Juniper Lane
BRIDAL

Juniper Lane Bridal · *Website design directions*

PREPARED BY CLOUDBRIDAL · NOVEMBER 2026

Juniper Lane
BRIDAL

BRAND BOARD · WEBSITE DIRECTION

An afternoon on *Broad Street*

A Main Street boutique that takes its time: private suites, honest advice and a shop door on Broad Street. The juniper green of your logo leads, with its clay and sand close behind.

MOOD

Unhurried · Private · Main Street · Honest · Warm · Tailored

PALETTE

- **Juniper** #2F4A3F · signs, buttons
- **Evergreen** #22372F · the shopfront
- **Clay** #9A6B5E · accents, stitching
- **Sand** #C9A38E · rails, fine lines
- **Linen** #F1EADC · panels
- **Ivory** #FAF6EE · the page

CARRIED OVER FROM YOUR SITE

- The green, clay and sand of your logo
- Your J monogram, exactly as it is
- Your warm, plain way of writing
- The names of your three suites

TYPE

BRIDAL BOUTIQUE · RED BANK

Find your gown on *Broad Street*

Private appointments, six designers we know inside out, and alterations by our own seamstresses, all under one roof.

Headings	Cormorant Garamond, the serif of your logo
Text	Instrument Sans, clean and easy to read on a phone
Labels	Marcellus, the capitals under your name, spaced like lettering on a shop sign

BUTTONS & LINKS

BOOK AN APPOINTMENT

MEET OUR DESIGNERS OUR STORY

A SECTION, PUT TOGETHER

BROAD ST · RED BANK

Ninety minutes, *one suite*, all yours

Bridal consultations are complimentary, in the Magnolia, Juniper or Willow suite.

BOOK AN APPOINTMENT

PHOTOGRAPHY



Photos shown whole and unhurried, never cropped into shapes.

SIGNATURE DETAILS

BROAD ST
JUNIPER LN

The street-name plate
For the shop named after a lane, on Broad Street

MAGNOLIA *suite*

The door plaque
One for each of your three suites

The running stitch
For your own seamstresses, Rosa and Elena

SIGNATURE COMPONENTS

The shopfront
Your opening photo in a shop window

The three suites
Each room under its own plaque

The door sign
Your hours, as they hang on the door

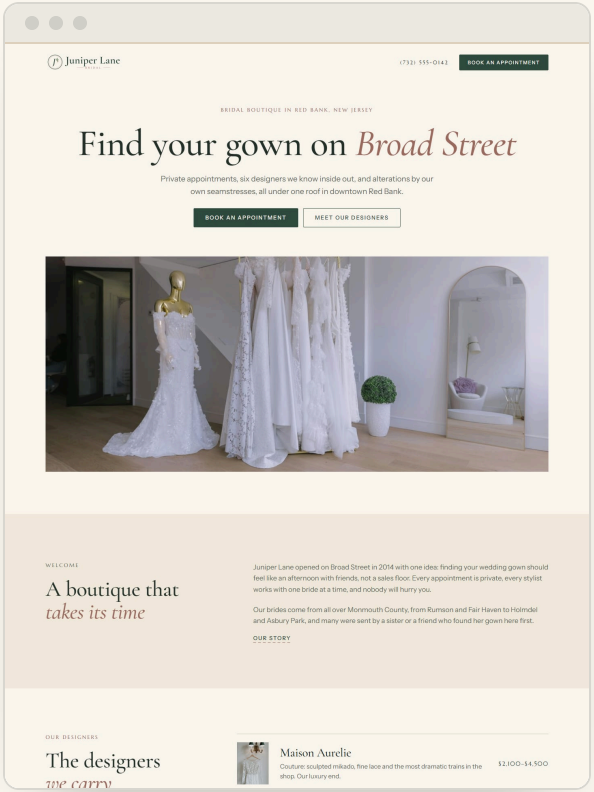
Six houses
Each designer under its own shop sign

