

Bride's Dress Guide

Gown Style



*Circle the words
that represent your
wedding theme*

Elegant Glamour

Romantic Garden

Ethereal Classic

Blingy Royal

*Describe your
dream wedding day
look in 3 words*

Bring this along with you to your dress shopping appointment to help your stylist get to know your style

Bride's Dress Guide

Dress Shopping Appointments:

Favorite Designers:

Wedding Gown
Shoes
Veil
Jewelry
Shower Dress
Rehearsal Dress
Reception Dress

Personal Notes:

Silhouette



A-LINE

Fitted in the bodice and gradually flaring out from the waist to the train. This popular shape accentuates the waist and is flattering to most brides. It gets its name because it resembles the capital letter "A."



MERMAID

A figure-hugging silhouette that is fitted through the thighs and flares out at around the knee. The flare of a **trumpet** dress starts higher, around mid-thigh, and may be easier to move around in. A **fit-and-flare** has a more gradual, subtle flare.



BALLGOWN

Has a full skirt with a lot of volume and a fitted bodice. It usually has a number of layers of tulle or crinoline to create the dramatic shape. This regal style sometimes needs a hoop skirt underneath to help maintain its shape & to help you move comfortably.



SHEATH

This sleek silhouette skims over the bride's figure and has a skirt that falls straight down. It is more relaxed & slightly looser than a column dress. A **column** dress can be tight at the waist & generally has a more structured skirt.

OTHER LENGTHS

While floor length wedding gowns are the most popular, there are other lengths that may be more suited to your personality and wedding. **Tea-length** gowns have an A-Line shape, but end a little below the knee. **Mini-dresses** are shorter and are often used as a second reception dress.

Neckline



Halter



Sabrina



V-neck



Jewel



Illusion



High neck



Scoop



Square



Queen Anne



Keyhole



Asymmetric



Sweetheart



Semi-sweetheart



Straight across



Off-shoulders



Halter strap



Spaghetti strap



Grecian

10 Shopping Tips

1. BEGIN SHOPPING EARLY

Wedding dresses are typically made to order. This process can take up to 8 months. Also, it is recommended to allow 90 days for alterations.

2. SET YOUR BUDGET

Decide on a budget and avoid the temptation to try on dresses that are well outside of a price you feel comfortable with. Also, don't forget to factor in the cost of alterations to your wedding dress budget.

3. DO YOUR RESEARCH

Be sure to check out the website, reviews, and social media accounts of boutiques you plan to visit.

4. WHAT TO BRING

Nude, seamless panties, inspo photos, a fully charged cell phone for lots of pics

5. GUEST LIST

Having too many opinions can be overwhelming. Bring only those whose opinion your truly value. And don't forget, it is always okay to shop alone!

6. TRY UNEXPECTED STYLES

Trust your stylist to make recommendations based on their immense experience. You may love a dress you hadn't even considered!

7. ON A TIGHT BUDGET?

Consider checking out a sample sale or buying a pre-owned dress!

8. DON'T FEEL PRESSURED

It is okay not to make a decision on the spot. At Ivory Lane, there is never any pressure to purchase.

9. IT IS OK NOT TO CRY

Not everyone has that strong emotional reaction to finding "the one." Trust your gut

10. LISTEN TO YOURSELF

Ask yourself: Does this feel like me? Do I feel beautiful in this?



IT'S TOTALLY FINE TO SHOP ALONE

It could even be helpful! It will allow you to figure out **what YOU really like** without being influenced by the opinions of others.

Stylists are used to this and won't think it's odd. It can provide you with a more relaxed experience. You can always take photos to get opinions from loved ones or video chat those who live far away (if the shop allows). Make it fun and take yourself out for lunch afterwards!

A tip for those who may be shopping solo not by choice, but because of a reason that **feels emotionally heavy** (perhaps you lost the person who would have normally shopped with you): try going during a slower time.

If you can make it work, weekday mornings are typically when bridal salons are emptiest. It can help to not be surrounded by other brides and their loved ones if you need a calmer environment with fewer distractions.

And please remember to be gentle with yourself- take a mental break from shopping if you need it.

MORE THAN ONE DRESS?

Some brides choose not one, but two dresses! The majority of brides only want and need one. But other brides who have the desire (and the budget) find it fun to have a wardrobe change.

This trend has become more popular in recent years for brides who have a cumbersome dress & want something easier to move in during the reception OR if they want to wear two completely different styles OR for cultural reasons.

Questions to Ask

WHAT SIZE SHOULD I ORDER MY DRESS IN?

WHAT COLORS/SHADES DOES THIS DRESS COME IN?

ARE THERE ANY CUSTOMIZATIONS THAT CAN BE MADE
BY THE DESIGNER?

ARE THE CUSTOMIZATIONS I HAD IN MIND POSSIBLE
WITH THIS DRESS?

WILL THIS DRESS ARRIVE IN TIME TO BE ALTERED
BEFORE MY WEDDING

WHAT WILL THE FINAL PRICE BE AFTER ANY TAXES
AND FEES?

WHAT PAYMENT METHODS DO YOU ACCEPT?

DO YOU HAVE A RECOMMENDATION FOR ALTERATIONS?

HOW MUCH DO YOU ESTIMATE THE COST
WOULD BE FOR ALTERATIONS TO THIS DRESS

Comfort Check

You'll be wearing your dress from morning to night, so you must make sure you're comfortable.

