

Sustainable Bridal High Fashion Comes to Hamilton: Encore Bridal Studio's Grand Opening & Fashion Show March 29



Encore Bridal Studio located at 62 King St E, Hamilton in the historic King John Building.

After working in both high fashion and fast fashion in Europe, South-Asia, and Canada, Sheyda Sayahi witnessed the environmental, business, and human costs plus the sheer **waste** of the industry and determined to do something different. She set her sight on wedding dresses, often the most expensive piece a woman buys, yet wears only once.

Sayahi announces the grand opening of Encore Bridal Studio with a Fashion Show on March 29. The elegant studio located at 62 King St E, Hamilton in the historic [King John Building](#), has the feeling of a trip to Paris or a visit to a couturier and boasts a wide range of bridal dresses from designers as Pnina Tornai, Eva Lendel, Rita Vinieris, Vera

Wang, Justin Alexander, Martina Liana, Enzoani, Lis Simon, Julian Eve, Sophia Tolli, Hayley Paige, Martin Thornburg and many more.

Costly to the planet, bridal gowns use resource-intensive materials and chemicals to make the fabrics white or cream. Sayahi explains, “We are seeing a surge of bridal brands turning into mass producers and adopting ‘fast fashion’ methodologies to meet market demands. This means cutting costs – using cheaper labour and fabrics – and turning to synthetic materials which do not biodegrade like silks or other natural fibres – making wedding dresses potentially the most planet unfriendly item you ever own.”



Bridal Appointment preparation at Encore Bridal Studio.

Encore Bridal Studio is here to decrease the environmental (and monetary) cost of weddings with one dress at a time! Sayahi says, “I want to help reduce our carbon footprint while helping brides find their dream dress on budget.”

Sayahi believes, “Buying pre-loved doesn’t mean missing out on an exceptional and personal experience every bride deserves when shopping for her special dress.” At Encore Bridal Studio, brides experience an elegant, intimate, and private setting where they get to try on specially hand-picked dresses for them while enjoying light refreshments in the company of loved ones.



Intimate seating arrangement for bridal guests.

- Today's fashionistas are accustomed to buying pre-loved and vintage at the low and very high end – with millions shopping on sites such as The Real Real, Poshmark and ThredUp.
- According to ThredUp, the resale market will be worth \$350 billion by 2027.
- A major polluter, the fashion industry creates 10% of carbon emissions and fills landfills across the world.
- Knowing the cost to the planet caused by fashion, 40% of Generation Z shops vintage.
- The global bridal wear market represents over \$65 Billion and is expected to grow to \$80 Billion in 2029 according to Bridal Wear Global Market Report 2025.
- The Canadian Wedding Industry is valued at \$5 Billion annually.
- Ontario alone held 70,000 weddings in 2022 with an increase expected in 2025 and 2026.

Support sustainable fashion and local businesses and join [Encore Bridal Studio's Grand Opening & Fashion Show on Saturday March 29 at 7pm](#) and be the first to view their stunning collection of pre-loved dresses at an extravagant evening that has come together through collaboration and sponsorship from local vendors and businesses as Dallas and Co. Events Agency, Special Event Rentals, Euphoria 158, Soma Bridal Boutique, Asteria Fine Wine & Imports, Starnotch Costumes, Metal to the Petal Florals, Blue Bird Blooms and many more. For the complete list of sponsors please visit [Encore Bridal Studio's Instagram page](#).

To book an appointment email at: admin@encorebridalstudio.com