Notes along the lane
Reviews, a stop for each town

YOUR HOME PAGE

Three directions for your *home page*

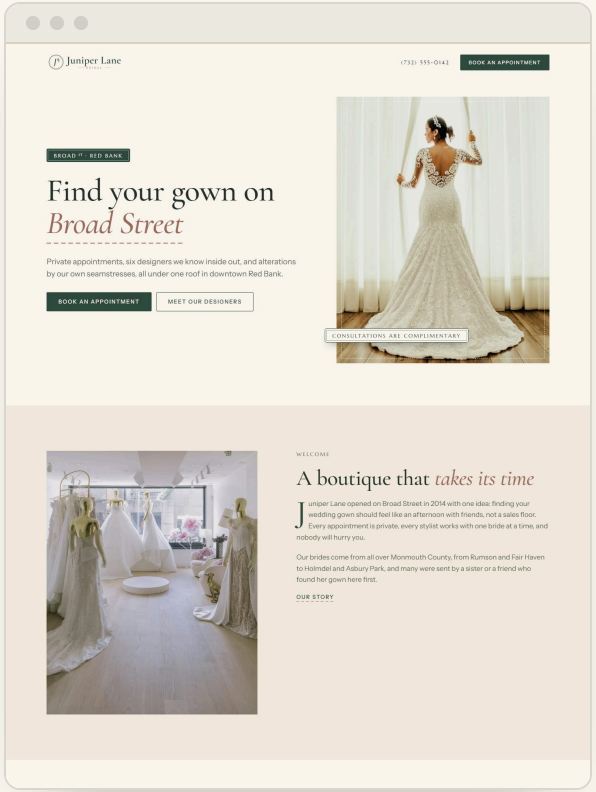
The same home page, with your words and photos, designed three ways. All three use the colors and fonts from your brand board.



DIRECTION A

Unhurried

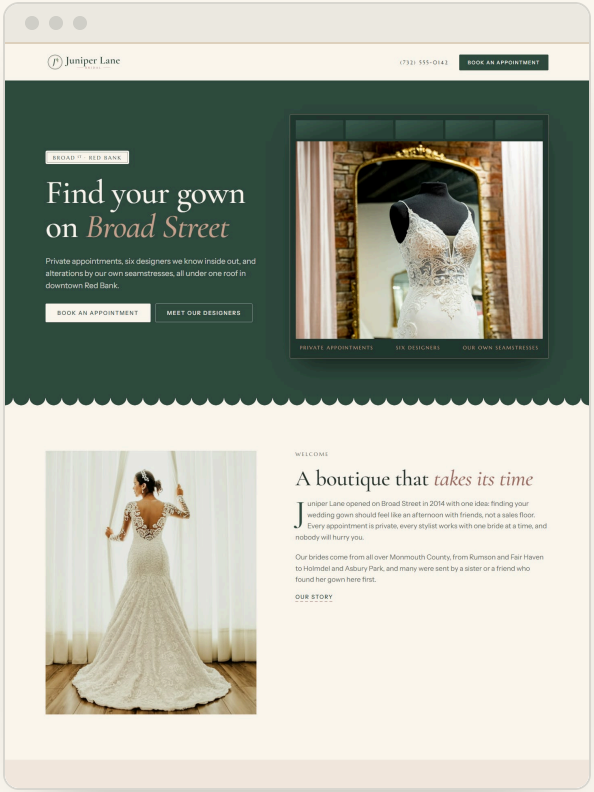
The quietest of the three: wide margins, one photo at a time, and nothing competing with your words.



DIRECTION B

Lane

Light and tailored: street-name plates, a stitched line, and your brides' notes set along the lane.



