

I'm getting married
& have NOTHING to wear!

The ultimate guide to finding your
perfect wedding dress!

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Chapter One

Why do I need an expert's help? I know what looks good on my body...

Because we live in a world where we can find answers to anything on the World Wide Web, we often don't seek an expert unless we are in dire need.

For example, my French bulldog Nuff (full name, Sir Nuffington Barnaby) once got his paws on my hair tie that I set down on my couch. He thought it was a treasure!

His excitement and energy when he got ahold of it was beyond adorable. Something so simple made him the happiest little guy on earth.

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I looked at my phone for one second, and when I turned back around to him, the hair tie was gone! He had swallowed it.

I immediately panicked and went straight to Google. Not to the vet. Google. I typed in "How to make a dog throw up?"

Instead of following my first instinct, which was to call the vet who is an expert in this department, I went straight to Google. We all know if you look up anything medically related it all leads to death. I was terrified by all the possible outcomes.

After searching for about five minutes, I looked for local emergency pet hospitals. Their customer service and knowledge was incredible. The vet took him in right away to induce vomiting, and I got the hair tie as a souvenir. Yay me!

The moral of the story is that we always try to solve problems on our own before seeing an expert. Experts cost money, right? We can't expect to know how to shop for a bridal gown when we've never done it before.

More importantly, just looking at gowns on the rack and expecting to know what they look like on a body is unrealistic. You need an expert who

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has seen the gown on to guide you and help determine if this is the look you are trying to achieve.

So much of the information found online can be misleading, unless you go straight to the source. A reliable source, of course.

When it comes to finding your bridal gown, it is so much more than an article of clothing. It is the gown you will begin a new chapter of your life in. It is a gown you'll never forget. Photos will be shown for generations to come.

The beauty of working with a wedding fashion expert and stylist is that they know their inventory and what it looks like on different bodies, shapes, and silhouettes.

It's important for you as the bride to identify what you like and dislike in your gown, but the stylists' expertise is to present options that you haven't even considered yet.

Many brides who come into Lovella Bridal just let me do my thing. I ask all the questions and get the answers I need to do my job. After that, the magic begins, and they are floored.

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Other times, I have clients who don't understand the process because they've never had a complete stranger help them shop for a dress.

These ladies think, "How can this person possibly think they know me and understand what I want to wear on my wedding day?"

When I see that is the frame of mind I'm working with, I take a step back and let them pick three dresses to try on. They can pick whatever they want.

When they are done and more accepting of my input, I provide my choices. In most cases, they love everything I chose and nothing they picked. That's when they finally begin to understand the process.

That is magic! I love to witness that.

On the other hand, I've also had brides come in for a particular dress they saw we carry. Without much fuss or trying on or decisions agonized over, and they simply buy what they've wanted for a while. So, not every experience is the same.

Every individual has their own needs. You may not like your stylist or have any chemistry with

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them. That does not mean the store isn't a good fit for you.

Ask for another appointment and to work with someone else. I've had many brides ask to work with someone younger or older than myself.

As stylists and professionals, we do not get offended by this. If you aren't feeling a connection, there is a good chance the stylist didn't feel one either. And that's okay! If you don't express your needs it makes it difficult for people to serve you.

To make the very best and most use of your time with a stylist, you can follow these tips:

- Be open, honest, and transparent.
- Express your wants and needs and if you don't know them - express that.
- Take indecision out of the equation (You made a decision on who you will marry. The hardest decision is done! Deciding the dress is a lot like dating; you'll speed date dresses until you find the right fit).
- More failure is caused by indecision than making a choice. Many brides I work with take pride in being indecisive without

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realizing that is a block in making the decision.

- Follow your instinct and don't second guess yourself!

Most importantly, have fun and enjoy!