

## **Chapter 1**

### **Choosing the Perfect Gown**

It's time to pick a gown! Do you want it to be traditional? Romantic? Modern? Rustic? Maybe you're thinking of themes such as vintage or Celtic. Do you want to walk down the aisle in a gown that's mermaid shaped? Ballgown? Off the shoulder, strappy or buttoned up the neck?

Are you getting married in the spring, summer, fall or winter? Will it be an evening wedding? Afternoon event? Inside or out? How will this affect the gown you want to wear?

Do you love lace? Tulle? Silk? Chiffon, organza, or satin? Ruffles or sleek lines? Pearl buttons? A long train and veil or short? White or ivory? Champagne or pink undertones? Pastels or bold colors like cherry pink or gold?

This is the time to jump into your inner Cinderella. Give yourself permission to explore all your inner fantasies.

Get started choosing your gown by answering the following questions:

1. It's your wedding day. How do you want to feel in your gown? Do you want to feel ultra-chic, wispy, like a princess, other?

Answer: \_\_\_\_\_

2. What traditional constraints are there on style, color or amount of skin shown?

Answer: \_\_\_\_\_

3. Is this a day or evening wedding? What season? Inside or outside?

Answer: \_\_\_\_\_

4. What have you always dreamed about wearing on your wedding day?

Answer: \_\_\_\_\_

5. If money were no object, what dress would you love to wear?

Answer: \_\_\_\_\_

## Quick sketch

Sometimes a quick sketch of what you think you want to wear can help. Draw your fantasy dress here:

Now that you have an idea of what gown you want, it's time to figure out if you want to buy it off-the-rack, online or have a designer create a couture gown.

Maybe you want to rent your gown or have a designer customize an off-the-rack or runway gown. Or you want a simple dress from a non-wedding boutique—maybe strappy, flowing, or form-fitting. Let's take a look at your options.

## **Definitions**

Off-the-rack: Wedding gowns and dresses found in stores and boutiques.

Runway: Gowns by designers, many walk the runway during Fashion Week.

Online: Many Brides-to-be are choosing to buy their gown or dress from stores online.

Rent: Many dresses and runway gowns are available for you to rent and return.

Customized by Designer: You buy a gown and have it altered and customized to fit and match you perfectly.

Couture: Designed and created 100% by scratch using materials, colors, and designs specifically tailored to and influenced by each specific bride<sup>i</sup>.

Pre-owned: Gowns sold by owners at steep discounts. May or may not have been worn<sup>ii</sup>.

**END OF SAMPLE**

