

Liz's Bridal and Formal Wear

By: Michaela J. Altenhofen

Owning a small business can bring satisfaction and accomplishment to many people's lives. For Liz Feldkamp, the owner of Liz's Bridal and Formal Wear located 413 Main St. Seneca, Kansas she has recently been able to join being a small business owner. Before Liz took over the bridal in 2013, Anita Schulte was the owner who ran the business for many years. Liz's Bridal provides a variety of bridal gowns, bridesmaid dresses, tuxes, prom dresses and much more. Liz took the business over from Anita on February 1, 2013. Eight months prior to owning the bridal store they bought the building they are in now to fix it up with no intentions of becoming anything more. After the hard work and labor that her and her husband did they were not sure what to do with it, and then she was approached about taking over Anita's. Liz graduated from the University of Kansas in fabric and textile design. She stated, "I figured this would be a perfect time to pursue my passion with all my children now in school full time."



As Liz begins her work in the bridal company there are always challenges to face. One of the biggest challenges she has faced with being a small business is meeting the needs of all her customers. With being a small business and locally owned buying a variety of gowns can be difficult. She tries to reach out to all sorts of designers but with trends always changing and brides wanting the newest gowns it can be a guessing game. Liz's most recent accomplishment is her sales on prom dresses. Over the past year, Liz's prom sales have doubled and this year she has tripled her sales. Not only are her prom dresses selling, but the amount of weddings she has done has as well. She has had back-to-back years doing 30 weddings. So far this year she has had five out of the seven weddings go completely through her.

As for the future of Liz's Bridal and Formal Wear she doesn't have any plans for changes to her business. Her and her husband did buy another building on Main Street, but they do not intend to use it as another store. Liz expressed that if it did come to it they would use it as an overflow or for storage. With being a small business getting your name out to the public can be hard, but Liz stated that word of mouth has worked the best for her so far. To find Liz online she does have a Facebook and Instagram account to reach out to all audiences. If you would like to get a hold of Liz her store hours are Monday-Friday 12pm-5pm and Saturday 10am to 2pm, you can also get a hold of her at 785.336.3335 or 785.294.8202.