

Swansea: how bridal shops show prices and book appointments

Prepared for Brides of Swansea. Public websites checked 23 Oct 2026. Example only, not a live report.

What we saw on each shop's own website

Shop	Price guide on site	Appointment fee	How you book
Brides of Swansea (you)	Yes: gowns £460 to £3,000, most full-length styles from £1,100	Bridal appointments free. Weekend bridesmaid slots £30, redeemable	Appointment pages for bridal, bridesmaids, flower girls and accessories
The Bridal Den, Gorseinon	Yes: £199 to £799 off the peg, £899 to £1,999 to order	Free 90-minute appointment	"Book now" online booking page
White Orchid Bridal	Yes: prices on each dress in the online collection	£20, redeemable against the dress	Book an appointment page
Cariad Bridal	Not on the pages we read	Not stated on the pages we read	Online booking tool, and a "please call our store" line
Rowberry Bridal & Fashion	Not on the pages we read	Not stated on the pages we read	Contact page link ("please click here")
Chic & Elegant Bridal Wear	Not on the pages we read	Not stated on the pages we read	"Book appointment" button

What this means for you

- Of the six shops above, you are one of three that give a clear price guide. Brides with a budget can see straight away that you fit. Keep it on the home page.
- The Bridal Den leads with a lower entry price (from £199) and a free 90-minute appointment. Brides on a tight budget may try there first.
- Your free bridal appointment is a strength against White Orchid's £20 fee. Say it near every "Book" button, not only on the appointment page.

Three small things to try

- Send an automatic reply to every appointment request with your next free slots, so a bride does not book elsewhere while she waits.
- Add a short "what to expect" line under "Book": how long, who can come, and that it is free.
- Show your outlet or sale price band next to the main range, if you have one.

In the full Vantage service

Watch £195/month: monthly round-up and alerts. Compare £395/month (recommended): weekly round-up, competitor enquiry tests and a monthly 15-minute call. Fix £595/month: Compare plus one shop per area, and Craig fixes one or two issues a month. Monthly, no minimum term, no VAT.

Sources: bridesofswansea.co.uk (home, bridal, bridesmaid and contact pages), thebridalden.com (home, book-appointment), whiteorchidbridal.co.uk (home, collections, book-an-appointment), cariadbridal.co.uk (home, designers, contact), rowberrybridalandfashion.com (home, contact), chicandelelegantbridal.com (home, contact). Facts are as shown on those pages on 23 Oct 2026.