DIRECTION C

Shopfront

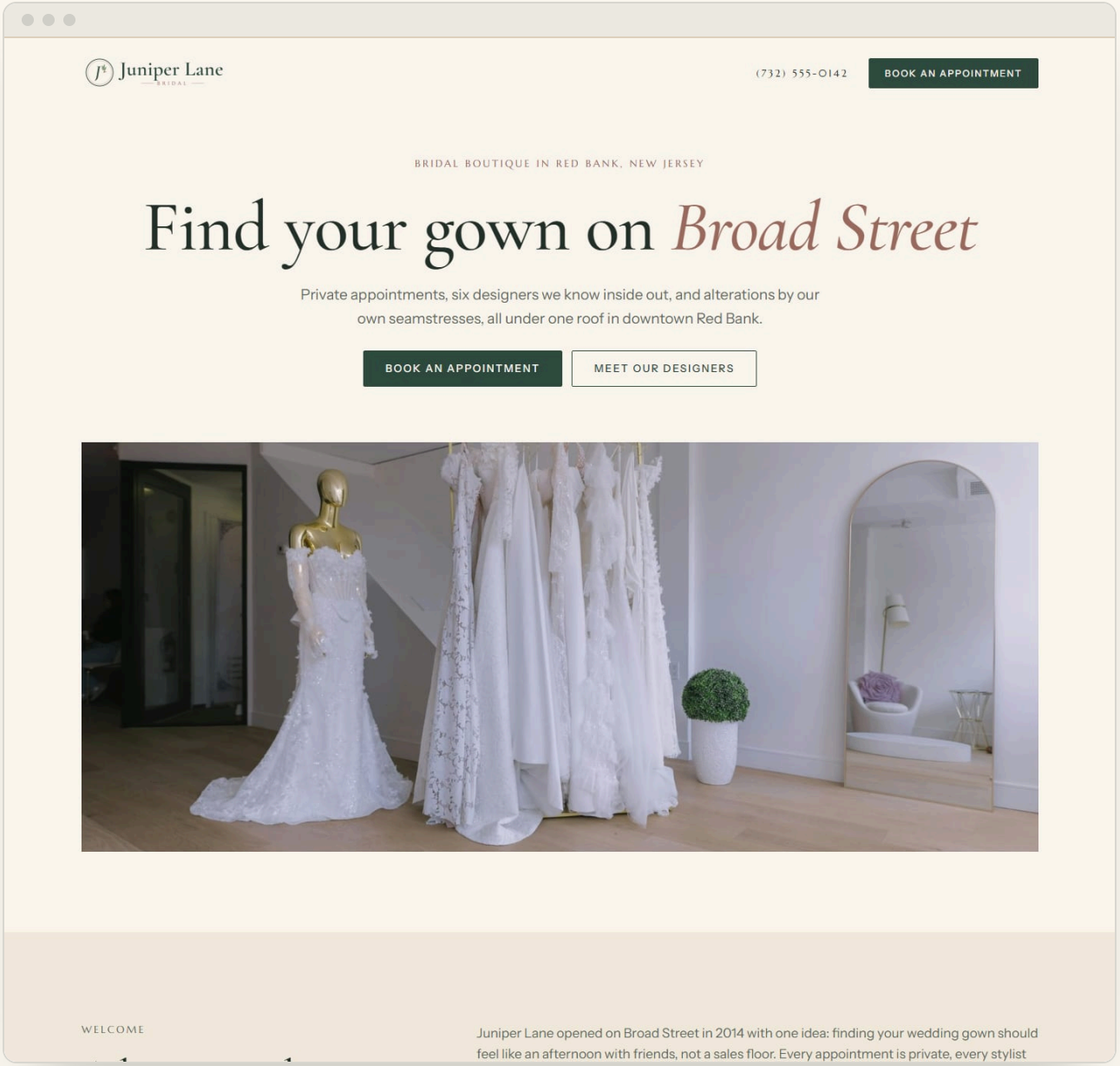
Your shop window on the page: deep juniper, a row of designer shopfronts and your three suites.

