

## **Rebbetzine Esther Grossman and the Bride Salon**

The fabulous Migdal Ohr Bridal Salon was once housed in a small and stuffy room, but now it based in Migdal Ohr's first building, the one where Rabbi Grossman began to teach. In a setting that rivals the finest shops in the world; wedding gowns from around the world are displayed for eager brides to choose from. A wide assortment of jewelry and accessories are also available, to ensure that every option is accessible; makeup artists and hair stylists from Migdal Ha'Emek volunteer their time and skills.

In its beginning, the Bridal Salon was to provide for alumni of Migdal Ohr, but soon word spread, and young women from across the North of Israel began to turn to the Salon for assistance with their weddings.

### **Why, of all of Migdal Ohr's various projects have you taken the bride salon under your auspices?**

Thirty five years ago, my sister Nechama Rosenberg was killed in a car accident. It happened a month before her wedding, on the way to a friend's wedding. For years it has been my desire to commemorate her in some way. As we established Migdal Ohr, I witnessed many of the alumni who encountered financial difficulties on the way to their wedding, and I helped them out from time to time.

A few years ago, one of the girls required a veil. A turned to one of the residents of Migdal Ha'Emek, Smadar Zamir, a former owner of a bride salon, and requested her support. She immediately responded, and furthermore wished to donate unused wedding gowns from Italy which came from her closed salon. She was the one who gave me the initial drive to establish the salon. After that, people heard that I opened a new bride salon and beautiful gowns have been coming in ever since.

### **Brides who come to your salon can be completely outfitted?**

Definitely. The salon is situated in a place that was a real dump, and we renovated extensively and turned it into a pleasant environment. I wash each dress personally, and then pass it on to a seamstress who adjusts the dress to each bride. The salon has a makeup artist and a hairdresser, jewelry and accessories, and a flower shop in town prepares the bouquet. If the bride requests a photographer I make sure she gets one, and we are currently working on developing the garden around the complex so that the bride has proper surroundings in which to have her pictures taken. I must point out that the key here is team work. Its moving to see the cooperation between everybody, I could not have done it alone. Thus, we provide services for dozens of girls a year.

### **How does the running of the bride salon influence you?**

My parents are Holocaust survivors who taught me to be active and give. For me, every bride who arrives is like a daughter, and when she leaves the salon delighted I have tears in my eyes, moved by the fact that another bride is on her way to establish a new home.

I initially did not advertise. The salon has existed now for two years, and the rumor about the salon has spread. I am contacted now by many girls. Together with that, I have agreed to advertise so that the girls who really need our help shall know that they can turn to us.