

What To Think About When Dress Shopping...

BY HEIDI HENSON

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One of the most exciting adventures a new bride-to-be will have is shopping for the all-important wedding dress.

There are a few new things this year, but the main purpose remains the same — making the bride feel like a princess.

Across the industry, many dresses have what Sandy Slama calls 3D floral and bead work.

“It’s not just flat lace, it’s got raised flowers and ribbon flowers. I think it’s cool. I love texture things.”

There are some dresses that just have a hint of it, she said, and then other dresses may have the entire skirt covered with it.

“Also seeing this with more prom dresses,” she said of the three-dimensional look.

Slama says she has seen less brides choosing bold color accents on their wedding dresses. She is seeing more brides choosing light gold or champagne detailing.

In the bigger markets, Slama says she is seeing more bridal dresses becoming available in colors — like light pink or even black.

Drop waist dresses are a biggie for this coming year, Slama said. Not necessarily mermaid style, but the drop waist look is a fitted silhouette.

The one-shoulder look really took off, Slama said, after Michelle Obama wore it.

“I would say it’s pretty even with all the necklines we do. From strapless to halter to one shoulder — if you were to divide it all out it’s pretty even.”

One designer, Alfred D’Angelo, has partnered with Disney to create a wedding dress line. The dresses are inspired by the Disney princesses.

“They are very up-to-date, modern gowns,” said Slama.

It’s a good idea to go to the bridal shop with an idea of what you like.

Slama said she likes it when a bride walks in the door with pictures — whether from a magazine or online.

“It helps us narrow down what dresses to pull and what direction to steer her.”

Slama adds that more than likely, if a girl walks in with several pictures there is something

similar in all of them — anything from the silhouette to the bead work. This gives the consultant an idea for different looks to pull.

And you might be surprised.

That’s why it is important to come with an open mind, said Slama.

“I am amazed how often girls like something on the hanger, but not on or vice versa. They look at a dress and say ‘no way would I wear that,’ then they get it on and they are in tears.”

Be open to exploring different cuts.

“It doesn’t cost you anything to try them on,” Slama adds.

“And if you come back to where you started, that’s fine. At least you explored.”

Dress consultants are there to help you make the decision that is right for you.

“It’s our job to find the most flattering cut for your shape and silhouette,” Slama said.

Sometimes a bride-to-be will come in thinking that a particular style will not look good on her. There are so many different cuts that if you are open minded you might be surprised.

“We all have features we want to show off, and features we all want to hide. It’s just finding the dress that shows off what we want and camouflages what we don’t want people to see.”

It’s also a good idea to check

with the church to see if there are stipulations. Slama said there are some churches that don’t allow strapless dresses — they want the shoulders covered.

One big thing to remember when wedding dress shopping — **IGNORE THE DRESS SIZES!**

No one dress company is the same when it comes to sizes. And more importantly, wedding dresses tend to run 1-2 sizes smaller than what you normally may wear. That is why it is so important to go in and have your measurements taken.

When it comes to shopping for your wedding dress concentrate on your dress only. Slama recommends bringing along only one or two trusted people. Too many people can lead to confusion for the bride — something she doesn’t need.

“I’ve seen more brides leave in tears because they had a handful of people with them” and everyone was voicing their opinions, Slama said.

“If the dress is flattering on you and makes you feel like a million bucks that’s what you should be wearing.”

Wedding dress shopping should be an exciting time in your life. Don’t let glitches in the process put added stress on you. Take the time to see what you like, don’t like, and what your style is.



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