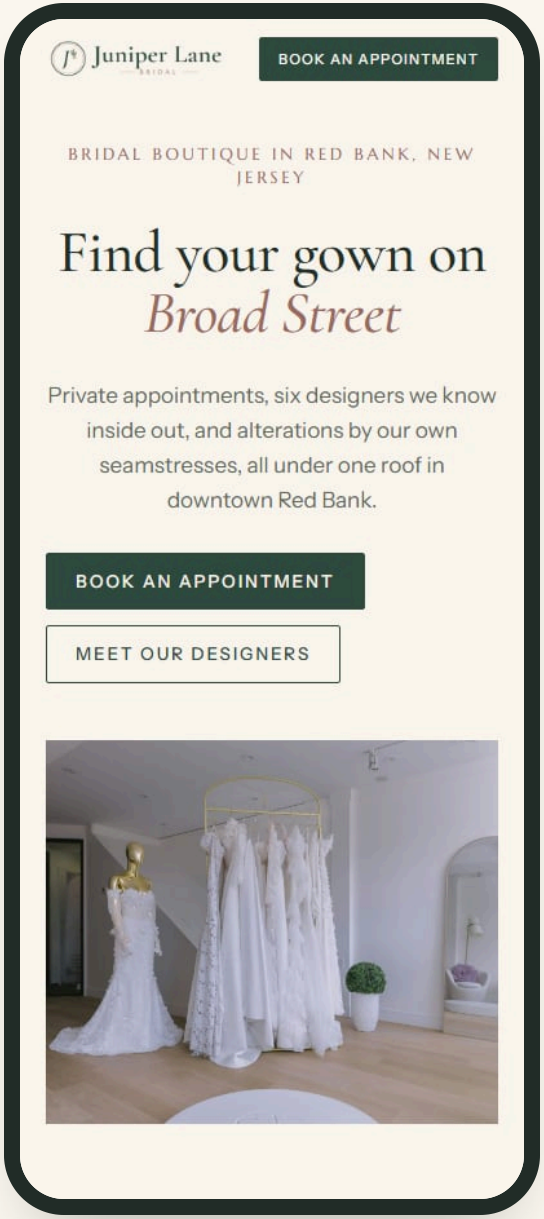
Have a look through all three, then tell us which feels most like Juniper Lane Bridal.

DIRECTION A

Unhurried

The quietest of the three: wide margins, one photo at a time, and nothing competing with your words.





DIRECTION A · UNHURRIED

The details



Maison Aurelie

Couture: sculpted mikado, fine lace and the most dramatic trains in the shop. Our luxury end.

$2,100–$4,500



Elara Bridal

Architectural satins and modern lace, with detachable sleeves, skirts and capes to make a gown your own.

$1,700–$3,600



Verity Gowns

Romantic lace, illusion backs and sleeves you can add or leave off.

$1,900–$3,300

Your designers as a list: what each does best, and its price range.

IN THEIR WORDS

“Ava had three gowns waiting that I never would have picked myself, and the second one was it. My mom cried, my sister cried, and Ava swore she had something in her eye.”

HANNAH M. · RUMSON

One note from a bride, given room.

DIRECTION A · UNHURRIED

The details



YOUR FIRST VISIT

Ninety minutes, *one suite*, all yours

MAGNOLIA · JUNIPER · WILLOW

Your stylist looks through your Pinterest board, asks about the venue and the season, and pulls gowns before you arrive. The Magnolia, Juniper and Willow suites each have a sofa for four guests, a three-way mirror and room for a cathedral train.

Bridal consultations are complimentary. For the whole collection, an extra half hour and a bottle of champagne, ask for the VIP experience.

BOOK AN APPOINTMENT

Your first-visit promise, with your three suites named.

In the middle of downtown, a short walk from the train station. Park on Broad Street or in the White Street lot around the corner.

GET DIRECTIONS | CALL (732) 555-0142

HOURS

Monday	Closed
Tuesday–Friday	11 AM – 7 PM
Saturday	10 AM – 5 PM
Sunday	11 AM – 4 PM

FIND US

Broad Street
Red Bank, New Jersey 07701
(732) 555-0142
hello@juniperlanebridal.com

How to find you, your hours and your details, in one row.

DIRECTION B

Lane

Light and tailored: street-name plates, a stitched line, and your brides' notes set along the lane.

Juniper Lane
BRIDAL

(732) 555-0142

BOOK AN APPOINTMENT

BROAD ST · RED BANK

Find your gown on *Broad Street*

Private appointments, six designers we know inside out, and alterations by our own seamstresses, all under one roof in downtown Red Bank.

BOOK AN APPOINTMENT

MEET OUR DESIGNERS



CONSULTATIONS ARE COMPLIMENTARY



WELCOME

A boutique that *takes its time*

Juniper Lane opened on Broad Street in 2014 with one idea: finding your wedding gown should feel like an afternoon with friends, not a sales floor. Every appointment is private, every stylist works with one bride at a time, and nobody will hurry you.

