

The Virginian-Pilot

PilotOnline.com

Norfolk bridal company set to open new downtown headquarters on Granby

By Elisha Sauers
The Virginian-Pilot
Feb 23 2017



Maya Holihan, owner of House of Maya Bridal Salons and the Uniquely Yours Bridal Showcase, photographed Jan. 10, 2014 in her Suffolk store. Holihan will consolidate four of her boutiques into one large headquarters at 278 Granby St. on March 1.



Maya Holihan owner of Maya Couture talks with her general manager Misty Prewitt at the store on Main St

in Suffolk that will open for business Tuesday, January 14th. Photographed Friday Jan. 10, 2014 in the Suffolk store. The Suffolk location is the second location for Maya Couture with its original location in Norfolk. (Bill Tiernan/ The Virginian-Pilot) CQ

NORFOLK

The 13,000-square-foot space may look empty now, but in one week, Maya Holihan's wedding gowns will fill the Granby Street storefront.

Holihan, owner of House of Maya Bridal Salons, will combine four boutiques into a new downtown headquarters on March 1.

Pure English Couture Bridal and Silk Social Occasion Studio in Virginia Beach, Maya Couture in Norfolk, and Maya Couture on Main in Suffolk will close and shift their inventory to Granby Street.

That's one of several sweeping changes for the local bridal chain happening this spring. The company also is merging its Ghent discount store with its flagship location on North Military Highway – part of a plan to turn the site into a combined outlet store and fulfillment center for a new web business selling dresses and wedding-related products.

Jennifer La Londe, House of Maya's chief operating officer, said each boutique in the company has had distinct merchandise, but brides often discover what they like by trying different styles. In the past, that might have entailed crisscrossing South Hampton Roads to make appointments at several of their shops. "We just had this vision of one large space where you can really get everything done in one day," La Londe said.

Above the storefront at 258 Granby St., formerly home to W.T. Grant's Department Store in the early 20th century, House of Maya also will take over 3,000 square feet of office space.

House of Maya has worked to notify all of its customers of the transition so that brides don't panic, La Londe said.

The company will also close Privee Bride of Ghent on 22nd Street and move its inventory to the outlet. At 415 N. Military Hwy., the store will sell overstock, discontinued samples and some consignment dresses. It also will offer prom and pageant apparel and tuxedo rentals.

But the back part of the property will become the warehouse and call center for Holihan's newest brainchild: to become the Trivago or Airbnb of the wedding industry.

This spring the company will launch an Internet-based business, [House of Maya](#)

Online, as an answer to a common industry problem. Brides and wedding businesses often find themselves with leftover centerpieces, table linens, clothing and jewelry.

In addition to selling some of House of Maya's own merchandise, the website will serve as a resale marketplace for both businesses and consumers.

So if you're a bride looking for 100 votive candle holders – or a former bride who wants to unload them – you could buy or sell them there.

“Everyone in the wedding industry, we have so much surplus,” La Londe said.

Elisha Sauers, 757-222-3864, elisha.sauers@pilotonline.com