



Today's Bride

# Wedding Dress

SHOPPING GUIDE

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# Wedding Dress

## SHOPPING GUIDE

SPONSORED BY ALTERATIONS EXPRESS

### Publisher:

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1930 N. Cleveland-Massillon Road  
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Cover Image: Black Dog Photo Co.

Congratulations on your engagement! This is one of the most exciting times of your life, and we want you to enjoy every second. Instead of getting buried in details and decisions, we want you to get lost in the excitement of every moment.

Though the idea of planning a wedding can seem pretty intimidating, but we've found things are much more manageable when you take them step by step. This process should be about making memories and enjoying time spent with your fiancé. You should feel ecstatic and eager, not stressed and overwhelmed.

The following pages were designed to make one of the first tasks of wedding planning - finding a wedding dress - easier. We feel that by knowing what to expect going into it, you'll feel more confident, prepared, and excited to embrace the experience. Our hope is that you will then look back on the memories of finding your dream dress with fondness, not regret.

So take our quiz to find out your body shape, learn the lingo so you can easily communicate your wants with your consultant, and most importantly, have fun! Enjoy the bridal experience.

*love,*

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# SIZE SHOCK

When you go shopping, it's important to know that the wedding dresses you try on will be at least 2 sizes bigger than the size you normally wear. For instance, if you typically buy size 6 clothes, you'll most likely end up ordering a size 8 wedding dress. That's totally normal, so don't stress! And just like a medium at one store may fit differently than at another store, dresses may be sized slightly differently based on designer. One way to prepare for what to expect is by taking your measurements before your shopping trip.

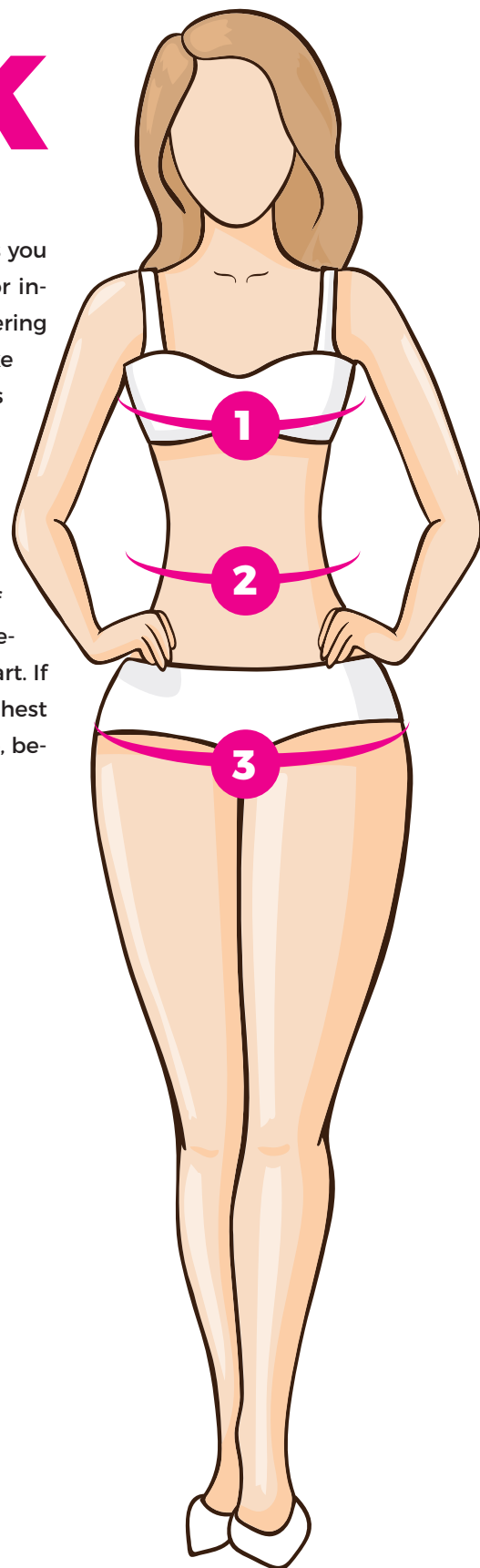
Using the diagram to the right, measure your bust, waist, and hips. Then, compare your measurements with the chart provided to get an idea of what size wedding dress will fit you best. Keep in mind that your measurements may not - and most likely will not! - stick to the confines of this chart. If the size of your hips is not within the same column that the size of your chest is in, that's okay! Just know that your consultant will order the bigger size, because it's easier to take fabric out rather than add fabric in.

