

# Wedding Dress Shopping Guide

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*It's the moment you've been waiting for since you were a little girl - wedding dress shopping. Some may know exactly what you want while others may not know where to start, so we've pulled together a list of our top tips to help you find "the one" and have fun along the way!*

## STEP 1: Gather Inspiration

As you begin shopping you'll notice there are an endless amount of styles: ballgown, mermaid, strapless, illusion sleeves - the list goes on and on. To gather inspiration browse wedding dresses by cut, view the latest looks from Bridal Fashion Week, and think about what styles you're comfortable in on a daily basis. Take these ideas with you to the salon!

## STEP 2: Start Shopping

Start trying dresses on 10-12 months before your wedding day so you can order your dress by the 6-8month deadline. This will allow enough time for the dress to be made and allow for alterations. To make the most out of your salon visits so I recommend the following:

- Book your appointments in advance and try not to book more than 2-3 appointments in one day. Bring photos of your venue, your color palate and any dresses you like.
- Keep your shopping list to 2-3 people maximum. The more people there, the more opinions which is not necessarily a good thing. Bring those that know you and your style best so they can be a supportive team because this is not an easy task!
- Keep an open mind. I recommend trying on one dress in each style just to make sure you can rule out the ones you don't love. You may surprise yourself and fall in love with a silhouette you never thought you'd wear!
- Don't rush the process. Spend a few minutes in each dress (even if you know it's not the one) and identify what you do like and don't like and use that information to help narrow the search. Also make sure you walk around, practice sitting down, dancing because you need to be comfortable in your gown for hours on end.
- Document your favorites! Take tons of photos from all angles: front, side and back and even take video of you moving in the dress to make sure the movement is what you're looking for.

## STEP 3: Buy "the One"

Once you find the gown of your dreams, don't second guess yourself. The saying is true "when you know, you know", so go with your gut and if you love it, then you will be radiant on your wedding day. Bridal gowns are typically made to order, so your sales consultant will take your measurements and order from the designer.

## STEP 4: Perfect the Final Touches

Once your dress is back from the designer and it's time for your fittings make sure you bring your accessories with you to the fitting. This includes jewelry, shoes, veil and undergarments you plan to wear on the wedding day. This will ensure your alterations are done perfectly! Also be sure to have your seamstress explain how the bustle works so you can pass along this information to your bridesmaids for help on the wedding day.

After you've selected the dress you can select a veil. Be sure to keep in mind the venue, budget when selecting your veil. It's also important to have your dress selected so you can pick the right length and shade of white to coordinate.