Our brides come from all over Monmouth County, from Rumson and Fair Haven to Holmdel and Asbury Park, and many were sent by a sister or a friend who found her gown here first.

Juniper Lane
BRIDAL

BOOK AN APPOINTMENT

BROAD ST · RED BANK

Find your gown on *Broad Street*

Private appointments, six designers we know inside out, and alterations by our own seamstresses, all under one roof in downtown Red Bank.

BOOK AN APPOINTMENT

MEET OUR DESIGNERS



DIRECTION B · LANE

The details



Your opening photo in a stitched frame, with a plate for what is complimentary.



Couture: sculpted mikado, fine lace and the most dramatic trains in the shop. Our luxury end. $2,100–$4,500

Each designer under its own street-name plate.

DIRECTION B · LANE

The details

RUMSON — FAIR HAVEN — HOLMDEL — ASBURY PARK — JUNIPER LN

all roads lead here

"Ava had three gowns waiting that I never would have picked myself, and the second one was it. My mom cried, my sister cried, and Ava swore she had something in her eye."

Hannah M. · Odette

"I came in sure I wanted lace and left in clean satin. Chloe listened to everything about our barn wedding and still found the gown I did not know I wanted."

Olivia R. · Juliette

"Natalie made it feel like a party: my mom, both grandmothers and my best friend on FaceTime from Denver. No pressure at all, and I said yes before the hour was up."

Priya S. · Seraphina

"I have a long torso and dreaded fittings. Elena fixed the straps, the hem and the back, and explained every change. On the day it felt like the gown was made for me."

Alyssa K. · Wren

Your brides' notes along the lane, with a stop for each town.

BROAD ST · RED BANK

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Private appointments, six designers we know inside out, and alterations by our own seamstresses, all under one roof in downtown Red Bank.

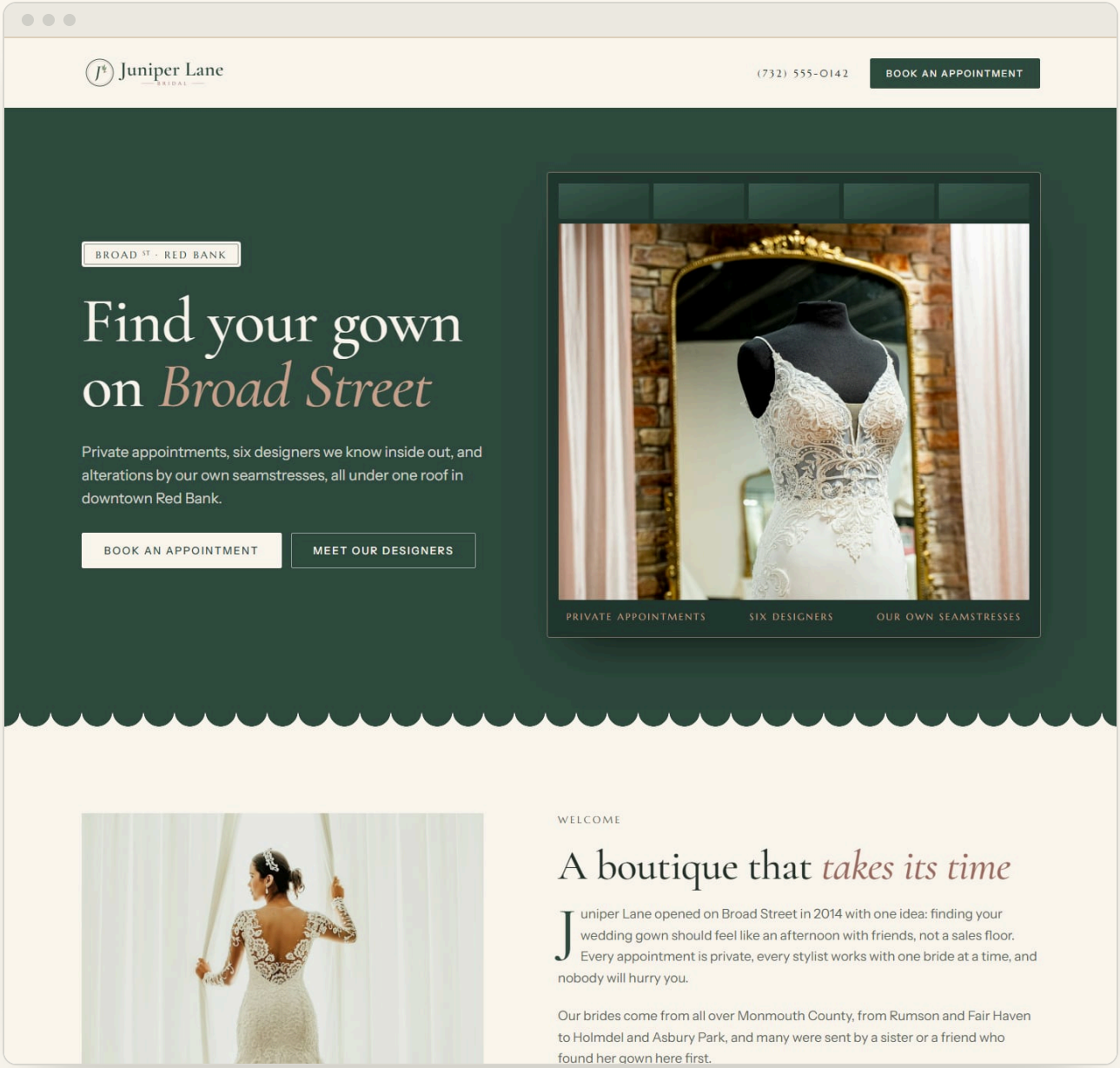
BOOK AN APPOINTMENT | MEET OUR DESIGNERS