- 1 Bust:** Take a measuring tape and wrap it around your back, underneath your armpits. Lower and relax your arms. The tape should cross directly over the fullest part of your chest. For a proper measurement, take a deep, full breathe. This will ensure that you can breathe easily on your wedding day.
- 2 Waist:** Your natural waistline is below your ribs and above your belly button. A great rule of thumb is to bend in each direction; the crease is your natural waist. Breathe naturally and don't suck in. Loosely wrap the tape around your stomach to where it's comfortable, but not too loose or too tight.
- 3 Hips:** When measuring your hips, make sure your feet are together and wrap the tape around the widest part of your hips.

## YOUR MEASUREMENTS:

\_\_\_\_\_ = \_\_\_\_\_  
BUST SIZE                      WAIST                      HIPS                      SIZE\*

\* Keep in mind designers size their dresses differently. Trust your bridal gown consultant to know how to find the perfect size in each designer. This chart is to take the size shock away.





# Size Chart

	S		M		L		XL	
<b>US Size</b>	2	4	6	8	10	12	14	16
<b>UK Size</b>	6	8	10	12	14	16	18	20
<b>European Size</b>	32	34	36	38	40	42	44	46
	INCHES	INCHES	INCHES	INCHES	INCHES	INCHES	INCHES	INCHES
<b>Bust</b>	32 ½	33 ½	34 ½	35 ½	36 ½	38	39 ½	41
<b>Waist</b>	25 ½	26 ½	27 ½	28 ½	29 ½	31	32 ½	34
<b>Hips</b>	35 ½	36 ½	37 ½	38 ½	39 ½	41 ½	42 ½	44 ½
<b>Hollow* to Hem</b>	58	58	59	59	60	60	61	61
<b>Height</b>	63	65	65	65	67	67	69	69

\* The hollow of the neck is the indentation between the collar bones, located at the base of the neck.

## PLUS SIZES

<b>US Size</b>	14W	16W	18W	20W	22W	24W	26W
<b>UK Size</b>	18W	20W	22W	24W	26W	28W	30W
<b>European Size</b>	44W	46W	48W	50W	52W	54W	56W
	INCHES	INCHES	INCHES	INCHES	INCHES	INCHES	INCHES
<b>Bust</b>	41	43	45	47	49	51	53
<b>Waist</b>	34	36 ½	38 ½	40 ½	43	45 ½	47 ½
<b>Hips</b>	43 ½	45 ½	47 ½	49 ½	51 ½	53 ½	55 ½
<b>Hollow to Hem</b>	61	62	61	61	61	61	61
<b>Height</b>	69	69	69	69	69	69	69

# What is your silhouette?

When shopping for a wedding dress, you want to have the right fit! Each bride has a different body type, so to choose the right dress, you have to know what shape works for you. Take this quiz to discover your body shape!

## Do you have a clearly defined waistline?

Yes

No

Are your hips wider than your chest or vice versa?

Which word or phrase would you use to describe yourself?

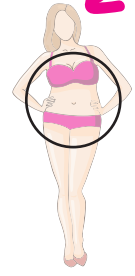
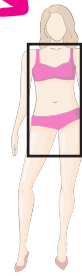
My chest is larger than my hips

My hips are larger than my chest

They're pretty even

Skinny or athletic

Curves to spare



### **INVERTED TRIANGLE**

Your shoulders are slightly wider than your hips, or you're quite busty though you have a small waist and hips. Go for gowns that have a full skirt to balance out the volume on top.

### **TRIANGLE**

Your hips are fuller than your bust, and you tend to hold your weight in your thighs and booty. Typically, you wear a larger size on your bottom than your top. Add drama to your top half with beading, lace, or embroidery.

### **HOURLASS**

You don't have to be a size 2 to have an hourglass figure! If your chest and hips are about the same width, but your waist tapers in, you have an hourglass body shape.

### **SQUARE**

If your torso seems to go in a straight line with no defined waist, your body shape is considered square or rectangle. Your shoulders, waist, and hips are very symmetrical and your weight is well distributed.

### **CIRCLE**

Rather than carry your weight in your legs or booty, you carry it in your stomach, though your shoulders and hips/booty may be slimmer. Your waistline is higher than most, falling right under your breasts.

