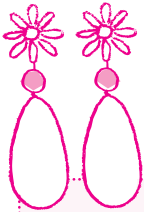


# The Bride

A BLUSHING BEAUTY



Planning your big day can be stressful, but when you feel bogged down in all the details, here are some helpful tips to get you through the day, and help you think about what's really important!

## TAKE A DAY OFF!

Every once in a while, give yourself a day to just relax and enjoy being with yourself, free from the stresses of work and wedding planning. Catch a movie, eat a meal out.. whatever makes you happy! Think about your amazing fiancé and why you are getting married!

## TRUST THE EXPERTS

You hired them for a reason! While it's tempting to start meddling and get involved, you will be a much happier and healthy bride if you let the pros do their job and you get some much needed rest!

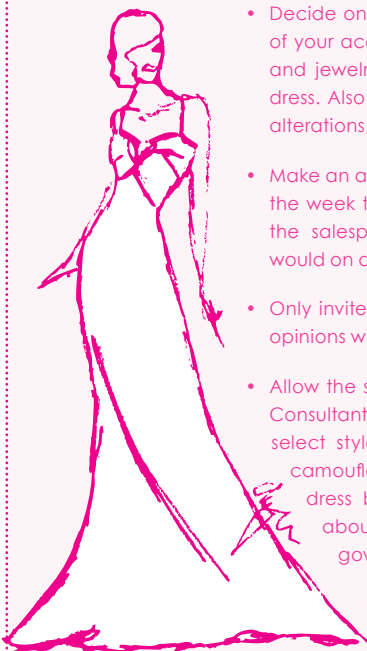
## DON'T SWEAT THE SMALL STUFF

When the big day does arrive, there will inevitably be some... shall we say... snags. Don't get too overwhelmed by this! Things will not go perfectly all the time, and when they don't, remind yourself what it's all about. It's not about the shade of your bridesmaid dresses matching the centerpieces, it's about your future as husband and wife! So relax, enjoy, and get ready to be Mrs. Groom!



## THE DRESS

**Start shopping for your wedding gown EARLY!** Most wedding salons only have a limited number of "off the rack" dresses available; and most brides order their dress. A dress typically will take a minimum of 4 to 6 months to arrive; longer if you choose a European designer.



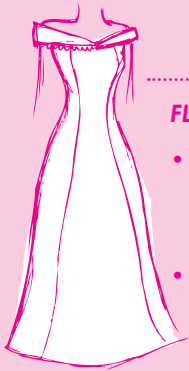
- Decide on a budget - Don't forget to factor in all of your accessories- from your veil, shoes, lingerie and jewelry- they will all add extra cost to your dress. Also remember that many gowns will need alterations, which will also add to the cost.
- Make an appointment - Try to take time off during the week to begin your hunt -- you'll get more of the salesperson's time and attention than you would on a busy Saturday.
- Only invite one or two people along – too many opinions will make the decision-making difficult
- Allow the salon consultant to make suggestions – Consultants know the dresses and can help you select styles that flatter your best features and camouflage the flaws. Be upfront about your dress budget. Don't be afraid to speak up about what you do and don't like about the gowns you're trying on.
- If you have to be reassured that the dress looks great on you, it's

probably not the one. Is this how you pictured yourself looking as a bride? If not, take it off and move on.

- Keep your wedding location in mind when selecting your bridal gown. Although you want to end up with the dress that you always dreamed of, you also want to make sure that it is appropriate for the kind of wedding you are planning.
- Chose a shade of white that best fits your skin tone.
- Even after you think you've found your gown, take a day to be absolutely sure it's the one for you. Since bridal gowns are custom-made, most salons put a no-return policy in their contracts.
- Don't forget about lingerie. Once you've selected your gown, ask your consultant for recommendations for appropriate undergarments. Be sure to bring these items to your dress fittings.

## SILHOUETTES

The task of wedding dress shopping can be very overwhelming with the thousands of styles, fabrics and designers available. The good news - there are **7 basic silhouettes** that make up almost all wedding gowns, and more than likely, at least one will be flattering on you.



### A-line

#### FLATTERING TO: MOST FIGURES

- a fitted bodice that skims the ribcage and slightly flares out in a triangle from the waist to the hem
- adds height, slims and minimizes hips



### Sheath

#### FLATTERING TO: PETITE/SHORT BRIDE, TALL/SLIM BRIDE

- made of straight lines that follow the curves of the body
- has a slim profile shows your body without an overwhelming display of skin

### Ball gown

#### FLATTERING TO: FULL FIGURED BRIDE, FULL HIPS, SMALL WAISTS

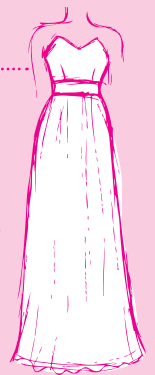
- incorporates a natural or dropped waist, set off with a full skirt
- may be overwhelming on a petite/short bride



### Empire

#### FLATTERING TO: SMALL BUST, THICK WAIST, RECTANGULAR FIGURE, SHORT/PETITE BRIDE

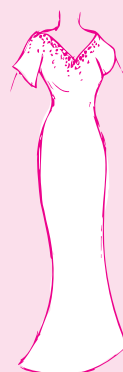
- high waistline with seam falling just below bust
- adds height, hides a thick waist or belly