While selecting the perfect dress involves careful consideration, on your wedding day the last thing you want is to be preoccupied with your attire.

**You want to be free of minor distractions on your big day,
so you can be fully present and able to take in every
moment of your monumental milestone.**

Before purchasing your dress, ask yourself questions such as:

- Can I sit in it?** Some silhouettes, such as tight mermaid dresses, can make this tricky. When testing this, just make sure you don't sit on the clips used during try-on!
- Can I raise my arms?** If not, simple things such as hugging & fixing your veil may prove difficult.
- Can I see myself comfortably wearing this all day?** If you're already uncomfortable alterations, I strongly advise rethink your choice.
- Can I dance in it?** Don't be afraid to break out a dance move!

Some basic actions, such as being able to walk normally, may be difficult until a dress been altered properly to your height & measurements. Talk to your stylist if you're unsure if an issue is due to the dress style or because it just hasn't been tailored yet.

**Let's take a look at common potential
issues on the following pages.**

NOTE: It definitely doesn't mean you need to avoid dresses that have the following lovely features. It simply means you should be mindful of the issues potentially associated with them. Make sure these aspects won't pose a problem for you before making a purchase.

This can also help you narrow down your top choices if one of them presents a comfort issue.

While giving your look a romantic feel, off-the-shoulder straps can be quite **restrictive**. It can be difficult to hug and dance with them on.

A few fixes for this:

Off-the-shoulder

- Detachable sleeves- this has become very common recently and will allow you to wear the sleeves for the ceremony and remove them for the reception. They usually come from the designer with snaps, but a seamstress should be able to do this for you too. Just make sure you test it well before the big day..
- Elastic- while not common, some dresses have stretchy fabric sleeves

Strapless dresses may be popular and classic, but brides often wonder if they'll have to spend their wedding constantly pulling them up. A well-constructed and properly fitted bodice shouldn't be **falling down**.

To prevent this:

Strapless

- choose a dress with boning in the bodice for more structure. Some dresses even have a built-in bustier inside the dress to help.
- opt for a dress with a lace-up corset (this may be particularly helpful for well-endowed brides who tend to have more trouble with strapless gowns).
- make sure to choose a dress that makes you feel comfortable and supported.
- talk to your seamstress, they have dealt with this many times and likely have solutions (like changing the cup sizes, etc). Don't be shy to dance and move around at your fitting to test out the final fit.

These glittering embellishments can add glamour to your dress, but here are a few things to consider:

**Sequins/
Crystals**

- Is the dress too **heavy** to wear for many hours? A lot of crystals can add to the weight of the dress.
- Is the dress covered in sequins, particularly in the underarm area? Gowns like these can sometimes cause painful **scratches** and redness under the arms after a few hours of moving around in them.

Boning/ Corset Inspired

These are tops that have boning in them that gives them great structure and shows off your figure beautifully.

Traditionally, corsets have a lace up back with ribbons. Modern designs sometimes will have a zipper or buttons instead.

If you purchase a dress with the latter, you'll want to pay special attention to the fit at alterations. It should be tight enough to stay up, but not so tight that it feels like torture device. Corsets can be totally comfortable if tailored well.

Signs that it may be too tight:

- you can't move easily or can't imagine wearing it for many hours
- you can't stick a finger in the top of the dress
- you have skin bulges at the top of the dress
- you have pain of any kind (pinching, redness, numbness)
- you feel lightheaded or have a stomachache (after wearing for a while)
- and last, but certainly not least: your chest feels too restricted and you can't take a full breath. After all, you want to be able to breathe at your wedding!

If you have any of these, you should consider **asking your seamstress** to let it out a bit.

Many Layers (or Heavy Fabric)

If you're having an outdoor wedding during a hot summer month, you may want to pay attention to how many layers a dress has before purchasing.

Wearing a lot of fabric can tend to make you **warm** and it can also be tricky to **move in** (although once it's hemmed, mobility will increase).

Possible solutions:

If you're wanting to get a ballgown or an A-line dress, you can look for one that uses a **hoop skirt** for volume instead of having a ton of layers. This will make it more airy and the fabric won't get tangled around your legs when you walk.

Or instead of a ballgown, you can purchase an **overskirt** separately to wear over a more lightweight dress. This will give you the look of a full gown for part of the day, but will allow for more mobility when you choose to remove the overskirt.



wedding gown & tuxedo

www.ivrylane.com

@ivrylane

Ivry Lane
30 East Main
Brownsburg, IN
317.350.2197



My Promise

Hi, I'm Syndy, the owner at Ivry Lane. True care for what you wear isn't a tag line. It is the core of what we do at Ivry Lane. Each person who walks through our door is loved, welcome, and heard. We pride ourselves on our personalized care and being able to find just the right dress for each person we meet. One that fits your style and makes you feel incredible. You are remarkable— and your dress should be too!

Come see what sets us apart!

Ivry Lane is the true definition of a luxury bridal boutique— providing a bespoke experience for each bride that comes through the door.

Unquestionably, a refreshing alternative to the typical bridal shopping experience. The commission free stylists provide a custom and memorable encounter for each bride, leaving them feeling comfortable, confident, and with the dress of their dreams. Located in the historic strip of downtown Brownsburg, Ivry Lane provides one on one service for all bridal, tux, and formal gown needs—at an affordable price point. The carefully curated selection of dresses cater to brides who project an effortless and classic style. With stunning, customizable designs and an experience to match, Ivry Lane is redefining the bridal shopping experience.