

BRIDAL ATTIRE

THE WEDDING DRESS

“Here comes the bride.” Everyone will be watching as you walk down that aisle, so let us help you find the perfect dress! Start researching gown styles by scanning bridal magazines, the internet and attending bridal shows. The dress you choose should show off your personality, compliment your figure, and match the theme of your wedding. Once you have an idea of what you are looking for, shop your local bridal boutiques for your perfect gown; their expertise is helping you select your perfect dress and accessories! Call ahead to schedule an appointment at each bridal shop to be sure you are given the attention you deserve. This is your big day and you want to look and feel stunning in your gown!

ORDERING YOUR WEDDING DRESS

Have fun while shopping for your wedding dress. Take a couple of close friends or family members to help you decide. You know they’ll be honest with you and help you find a dress that fits your figure and style! Ideally, plan to order your gown eight to twelve months before your wedding day. Wedding dresses can take five to six months to order and alterations can take an additional three months. It’s always a good idea to plan for a “stress free” month, meaning your dress is done the month before your wedding. This allows you to focus on other details of your big day. Keep in mind the 60/40 ratio: if you spend \$600 on a dress, plan on spending \$400 on accessories and alterations.

BUYER BEWARE

Purchasing gowns on the internet may end in disaster! If you find an online site offering a “designer” gown at a substantially lower cost than other shops, you should be VERY cautious. These online retailers are selling counterfeit gowns of much lesser quality that look and fit nothing like the originals. It’s important to find a good deal, however, compromising quality and service to save may actually cost you more in the end.

ADD SOME FLARE

In the past there were specific standards and cultural norms that told the bride how to dress, down to the last details. Thank goodness those rules have been washed away. Today anything goes when choosing gowns: chic, trendy, classic, sexy, quirky, or themed. Individual preference reigns when choosing gowns in this modern age. Any bride may wear a long white gown no matter what age, how many times she has been married, and whether or not she has children. Just as any bride may wear white, any bride may wear color. Accent your dress with color in your beading, jewels, trims, or ribbons to make it pop. Colored jewelry, shoes and gloves work too. In recent years, brides have chosen shorter trains and bustle them after the ceremony for ease of movement. Veils can be long and traditional, or you may choose a short blusher veil for the ceremony. Most veils are removed for the celebration.

ACCESSORIES

Your gown sets the tone for your accessories. When bridal shops talk accessories, they mean headpiece, veil, shoes, stockings, garter, gloves, and jewelry. The right accessories can add personality and style to even the most glamorous wedding gown. If your gown has diamonds, accent with diamonds, if your gown has pearls, accent with pearls. Statement jewelry is very popular!

BRIDESMAIDS’ GOWNS

The bridesmaids’ dresses should complement the gown. Attendants may wear identical dresses, a palette of complimentary colors, or a variety of styles in the same color. The maid of honor may also wear a different color or style of dress. Take into consideration each attendant’s body type and what they will feel comfortable in when choosing their attire. You want them to feel confident and ready to show off their Gangnam Style on the dance floor at your reception!

Continued on the next page...

BRIDAL ATTIRE *Continued...*

ORDERING BRIDESMAIDS' DRESSES

Order your bridesmaids' gowns six to ten months in advance. When ordering identical colored dresses from a local bridal shop, place the order all together. This ensures the fabric will be sewn from the same dye lot of material, and that your gowns will all be delivered together. Larger chain bridal shops buy their fabric already dyed so you can order individually. Decide if you would like your bridesmaids to purchase identical shoes, or wear a pair of their choosing in an identical color. Nude shoes are popular, and your attendants would get many uses out of them.

MOTHERS' ATTIRE

The mothers of the wedding couple often wear compatible styles and colors of gowns. Depending on formality and the bride's gown, their style choices are endless. They can wear floor length, shorter dresses or tailored suits to their liking.

JR. ATTENDANTS' AND FLOWER GIRL'S ATTIRE

Junior attendants and the flower girl often dress similar to the bridesmaids and bride. Choose colors or styles similar to the bridal party, but keep in mind the age of the attendants. Think comfort when selecting a child's shoes and make sure there is room for twirling in that new dress!

ALTERATIONS

When ordering your gown, ask to see the size chart from the manufacturer. If the bridal shop has limited sizes to try on, the dress may have stretched with use. Order your dress according to your largest measurement (bust, waist or hip). Even if you plan to lose weight, order the dress that fits you now. If you lose a few pounds, it is much easier to take a dress in, than to let one out.

Allow plenty of time for alterations as wedding gowns and bridesmaids' dresses can be difficult and time consuming to alter. Two to three months would be ideal.

When your gown comes in, ask about the price of alterations and schedule fittings. Many bridal shops are able to do alterations on site. Alterations can average around \$300, depending on the complexity of the change. If the quote seems too high, take the gown to a tailor for a second opinion. Call ahead for an appointment as most shops schedule fittings on weekdays. Wear your wedding day shoes and undergarments for each alteration. This will provide consistency in fit. When you pick up your gown, make sure it is steamed and pressed. Store the gown in a secure location until the big day.