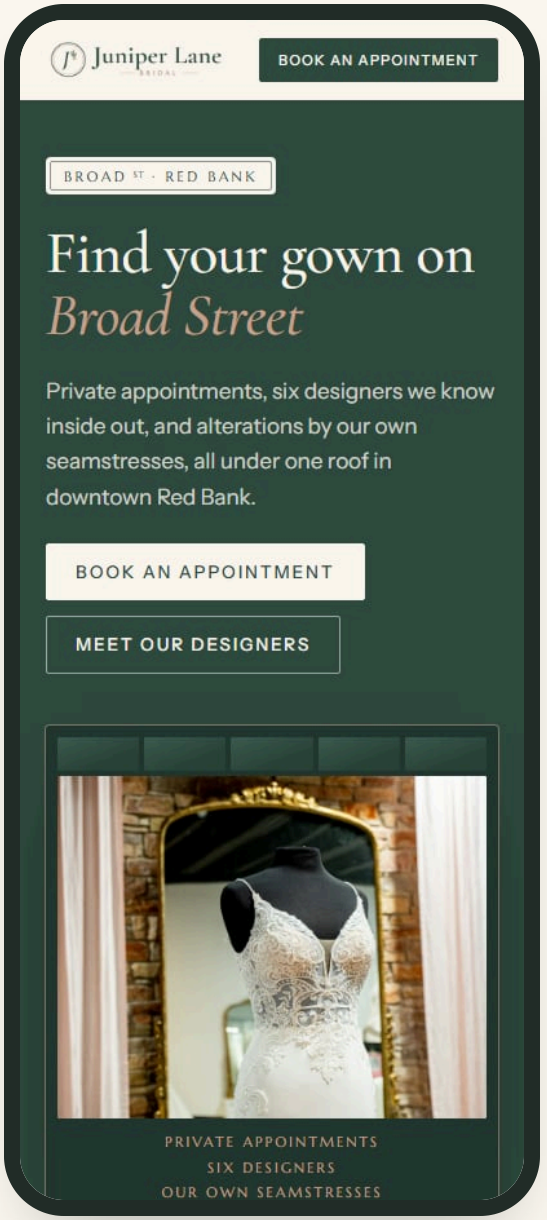
Your street on a plate, and a stitched line under your headline.

DIRECTION C

Shopfront

Your shop window on the page: deep juniper, a row of designer shopfronts and your three suites.



