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## Veena McCool's Guide To Mayfair For Brides-To-Be

by TWE. EDITOR / May 7, 2024 in Fashion, Lifestyle, Partnerships 0



Bridal prep is a whirlwind of excitement: from finding 'the one' (the dress, that is) to finessing the little details ahead of the big day, endless decisions abound. There's no better place to spend a day checking things off your to-do list than Mayfair, with its concentration of world-class boutiques, fine jewellers, luxury florists, and delectable restaurants.

I spent a day strolling around Mayfair's manicured streets, window shopping for wedding accessories, trying on gorgeous wedding bands, gathering ideas for floral arrangements, playing dress-up in some truly iconic designs, and stopping for a well-deserved sweet treat in between.



Lucy Davenport



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Read on for an indulgent itinerary designed to bring new inspiration to your wedding planning journey—one that begins in the heart of one of London's most desirable neighbourhoods.

### Monique Lhuillier

69 South Audley St, London, W1K 2QZ



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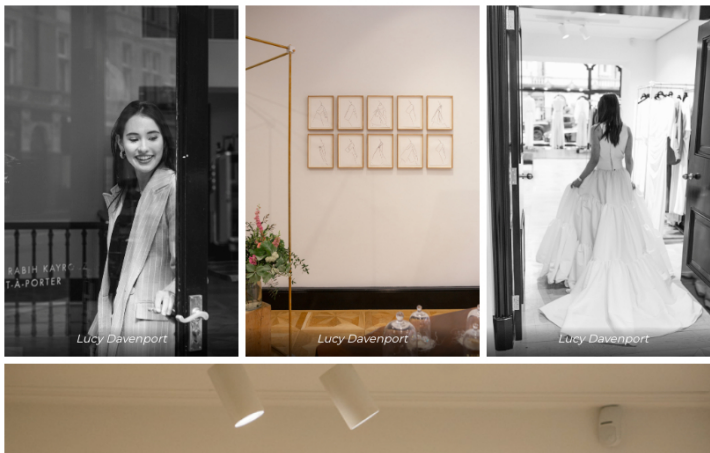
Our first stop in Mayfair had to be **Monique Lhuillier**, one of America's most beloved wedding dress designers. Established in 1996 by Monique Lhuillier and her husband, Tom Bugbee, the company has expanded its bridal empire to include the likes of shoes and lab-grown diamond rings.

We descended into the radiantly lit bridal suite, a private paradise of Ivory lace, dramatic gowns, and floaty florals. First up was the Fleur De Lis gown, which today features in the designer's iconic design collection as a firm favourite of Lhuillier's bridal clientele. I fell in love with the delicate lace trim, boned corset bodice, and timeless A-line cut. Don't be fooled by the dress's stunning volume, though: it's as light as a feather and perfect for twirling in.

The second dress I tried on has become a signature style of the fashion house: classic bridalwear with a touch of colour in the form of springtime florals. The long train and floaty sleeves are utterly whimsical, and of course, donning a veil while trying it on makes it all feel so much more real! This dress would be perfect for a relaxed destination wedding at golden hour.

## Maison Rabih Kayrouz

24-25 Mount Street, London, W1K 2RR





Calling all contemporary brides who are after something distinctive and different for their big day: look no further than **Maison Rabih Kayrouz**. Marvel at the stunning ready-to-wear creations on display, and venture into the back of the Maison for a glass of bubbles as you browse their bridal creations.

Enter this two-piece confection, a viral sensation with a skirt as dramatic as they come. The beautiful thing about bridal separates is the optionality: fancy showing off your midriff after the formal proceedings? Why not!

After an influencer who tied the knot in this dress posted it on Instagram, the design house has been struggling to keep this iconic two-piece confection in stock, and even ran out of the fabric required to sew it. "We have so many brides calling us to make an appointment just to try on this dress," they told me. "They have their sights set on it, and don't want to look at anything else."

Run, don't walk, to Maison Rabih Kayrouz, but it might be worth keeping an open mind.

## Connaught Patisserie

Carlos Place, London, W1K 2AL





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Prancing around in showstopping gowns is one way to whet your appetite, and there's truly nowhere better to get off your shopaholic feet than at the [Connaught Patisserie](#). There, Executive Pastry Chef Nicolas Rouzaud and his team of patissiers create all kinds of elaborate treats which truly look too good to eat— but you must dive in. Their signature creation, the 'Connaught Hound', is a chocolate hazelnut cake that pairs perfectly with a cup of Earl Grey tea.

Equally divine is the decor: designed by Ab Rogers Design, the space is wonderfully light and airy, with colourful glass lights illuminating the decadent pastries below. I couldn't help but pick out a selection to take home and enjoy for later.

A little bird tells me that behind a sliding door at the back of the bakery lies a secret bar for a clandestine cocktail or two — excellent intel for my return visit to Mayfair.

## Pragnell

14 Mount Street, London, W1K 2RF



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After a refuel, it's ring time, and there's only one place for it. Sixth-generation family jewellers **Pragnell** is the ultimate destination for rare jewels, engagement rings, wedding accessories, and period jewellery in Mayfair. Pragnell is an oasis of calm, with bespoke de Gournay silk murals depicting verdant scenes lining the walls, and twinkly rare jewels catching my eye on every turn.

The most special part? Those shopping for engagement rings— or looking to give their partners a little nudge— can do so right below the vintage chandelier which Prince Philip sat under while he chose the design for the late Queen Elizabeth's engagement ring.

Exploring their bridal jewellery was a total treat, and got me thinking about the kinds of accessories I'd like to frost myself with on the day. Some statement earrings with a sleek up-do, perhaps? Or some wrist candy, should I opt for a sleeveless gown...

They kindly gave my engagement ring a good clean in their ultrasonic machine, before we sat down to brainstorm wedding band options and try on a few for size. When it comes to wedding bands: diamonds or no diamonds, that is the question. That said, they've had brides walk away with multiple wedding bands after not being able to decide, so it's always good to have options.

## Neill Strain Floral Couture

8 Davies St, Berkeley Square, London W1K 3DW



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By the end of the day, there's finally time to smell the roses. **Neill Strain's floral boutique**, fronted with the frothiest floral arrangements, can be spotted from streets away. The Mayfair boutique itself is a colourful explosion of technical colour petals fashioned into luxurious bouquets for lucky recipients and specialises in bespoke bridal arrangements: from floral archways and pillars to handheld bouquets. You can only imagine how delightful everything smells.

Thanks to the helpful florists, I learned how to pair and arrange different flowers, and settled on a delicate pink and white colour scheme of peonies, white roses, and spray roses with sprigs of eucalyptus for a touch of green. We're planning on getting married in the Cotswolds, so something simple, romantic, and faithful to the countryside backdrop is essential.

Heading home with a bouquet of flowers and a bag full of pastries, I can't wait to fill my fiancé in on all the new wedding ideas I've had today.



Visit [Mayfair's website](#) to find out more about Wedding Season in Mayfair this year.

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