



# Tips From the Experts

Don't Stress Over the Dress

## Uniquely Couture Bridal

### Tips and Tricks to Finding your Dream Bridal Gown Stress-Free

Every girl dreams of the day that they will get to try on that perfect bridal gown and have that moment where they just know, "this is the one". First comes the proposal, then the venue, and then the dress! Finding your dream dress is such an important factor in the overall feeling of the wedding and there are really two ways to tackle this task; stressed or stress-free.

I have seen so many brides come and go out the doors of Uniquely Couture Bridal in Bedford, NH as well as our sister store, A Day to Remember Bridal Boutique in Concord, NH. Over these past 3 years, I truly have seen the good, the bad and the ugly of gown shopping. These tips for a stress-free bridal gown shopping experience will help all of you future brides out there enjoy your big day up on the pedestal just a little bit more!



The first thing you should have when planning out your dress shopping trip is an open mind. Many brides go into stores thinking they know exactly what they want from looking online and in magazines. Then they get disappointed when they try their vision on and it just doesn't match up. My advice to avoid this is to research the dresses you visualize for your big day and think of this research as a starting point. When you are ready to dive into trying dresses on, walk into the store knowing that you should try on every style you can to know exactly what fits your body type in the most flattering way. A very large percentage of brides walk out of the store with a dress they never thought they would actually love when they saw it in a magazine or even hanging on the rack in the store.

Next on your list to creating a stress-free shopping experience is timing. Most recently engaged women have no idea how long it takes most bridal gowns to be ordered and made for them. At Uniquely Couture, our rule of thumb is that your gown should be on order one year in advance of your wedding. I know what you're thinking. A YEAR? Why so far in advance? What you may not know is how much work goes on behind the scenes in order for your bridal gown to be produced. Designers' estimated time of arrival into the stores once ordered is anywhere between 4-6 months. Most of these design houses do not have a warehouse of dresses in each size, color, and length they offer. They have to be made to order which takes time depending on how busy the season is. Having your dress on order one year in advance takes a huge piece of the puzzle off of your plate. It lets you focus on other details of your wedding that may depend on the overall look and feel of the venue and dress. You will have plenty of time to see how it fits and make plans for alterations. It also gives the right amount of time you need to accessorize yourself including those extra items such as a veil, jewelry, and shoes. This 6 month leeway will help you as a bride breathe easy.

Another facet of a bridal appointment that is so imperative to having a fabulous experience is your support system. Choosing the right people to come shopping with you is an absolute must. A helpful tip would be bringing the 2 or 3 people closest to you in your life. These are the people that support you in your decision making and will not try and sway you with their own opinion. I have had many appointments in the past that really go nowhere because a bride wants to please everyone in their bridal party and all the women in their lives by inviting them shopping. Up turned noses and foul looks can really turn a brides' mood sour and defeated very quickly, especially if they happen to love the style they are in. A week later these brides will come back either by themselves or with just their mom or best friend and will find the gown of their dreams. Everyone is entitled to their own opinion and we all have our own sense of style. This is a day that yours should shine brighter than ever, so bring those who will be there with nothing but support.



After putting all the details of your big day together you want to enjoy your hard work and have peace of mind. The last thing you want to be worrying about the day of your ceremony and reception is to be setting up tablescapes you designed, answering questions for vendors, breaking down the décor or any other planning logistics before or after your ceremony and reception. The day of coordinator will be your vendor team leader, executing all of the details you planned, ensuring your day runs seamlessly without any stress to you or your guests. Enjoy your special day as the bride and groom with your family and friends.

Lastly, and one of the most important tips I can give you not only when shopping for your gown, but wedding planning in general, is to remember that this is supposed to be fun and one of the more memorable and exciting times in your life. You are getting married to your best friend and everything that is part of that should be just as thrilling. I have seen so many women get caught up in the pursuit of absolute perfection that they start to lose enjoyment in this process or they get frustrated and want to settle on a dress they may not be in love with. You may not find "the one" on your first try. Go into this knowing that it may be a bit of work to find the gown of your dreams, but it will all be worth it in the end when you see that person at the end of the aisle in awe of you.



A stress-free bridal shopping experience can truly be had, despite what you may have heard from friends, family, or even on reality television. Take these tips to heart and I personally promise you smooth sailing in your pursuit of your dream dress.

- Go to your appointment with an open mind;
- Understand timing, from the shopping day to the final fittings;
- Have a solid support system, one that understands your true vision and sense of style; and
- Remember: this is supposed to be FUN!

Jill Martell is a Bridal Consultant with years of experience assisting brides in finding their dream wedding dress. [Uniquely Couture Bridal](#) is a full service salon bringing brides the latest styles of couture bridal gowns, bridesmaid dresses, mother of the bride dresses, shoes, accessories, and designer tuxedo rentals. Enjoy personalized service in a relaxed atmosphere while professional staff help you create the perfect look for your special day.



  
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