



# Brighton Tux Shop celebrates 35 years

*Rick Bourbonais is surrounded by his selection of formal wear at Brighton Tux*

*by George Moses*

Brighton Tux Shop has been in business for 35 years, as of May 1, 2011. Rick Bourbonais operates the family owned business at 8692 W. Grand River near downtown Brighton.

Borbonais believes that in today's economy people still want a nice elegant wedding. "What we see in our industry is rather than having 6 of your friends, as your best man, groomsman and usher, that maybe it's 2, 3 or 4. That rather than a great big large wedding party, I think we've seen, in talking with people in the reception business, rather than 300 guests, maybe 200. The wedding is just as nice, but it's a little more intimate," says Bourbonais

"We're still seeing brides come home to get married. Let's face it, the younger generation, a lot of them have left the state for employment. The brides generally will come home to get married. Some grooms, but not many. Usually the wedding takes place where the bride grew up. That's where their family is."

The other thing he observed is that we're seeing fewer church weddings. Chapels have become very popular. It seems that couples getting married still want the ambience of the church, the aisle and the altar.

When you walk in the door at Brighton Tux you will see 35 tuxedos on mannequins. "You can actually see and feel and touch what we have," says Bourbonais. "And we make a point with every customer, whether it's a prom customer or a wedding customer, that we work on tuxedo style. We take the different vests and ties, and dress the look that they're actually going to get for their event, where they can see it right here in front of us."

"Our competition today has become the box store. But when you go there, there's 3 mannequins and a catalogue. We're still the personal, local, hands on formal wear shop. We rent tuxedos for a living. That's all we do. We have a relationship with our supplier, Steve Petix out of Livonia. So, we're Michigan! Our wholesaler's in Livonia, 20 minutes from us." Bourbonais observed.

You can get measured at Brighton Tux Shop and pick up a tuxedo in New York if your daughter gets married there. It's a gentleman's agreement, believe it or not, that has existed forever in the formal wear industry. Each and every formal wear store owner, even including the box store, will do it. "If someone came here and they were going to a big chain store to get their tuxes, I'll still measure them. It's just an agreement that's been through formal wear stores for decades," said Bourbonais.

Brighton Tux's business hasn't changed much over 35 years. It's still the close, local personal service business it always has been. Rick Bourbonais has been there from the beginning. "I worked with my dad when he first opened the store. I've been doing this since I was 15 years old. I still love coming in." With all the changes that have occurred in our community in 35 years, Brighton Tux has remained a well respected family operated business.

**Brighton Tux Shop is at  
8692 W. Grand River Ave., Brighton  
(810) 227-1677**

[www.brightontuxshop.com](http://www.brightontuxshop.com)