

# THE VALLEY BRIDE

## *Shopping Guide*



Always One Bride at a Time

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# Well Hello There!

Morgan here, co-owner of The Valley Bride along with my amazing husband Rob! We have been in the bridal business for over a DECADE and we love every minute of serving our brides and our community.

So! We probably haven't met yet, but I am going to take a wild guess that you, or someone you know, is engaged and probably looking for a wedding gown!

I'm also going to take another wild guess that shopping for a wedding dress isn't something that's been done a weekly basis.

This is different.

This is special.

This isn't just A dress...it's *THE* dress.

Admittedly, the process can be a bit overwhelming but this guide will help you feel confident and informed when heading out to the wild world of weddings!

So, download this guide, print it, grab your coffee and your crew, and let's go SAY YES TO THE DRESS!

\*NOTE:

This is just a guideline.

Bridal boutiques and designers will vary BUT this is a fabulous start!



## *Let's Get Started*

Boutiques vary quite a bit so a little bit of research can make the most out of your time. Check out the website and social media to get the vibe of the boutique. Below are just a couple questions to get you started.



1. What is the price range of the gowns in the boutique?
2. What designers are carried in the boutique?
3. How many guests are allowed with you?
4. Is the boutique "by appointment only" or can walk-ins pop in anytime?
5. Is there a cost for appointments?
6. Do the appointments have wine/other goodies?
7. What is the best way to book an appointment?
8. Is the boutique off-the-rack, special order, or a bit of both?
9. Are there any sale/clearance gowns?
10. What sizes do they carry?

# MEASURING

## STANDARD VS CUSTOM

Let's talk about measuring. Standard dresses are made in the standard 4,6,8, etc sizes. When a gown is ordered for you, it will be ordered in a size closest fitting your measurements. This typically involves 3 measurements.

Custom made gowns are exactly that. Custom made to each of your measurements. This entails taking several measurements including bust, waist, hip, upper arm, hollow to hem, and whatever else the designer would like to have.



# SIZING

Let's just address the size discrepancy in the room!

Yes, wedding dresses run small. With some designers...really small. Sizing for bridal is still heavily influenced by our European designers and their sizing runs smaller than American sizing, so don't be surprised at your appointment when you normally wear a size 12 in street clothes that you will more than likely be fitting into sizes in the 16/18/20 range.

It's just a number.

**Bust**

**Waist**

**Hips**



# ORDER

## GETTING CLOSE

Special ordered gowns will come in a size that will fit the largest of the three measurements (for a fitted gown) or two measurements (for an A-Line/Ballgown) taken at your appointment.

For instance, see the picture to the right? Although this bride is smaller in the upper body, we would order and 18 to fit the hip area. It is easier to take in a gown then it is to let out.

Some designers allow split size ordering allowing to order a gown in 14/12/18 sizing as well as custom ordering which take several measurements including hollow to hem. This almost always costs more.

**Bust:**

Size 14

**Waist:**

Size 12

**Hips:**

Size 18







