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# A Small Part of a Big Day: Orleans Bridal Boutique Owner Welcomes All

**"This is my passion, and I wouldn't want to do anything else."**
***– Jessica Kidd, Owner Coastal Bridal Boutique, Orleans***

Coastal Bridal Boutique owner Jessica Kidd's creative journey began with a deep passion for fine arts. As a child, she enjoyed drawing and painting, but it wasn't until studying photography and digital art in college that Jessica began to chart the course that would eventually lead her to entrepreneurship. Today, at her boutique on Main Street in Orleans, she seamlessly blends her artistic background with her passion for design, offering a unique blend of vintage and modern couture that's deeply connected to the Cape Cod community.



*Jessica Kidd with one of her beautiful creations.*

Along the way, Jessica received invaluable encouragement from key individuals who helped her take the leap into business. One of the most influential was Pam Andersen from the Community Development Partnership (CDP). Jessica credits Pam with giving her the confidence to run a business, saying, "I knew how to do everything, but I didn't believe in myself. She reassured me that, even as a regular person juggling life, I could succeed. And she was right!"

Before venturing into the bridal world, Jessica honed her craft working in a photo development business, designing and manipulating images. Her career took a significant turn when she worked alongside a wedding photographer and later as an apprentice to a high-end designer specializing in custom wedding gowns. This role provided her with invaluable experience in sewing, garment fitting, corsetry, and the often-overlooked undergarments that complete a bridal look. "It all clicked together, and I started making wedding gowns on the side," she recalls.

Jessica's passion for handmade gowns, digital art, and photography came full circle when she moved to Cape Cod with her now-husband. After helping to set up a boutique in Provincetown, she met Maureen Leavenworth from Vintage and Vogue in Orleans, where she fell in love with the textures, textiles, and silhouettes in Maureen's bridal section. Soon, Jessica joined the team, helping to expand the bridal portion of the business.




*Coastal Bridal Boutique is located on Main St in Orleans.*

As the bridal portion thrived, Jessica and Maureen made plans to create a separate space to continue growing the bridal business, with Jessica eventually taking the reins in 2021. With Pam's support from the CDP, Jessica was able to transition into ownership, securing loans and a 2023 crowdfunding grant that enabled her to purchase new wedding gown collections and upgrade her sewing equipment. “My sewing machine was ancient,” she laughs. “The grant helped me refresh my sewing and fitting spaces, making everything faster and more efficient.”

What started as a small consignment boutique has evolved into a full-service bridal destination that caters to a diverse clientele. Jessica prioritizes inclusivity, ensuring that every bride feels comfortable and happy. “I’m honored to be a small part of such a big day in my brides’ lives,” she says.

Recently, Jessica expanded her services to offer bridal alterations to the public, ensuring that last-minute brides receive the attention they need. She offers steam pressing and fittings up until the day before the wedding, ensuring that every gown is perfect.

Jessica’s boutique offers four exclusive bridal designers and a range of price points, from vintage gowns spanning the 1930s to the 1990s, off-the-rack gowns at discounted prices, to new collections for special events, mothers, and even prom. She also offers a collection of consignment pieces to cater to all budgets.

Beyond her bridal collections, Jessica is deeply committed to sustainability. “I source vintage and second-hand gowns because I want to minimize waste and give new life to beautiful, quality pieces,” she explains. She also partners with bridal designers who prioritize sustainability, such as one who uses upcycled fabrics made ethically. Jessica ensures that her boutique aligns with environmentally conscious values, working to reduce waste instead of contributing to more production.

Despite the challenges of navigating the bridal industry, Jessica remains confident and optimistic, especially with the support she has received from CDP. “There’s been a huge shift in bridal design trends, but I’ve learned to adapt,” she says. “The industry has had its challenges, but thanks to CDP, I’m still standing—and smiling.”

Looking forward, Jessica is excited to continue evolving her business, listening to her community’s needs, and ensuring her boutique remains a welcoming, inclusive space for all brides. “This is my passion, and I wouldn’t want to do anything else,” she says.

**Visit Coastal Bridal Boutique at 47 Main Street, Orleans or online at coastalbridalboutique.com.**