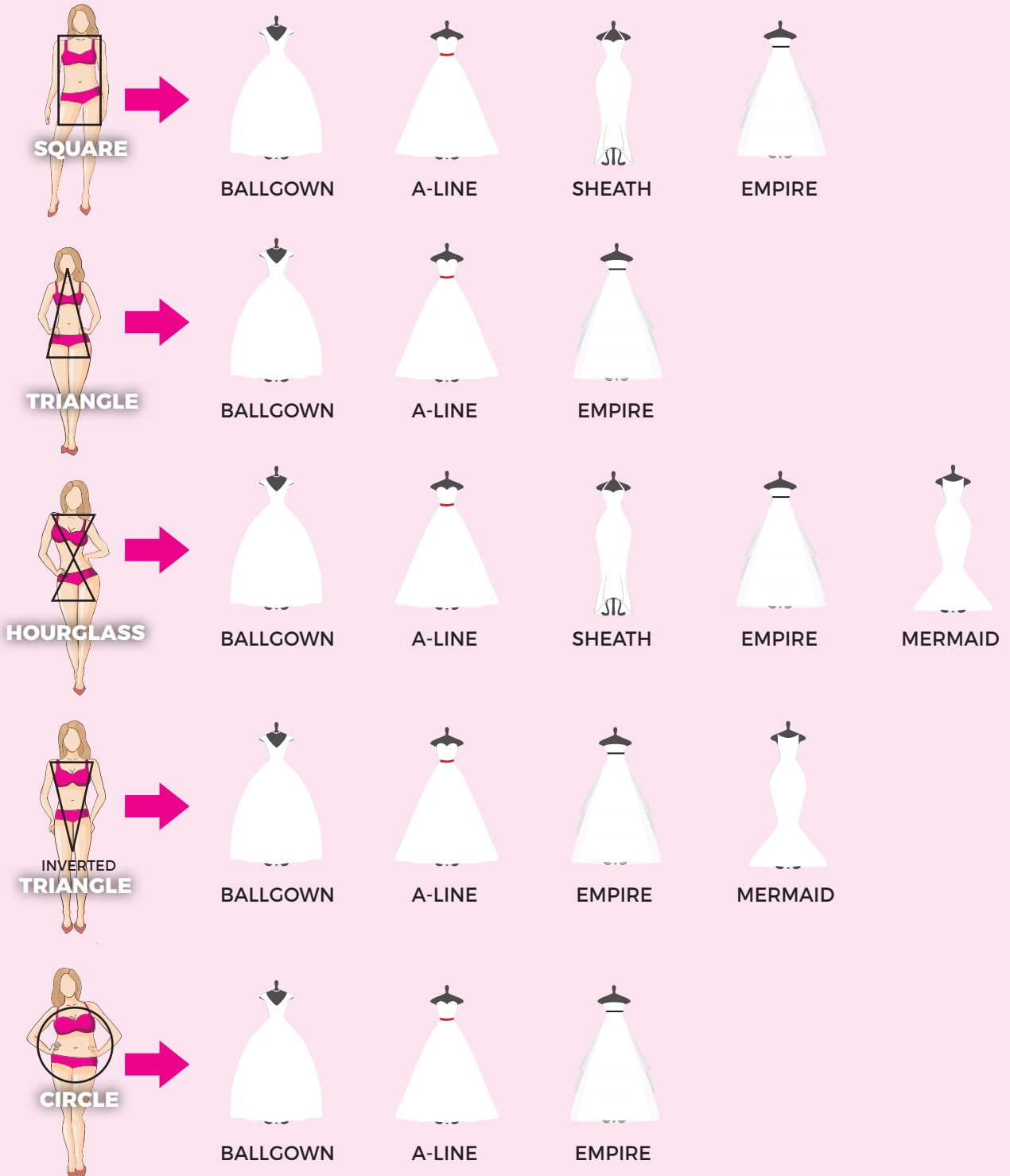
**MY SHAPE IS:** \_\_\_\_\_

No matter what body shape you are, you can find the perfect gown for you. Always remember that your body shape is probably not going to fit perfectly into one category and that's okay! We are all beautiful and unique; this is meant to help you know what direction to go in for your dress shopping.

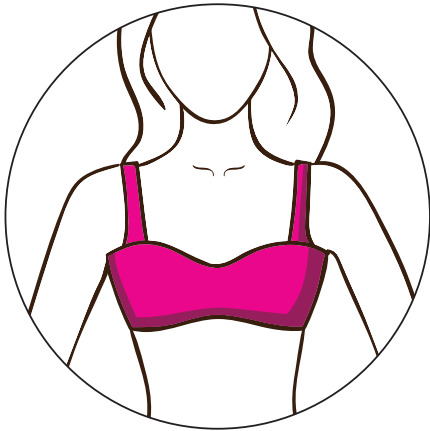


# What kind of dress?

This chart will give you an idea of what silhouettes to look at when shopping!  
If you love a style outside of your results, try it on anyway. It's your wedding!

