GG FOREVER | GG FORMALS

Statesboro, Georgia

Bridal Stylist — Statesboro Location

Full-Time (35 - 40 hrs/week) | Reports to: Store Manager | Saturdays and some Sundays Required

ABOUT GG FOREVER

GG Forever is a bridal destination that just opened a second location in Statesboro. We help brides, prom-goers, and pageant competitors find their perfect look in a high-energy, customer-first environment. We're growing fast and looking for the right people to help us build something great from the ground up.

POSITION OVERVIEW

The Bridal Stylist is a sales-driven, client-facing role responsible for guiding brides, bridesmaids, and mothers of the bride and groom through one of the most meaningful shopping experiences of their lives. This isn't a passive role where you wait for customers to tell you what they want. You read the room, think on your feet, build trust quickly, and close with confidence. You're part stylist, part salesperson, part therapist — and you love every minute of it.

You'll work under the Store Manager, who assigns your appointments, your dressing room, and your daily goals. You're expected to show up prepared, coachable, competitive, and ready to contribute to a team that takes pride in being the best at what they do.

This position is with our brand-new Statesboro location. You'll be part of the founding team — helping set the culture and standard from day one.

KEY RESPONSIBILITIES

Client Experience & Sales

- Guide brides through their appointment from welcome to "yes to the dress" — building rapport, reading body language, and closing with confidence
- Listen to what the client says she wants — and pay attention to what she lights up about, even when it's different
- Present accessories, veils, and add-ons naturally as part of the styling experience — upselling without pressure
- Handle objections with grace: budget concerns, group opinions, indecision, competitor comparisons
- Follow up with unresponsive brides as directed by the Store Manager (call, text, cancel workflow)
- Deliver a client experience that generates five-star Google reviews without being asked

Teamwork & Store Operations

- Attend Saturday morning huddles and execute on daily goals, dressing room assignments, and ranking expectations
- Accept coaching from the Store Manager on technique, closing, and customer rapport — and apply it in real time

- Cover the front desk on rotation: check-in, checkout, answering phones, customer greeting
- Open and close the store on rotation following the documented standard operating procedure (SOP)
- Steam new arrivals, maintain your dressing room between appointments, and keep shared spaces presentable
- Self-direct during downtime: there is always something to do. If the Store Manager isn't present, you don't stop working
- Support other stylists during busy periods — assist with zippers, overskirts, customer questions, and floor coverage

Administrative

- Process special orders and system entries accurately in BridalLive as trained
- Maintain accurate appointment notes: what was tried, what she loved, what she passed on, and why
- Participate in inventory receiving and store organization as directed

A TYPICAL SATURDAY

Arrive at 9:30 AM for the morning huddle. The Store Manager reviews appointments, assigns dressing rooms and assistants, goes over the ranking list, and sets the daily goal. You know who your brides are, what they're looking for, and what dresses to pull before they walk in.

Your first appointment is at 10:00. You greet the bride and her group, make them feel at home, and start pulling. You're reading the room — is mom the decision-maker? Is the bride overwhelmed? Is the budget firm or flexible? You adjust your approach accordingly.

Between appointments, you reset your dressing room, check in on other stylists who may need a hand, and handle front desk coverage if it's your rotation. If there's a walk-in, you take it or assist whoever does.

By end of day, you've given every client your best energy, your dressing room is clean, and your appointment notes are updated. The Store Manager pulls the day's numbers. You want your name near the top.

QUALIFICATIONS

Required

- High energy, competitive drive, and genuine love for working with people
- Quick thinker — you can read a room, pivot on the fly, and problem-solve without being told what to do
- Team player who also wants to win — you celebrate your teammates and push yourself to be the best
- Strong customer service instincts: warm, professional, and unflappable under pressure
- Weekend availability: every Saturday and every other Sunday (these are non-negotiable)
- Reliable, punctual, and accountable — if you're scheduled, you show up ready
- Coachable — you want feedback and you use it to get better

- Comfortable learning and using multiple software platforms daily, including booking and point-of-sale systems, email and shared calendars, and a mobile app for applicants and team communication.
- Able to follow written and video instructions independently, manage your own logins, and keep customer and appointment records accurate and up to date.

Preferred

- Previous retail sales experience, especially in bridal, formalwear, or fashion
- Familiarity with bridal designers and formalwear brands
- Experience with appointment-based or consultative selling
- Comfort with basic technology (BridalLive or similar POS/booking systems)

WHAT WE'RE REALLY LOOKING FOR

We can teach you the dresses. We can teach you the system. We can't teach you how to connect with people, think fast, or care about winning. If you're the kind of person who takes pride in your work, doesn't need to be micromanaged, and gets genuinely excited when a bride says yes — this is your place.

COMPENSATION & SCHEDULE

- Full-time: approximately 35-40 hours per week
- Competitive hourly pay, discussed during interview
- Performance-based bonus opportunities tied to individual and team sales goals
- Schedule includes every Saturday and some Sundays, with weekday shifts as assigned by the Store Manager
- Paid time off: full-time employees become eligible after 12 months of employment and receive 10 days of PTO per year (5 vacation, 5 sick), plus 5 paid holidays (New Year's Day, Fourth of July, Thanksgiving, Christmas Eve, and Christmas Day). Full-time status is based on average weekly hours, and part-time employees are not eligible.
- Employee discount on eligible store purchases after 90 days of employment.

WHAT WE OFFER

- A team that actually likes each other and pushes each other to be better
- Real coaching and development from a Store Manager who invests in her stylists
- The chance to be part of a brand-new store from day one — help us build the culture and set the standard
- An environment where your effort is seen, your results are tracked, and strong performance is rewarded
- The experience of walking alongside women during one of the most meaningful moments of their lives

HOW TO APPLY

Apply via the link below. Applications without a completed form will not be reviewed.

https://jobs.theggcorp.com

GG Forever is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.