising sites to advertise on
- **Magazines** – our brands can be seen in top National and International magazines
- **Wedding Expo's** – We attend selective Wedding Expo's to promote House Of Silk Wedding studio.

Low staffing needs – As owner-managed, you would need minimum or no staff (depending on the size of the franchise)

Manageable inventory levels – In addition to the sample dresses on the rails, we offer a made-to-order option, which means you don't have to carry numerous sizes of the same dress design

Supplier updates – We are updating our list of suppliers on a regular basis, to ensure that we keep up with new and upcoming brands, in this ever changing industry.

As a House Of Silk Wedding Studio Franchisee you will receive:

Comprehensive training – Including initial training at the Blouberg head office, in combination with practical experience in the Blouberg retail studio.

Operations manual – that covers all aspects of the business

Ongoing support – Benefit from our knowledge, experience and passion for the industry. Our full support will be at your disposal in all areas of the business

Stock selection – As experts in this field, we will handle the initial stock selection on your behalf, to suit your chosen Franchise package and to conform to the most in-demand styles for your area.

Protective territory – We offer exclusivity of our franchises in predetermined geographic areas.

Site and decor selection assistance – to ensure your store is located in the most advantageous area and with the most suitable decor to conform to our requirements

Marketing materials – you will receive professionally designed marketing materials such as business cards, catalogues and other required materials for your store

Customized webpage for your store on our website - Our website will drive business directly to your store. Brides in your area, which may contact us, will be referred to your store.

The ideal person for a House Of Silk wedding studio franchise:

If you are a people person, self-motivated, computer literate with general admin experience, have a passion for fashion and would like to own your own business, then this is the perfect opportunity for you.

Contact us for more information on the different franchise packages available, and own a personally and professionally rewarding business!

Contact Details:

Elisna Couzens

Blouberg – Head Office

Tel: 021 557 0214

E-mail: info@houseofsilk.co.za