

fashion



Choose a bridal boutique that is welcoming and offers attentive service. Experience matters, too, so you get solid advice.

10 mistakes

brides make when shopping for a gown

BY SAM POLLARI OF AMANDA-LINA'S SPOSA BOUTIQUE

When you need straight-forward advice about bridal fashion, talk to experienced boutique owners in your area. Sam Pollari, president of Amanda-Lina's, and his wife, Rachelle, know the fashion industry inside and out!

Here, they list 10 mistakes made by brides:

1. Choosing the wrong store

Your store should be an authorized retailer for the designer in which you are interested. If not, you have no recourse for damage or late delivery.

2. Buying a gown online

If the online retailer isn't authorized to sell that particular designer, you likely won't receive an authentic gown and the designer won't stand behind it if anything is wrong. Check the individual designers' websites to find out which stores are authorized in your area.

3. Tempted by online discounts

If the online vendor is falsely using a designer's brand name, you may receive a poor counterfeit. Most designers warn consumers that they don't support such online retailers.

If you do order online, check the return policy. If it says the dress

is sold strictly as is and can't be returned if damaged, then you're definitely on the wrong site!

4. Shopping with too many people

A bride should bring only two people when dress shopping. A mom and sister or best friend usually have the bride's best interest at heart and park their own personal style at the door.

5. Trying on too many dresses

Most brides try on four to seven gowns. Any more and it leads to confusion. The most common mistake is not purchasing the gown when her heart is telling her that this is the one. Know when to stop shopping!

6. Not keeping your options open

Bring in pictures of gowns you like. However, if your consultant recommends something different, give it a try. It's impossible to tell what a dress will look like on your body just from seeing it on a hanger. Brides often comment that "I never would have tried it on if it weren't for the consultant's suggestion."

7. Requesting the wrong size

Wedding gown sizes typically run one or two sizes smaller than street clothes. Brides tend to get hung up on the number. What's important is

how your measurements compare to that designer's size chart. Don't count on losing weight. Order a size that fits your current body. Any dress can be taken in, but few can be let out.

8. Buying a dress you don't love

Not going with your heart is the biggest mistake a bride can make.

9. Trying dresses you can't afford

Have a budget before you hit the salon. Don't try on gowns well over your budget. It will destroy your joy in choosing a gown you can afford.

10. Not accounting for extra costs

Alterations, taxes and accessories should be included in your budget.



Sam and Rachelle of Amanda-Lina's
www.amandalinas.com

THE ART OF WEDDINGS