

Dotty Bridal

The bridal industry continues to thrive, as highlighted by the impressive renovation of this characterful retail location, which required its flooring to make an impact befitting the majestic wedding dresses presented upon it. Happily, the store owner said 'Yes' to the proposal of installing Expona Commercial LVT, and the chosen duo of shades proved to be the perfect match.

Location: Holmfirth, West Yorkshire, UK

Products Used: Expona Commercial PUR

Sector: Retail

Dotty Bridal is an elegant boutique situated in the picturesque town of Holmfirth, West Yorkshire.

It was established in 2015 by Shannon Martin, who named the company in commemoration of her late great-grandmother, Dorothy.

In August 2025, the company upgraded premises to Calder and Hebble Navigation Warehouse, a restored Grade II-listed building on the Wakefield Waterfront.

Prior to this, Martin appeared as a contestant on The Apprentice with Lord Alan Sugar in 2023, before withdrawing from the competition to focus on the day-to-day operations of her own business.

This choice proved to be the right one. The grand opening of Dotty Bridal's new home unveiled a self-contained space covering 16,500 sq ft across four floors.

Upon stepping inside, brides-to-be are warmly greeted as they anticipate finding their dream dress.

By relocating, the company greatly increased service-level capacity and truly brought its well-established online presence to life.

Farrar Bamforth, based in Huddersfield, undertook the interior design duties of this substantial commercial space.

The project was expertly led by Sophie Clarkson, Senior Interior Designer, who worked alongside Martin and her principal colleagues.

This collaborative effort began long before Dotty Bridal relocated. With her background in retail design, Clarkson proved invaluable as she initially helped to source the new Wakefield Waterfront site.

She then focused on spatial planning to enhance customer experience and operational efficiency, while elevating the building's overall aesthetic to align with the Dotty Bridal brand.

In addition to bridal appointments, the larger premises now accommodate an extended retail offering, a stylish bar/refreshment area, and a dedicated 'Mother of the Bride' boutique.

To aid decision-making, Clarkson developed a comprehensive style guide that clearly articulated the Dotty Bridal team's vision.

Their primary ambition was to offer customers an immersive customer experience. Therefore, building interiors needed to feel welcoming to customers, yet adaptable for seasonal changes, designer showcases, and bridal events.

It was also crucial to respect the character of the listed building, ensuring that interventions complemented rather than competed with the heritage appearance.





Understandably, Dotty Bridal's initial approach to flooring selection was primarily design-focused with a desire for strong, eye-catching results.

With a balanced and professional approach, Clarkson strongly recommended Polyflor, explaining its long-term attributes: durability, maintenance, performance, and attractive shade options.

Following consultation, Expona Commercial PUR was specified across the showroom, changing rooms, and hospitality spaces:

- Sherwood Oak (4099) - 580m²
- Sherwood Oak Parquet (4123) - 280m²

Elsewhere, the seamstress area was fitted with Foundation (8622) from the Palettone PUR collection.

Service areas were specified as follows:

- Expona Control PUR - Warm Grey Concrete (7504) - Bar Apron
- Polysafe Stone fx PUR - Urban Concrete (6013) - Back Bar & WCs
- Polysafe Verona PUR - Pure Colours - Vanilla (5221) - Seamstress Steam Room

The stunning Sherwood Oak flooring designs are undoubtedly a standout element of the overall design scheme. Its installation was completed by FX Flooring Ltd, based in nearby Bradford.

Clarkson commented that its appearance provided an authentic, timeless look, in keeping with the building's age and character.

It was also deemed highly practical, offering a sound investment that was adaptable and held long-term visual appeal.

Once complete, the results were so convincing that a visiting Conservation Officer believed the flooring to be an original heritage feature of the warehouse space.

The significant investment made by Dotty Bridal is already proving successful. Each day, customers enjoy flutes of fizz, alongside family and friends, as Martin's passionate staff attentively ensure their visit is memorable.

Fittingly, the company will soon celebrate its one-year anniversary of business in Holmfirth, raising glasses while gathered on the exquisite Sherwood Oak shopfloor.



“ Working with Dotty Bridal has been a highly rewarding project, centred on translating a well-established digital brand into a compelling and cohesive physical environment.

The flooring is a standout element, successfully balancing durability, cost-effectiveness, and aesthetic quality. Its integration within the building is incredibly well considered.

This contributed heavily to providing Shannon and her team with a flexible, future-proof space that supports the day-to-day running of the business while allowing for growth.

Sophie Clarkson, Senior Interior Designer, Farrar Bamforth