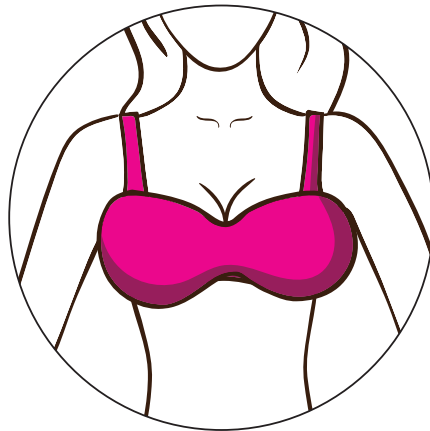


# FINDING A DRESS THAT



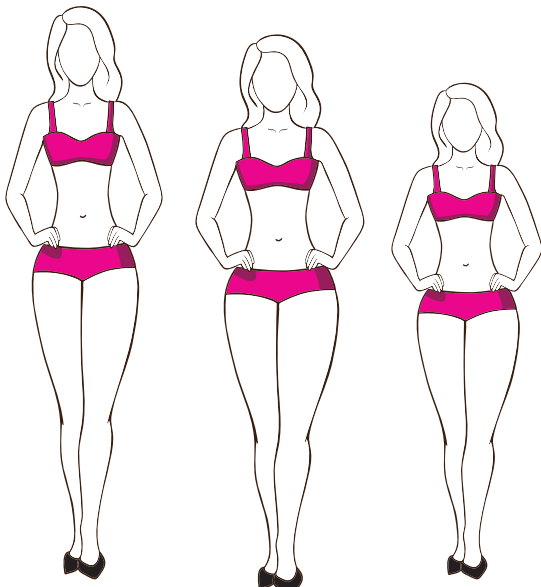
## Small Bust

If you have a flat chest, you may feel less sexy when shopping for a wedding dress. To combat that, try dresses that have a plunging v or exposed back. Because of your smaller chest, you can wear necklines and silhouettes that women who have to wear a bra may not be able to pull off. Cut-outs will emphasize your curves while mermaid gowns will draw attention to your waist. Look for sweetheart and off-the-shoulder necklines to add fullness and gowns with a detailed bodice to add texture and contour your chest.



## Busty

While having a big chest may seem like a blessing to some women, it can be a huge pain. It's a struggle to find a dress that is both stylish and comfortable. The last thing you want is to constantly pull up your dress. Though most busty girls are afraid of wearing strapless dresses, as long as you're wearing proper undergarments and ensure the bodice has boning, you should feel supported and secure. However, you always have the option of an off-the-shoulder or full-sleeved dress, too. This will ensure that you feel comfortable bending over to give grandma a kiss.



## Tall

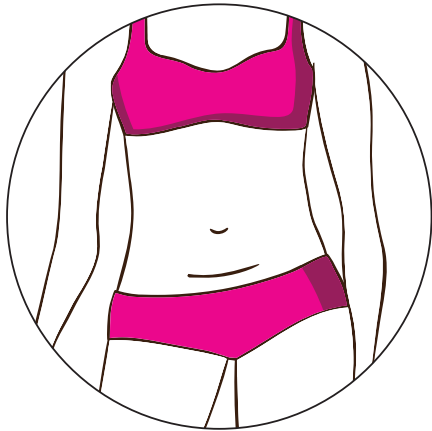
As a woman standing at 5'8" or taller, you can pull off nearly any look. Just try to avoid necklines that draw the eye upward, like illusion, jewel, high neck, bateau, and halter. Dresses with a dropped or empire waistline will throw off your proportions, so stick to a traditional waist, sheath, or form-fitted gown. You can rock any veil, but take advantage of your height by wearing a super long cathedral length. Not everyone can wear it, but you're sure to make a statement!

## Short

If you're 5'4" or shorter, you'll want to forgo the princess ballgown, as the volume tends to swallow you up and make you look even shorter. Look for mermaid-style or sheath gowns to elongate your figure. Empire gowns bring your waistline up, making your legs look longer. You can even show off a bit of leg with a cocktail length dress! Be sure to avoid over-dramatic features like big bows, long trains, and excessive detailing.