### Princess

#### FLATTERING TO: UNIVERSALLY FLATTERING

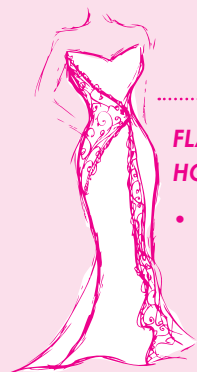
- has seams that run fluidly from the neckline, through the waist and skim down the hips
- similar to A-line cute: fitted bodice, flares at waist
- slims and lengthens



### Slip Dress

#### FLATTERING TO: BRIDES WITH NO FIGURE FLAWS TO HIDE

- skims curves all the way down to the ankles
- usually made of silk or similarly clingy fabric
- shows your figure



### Mermaid

#### FLATTERING TO: PETITE/SHORT BRIDE, HOURGLASS FIGURES, TALL/SLIM BRIDE

- form fitting through bodice and hips, flares at or just below the knees

**REMEMBER:** You want to wear your dress; you don't want your dress to wear you!

## SHOPPING FOR YOUR ACCESSORIES



### SHOES:

- Have fun with your shoes. While some brides may want to wear a classic white shoe under their gown, don't be afraid to have fun and try something different such as a metallic silver or gold shoe. A little less traditional might be red, blue or animal prints.
- Practice walking in your shoes during the weeks leading up to the wedding.
- Be sure to choose a comfortable shoe. You will spend a lot of time on your feet at your wedding, and it is not the time to experiment with four-inch-heels when you usually wear flats!



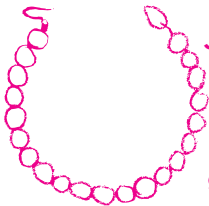
### VEIL:

- Veils come in a variety of size, styles and fabrics; ranging from simple to elaborate – ask your wedding gown consultant to show you a variety of styles to try.
- Try on a veil, even if you don't plan on wearing a veil. Many brides choose to wear a veil during the ceremony, and take it off or change into a shorter veil for the reception.
- Be sure to bring a fabric sample of the dress to match the veil color to. Although your veil does not have to match your dress exactly, it should compliment it.



### HAIRPIECE:

- You can choose to wear a hairpiece regardless of whether or not you wear a veil.
- Veils can be attached to your head piece, or attached separately.
- Headpieces may be a simple or embellished barrette, or even a tiara.
- They work well with a full up-do or even a half-up, half-down hairstyle.



### JEWELRY:

- Keep your jewelry simple: You don't want your jewelry to be too elaborate, it should not take away from you or the gown.
- Many brides chose to wear a family heirloom or their wedding jewelry may be a gift from the groom.
- If choosing to wear a necklace be sure it is flattering to the neckline of your gown.
- Timeless jewelry consists of diamond studs, drop earrings, or a strand of pearls.

## GOWN PRESERVATION



Now that your big day is over, you will want to get your gown cleaned and preserved for safe keeping. Even though you'll only wear your wedding gown once, you probably won't want to part with it after your big day.

### *Consult an expert*

In order to keep your dress in good condition, you'll need to have it professionally cleaned and preserved. More than likely, your wedding dress won't be pristine and spotless after your wedding day. It will have stains, wrinkles, and sweat marks that will settle into the material permanently if it isn't cleaned promptly and properly. Many dry cleaners can provide the cleaning services you need for your gown. After your gown is cleaned and pressed, you should store it in a box to prevent further soiling. Gown preservation specialists sell special boxes with a window so you can still see your gown.

### *Looking forward*

Once your dress has been preserved, it will be in perfect condition for years to come. When you decide to pass on your dress to your daughter or granddaughter, it will be stunning, just like it was the day you walked down the aisle!

{ WEDDING GOWN RECORD }

1 Gown Shop: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_ Zip: \_\_\_\_\_  
Consultant: \_\_\_\_\_ Date: \_\_\_\_\_

Dress Designer: \_\_\_\_\_  
Dress Description (name, price, size, thoughts): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2 Gown Shop: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_ Zip: \_\_\_\_\_  
Consultant: \_\_\_\_\_ Date: \_\_\_\_\_

Dress Designer: \_\_\_\_\_  
Dress Description (name, price, size, thoughts): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3 Gown Shop: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_ Zip: \_\_\_\_\_  
Consultant: \_\_\_\_\_ Date: \_\_\_\_\_

Dress Designer: \_\_\_\_\_  
Dress Description (name, price, size, thoughts): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Once you have found your perfect dress it is time to place an order. Most bridal salons require a 50% deposit on all dress orders.

- Discuss with the bridal consultant how they schedule fittings and what they may charge to alter your gown
- Do NOT order a gown smaller than you currently need, even if you place to lose weight. Gowns can always be taken in.
- For a small bust or added support discuss having cups sewn into your gown.
- If your gown requires a bustle be sure to have your maid of honor or mother bustle it once or twice with the bridal consultants assistance. This will ensure that someone will be available to bustle your gown for you on your wedding day.

**FINAL DRESS CHOICE:**

Gown Shop: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_ Zip: \_\_\_\_\_  
Consultant: \_\_\_\_\_ Date: \_\_\_\_\_

Dress Designer: \_\_\_\_\_ Dress Name: \_\_\_\_\_  
Size: \_\_\_\_\_ Color: \_\_\_\_\_ Date Ordered: \_\_\_\_\_ Date to Recieve: \_\_\_\_\_  
Additional Notes: \_\_\_\_\_  
\_\_\_\_\_

**Attach a fabric swatch of your dress to the back of this page to ensure correct matching with all the other elements of your wedding day.**