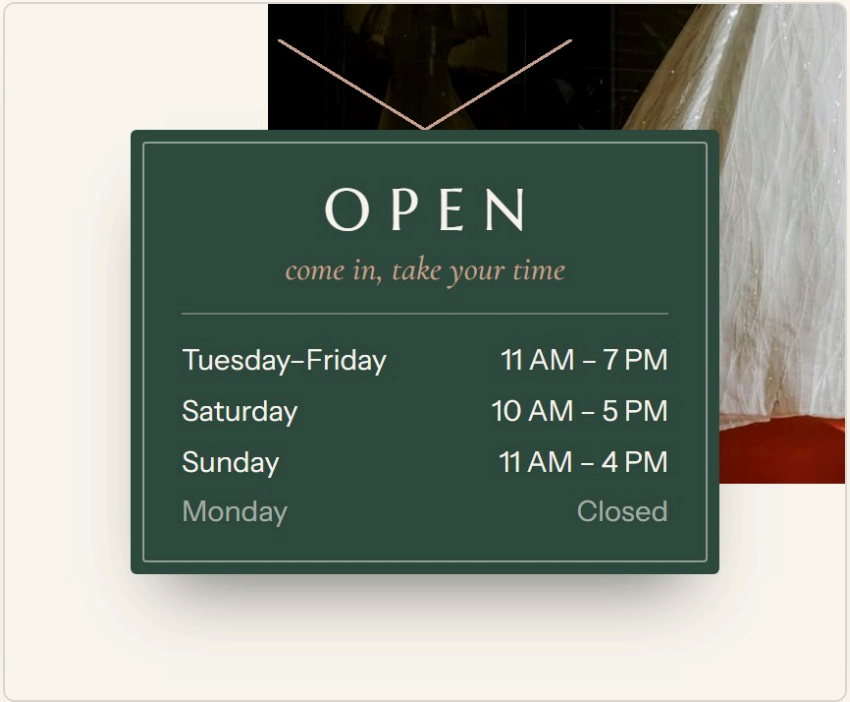


DIRECTION C · SHOPFRONT

The details



Your opening photo in a shop window, your three promises lettered on the sill.



Your hours, as they hang on the shop door.

DIRECTION C · SHOPFRONT

The details

MAISON AURELIE



$2,100–$4,500

ELARA BRIDAL



$1,700–$3,600

VERITY GOWNS



$1,900–$3,300

SOLSTICE BRIDAL CO.



$1,700–$2,700

FERN & IVORY



$1,500–$3,200

MESA BRIDAL



$1,400–$2,400

Each designer as a small shopfront, the price range on its sill.

YOUR FIRST VISIT

Ninety minutes, *one suite*, all yours



Your three suites, each under its own door plaque.

JUNIPER LANE BRIDAL

What happens *next*

01

Choose your direction

Pick the one that feels most like Juniper Lane Bridal.

02

Refine it together

If you'd like to go ahead, we refine the direction you chose with you, in one round of feedback.

03

We build it to that design

Your site is built on a private preview link, connected to your shop's booking and hours.

04

Go live

You review it, connect your domain and publish. Your old page addresses point to the new pages.

JUNIPER LANE BRIDAL

More than a *beautiful website*

Every site we build comes with the details most designers and site builders leave out, or charge extra for.

Built into your shop

Booking with your real appointment types, straight onto your calendar. Inquiries, real-bride stories and newsletter sign-ups land in CloudBridal, not a forgotten inbox. Your hours and details stay current everywhere at once.

Ready for Google

Search basics done for you: sitemaps, structured data so Google sees your address, hours, dresses and events, and canonical addresses. Pages built for speed and checked with Google Lighthouse before every release.

Moving without losing ground

We carry over your old page addresses, so search results, bookmarks and old social posts still land in the right place. Your domain stays in your name, and your email keeps working exactly as it does today.

Looked after for you

Hosting, security and updates included: no plugins to patch and no hosting to renew. Forms are screened for spam bots, and your site stays up while we update.

The quiet details

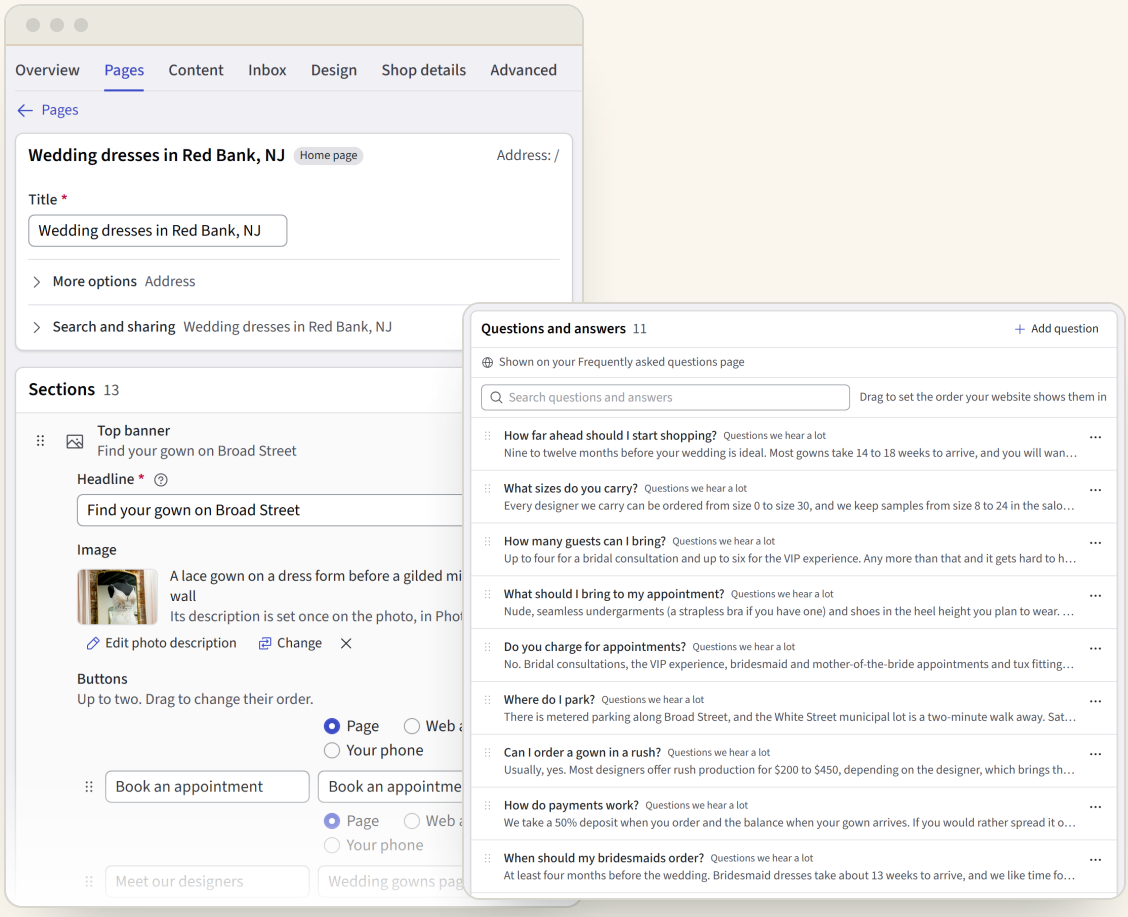
Cookie consent that follows each visitor's region, and a visitor counter that needs no cookies. Readable contrast, labelled forms and keyboard-friendly pages. Bookings and inquiries counted as conversions in Google Ads and Meta, if you advertise.

Your domain, your content

Your domain stays registered in your name, and you can download a copy of your words and photos any time. Your website is part of your CloudBridal subscription, with no separate contract.

JUNIPER LANE BRIDAL

Your site, run from *CloudBridal*



- Change words and photos yourself, the same day, and preview every change before it goes live.
- Add pages from ready-made sections in your design: a prom page, a trunk show, a new bride's story.
- Post news and real-bride stories, and add an announcement for a sale or holiday hours.
- Every booking, inquiry and story from your site comes straight into CloudBridal.

We design your layout and keep it running as part of your monthly plan. You can change the words and photos anytime from CloudBridal, and if you'd ever like the layout itself changed, we're happy to quote it for you.