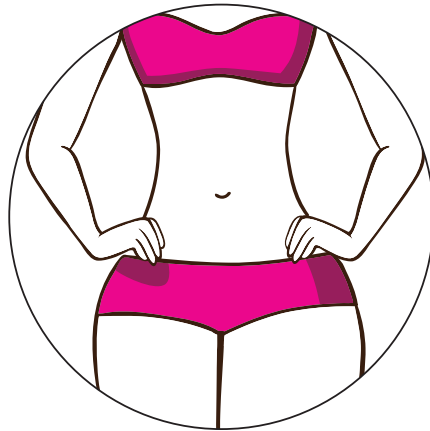


# FLATTERERS



## Tummy pouch

If you want to appear slimmer on your wedding day, consider wearing a fit-and-flare gown. It will emphasize the curves you have, making your waist seem tiny. Empire waist dresses are also a great option, and you should stay away from shiny fabrics like satin. Look for dresses with ruching across the stomach area as the pattern tends to shape your curves in a slimming manner.



## Wide hips

If you are pear-shaped, it's important to balance your shape by adding volume to the top. Avoid mermaid-style dresses, as they cling to and emphasize the hips. A-line and ballgowns with eye-catching necklines - like an illusion, cap sleeves, off-the-shoulder, or intricate detailing - are best for your body shape.

## Arm-conscious

If you are self-conscious about your arms, wearing sleeves are your best option. You can also add a cape, capelet, or bolero. These cover your shoulders and arms but can also be easily removed. We suggest avoiding cap sleeves, off-the-shoulder, and halter necklines as they draw more attention to your arms.

## Broad shoulders

While you may not want to have any straps or sleeves because you think it will draw attention to your shoulders, the right neckline can do just the opposite. Because a v-neck narrows to a point, it will create the illusion that your shoulders are narrow, too. Asymmetrical and illusion necklines are also great options, though halters, cap sleeves, and spaghetti straps are something you should avoid.



The most important part of feeling beautiful is feeling confident and comfortable!

# What is your dress *Style?*

Your wedding style will determine the kind of dress you will look for while you shop. Will you want lace or satin? High neckline or sweetheart?

Try taking this quiz and see which styles will complete your wedding theme!

**SCORING:**

- 1. A=1, B=2, C=3, D=4
- 2. A=2, B=1, C=4, D=3
- 3. A=4, B=2, C=3, D=1
- 4. A=3, B=1, C=2, D=4

**1. How would you describe your personality?**

- A. Fun and Flirty
- B. Dreamy and Romantic
- C. Laid Back and Relaxed
- D. Adventurous and In-the-Moment

**2. Which of these are your wedding planning mantra?**

- A. "We are living a dream."
- B. "Go big or go home."
- C. "Let's live in the now."
- D. "We are here for a good time."

**3. What kind of shoes do you want to wear with your dress?**

- A. Flats or sneakers
- B. White kitty heels
- C. Cowboy boots
- D. Glittery stilettos

**4. What's your makeup plan?**

- A. No makeup
- B. Dramatic smoky eye and a bold lip
- C. Red lips and flushed cheeks
- D. Natural eyes and a nude lip



Mori Lee  
- Style 0066

**4-6 POINTS  
Glamorous**

Three words to describe your style: sparkles, drama, and luxurious. Every piece of your wedding is attention-grabbing. A structured gown will show off your curves and give you the look you have been aiming for. Embrace your inner queen and go all out!



Essense of Australia -  
Style D2478

**7-9 POINTS  
Romantic**

Three words to describe your style: enchanting, swoon-worthy, and ethereal. You want to look like a princess. Your guests will feel like they have entered a storybook when they've stepped into the ceremony. Look for a lace ball gown to let everyone know that this is your fairytale!



Lillian West  
- Style 6463

**10-12 POINTS  
Bohemian**

Three words describe your style: natural, organic, and earthy. You look like you are going back to nature. Loose fabrics and unstructured dresses really complement this style. Look for dresses with long lace sleeves and buy a flower crown to seal the look!



Martina Liana  
- Style 914

**13-16 POINTS  
Modern**

Three words to describe your style: contemporary, chic, and fresh. You want to set the trends. You should try a jumpsuit or a dress with a cape. While they are popular, they are still fresh enough to look completely unique. Stay away from lace, but instead go for a satin or silk.



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Every Alterations Express location has a staff of expert seamstresses in bridal and formals to guide you through your bridal gown alteration process with ease and compassion.

We do ask our brides to pre-schedule fitting appointments so we can have a bridal specialist and a dressing room, reserved for your special fitting time.

Bridal gown alteration costs will be detailed for you following your fitting so you'll know exactly how much your project will cost. "At Alterations Express, we only charge for the alterations needed. We never limit our brides to a packaged alterations fee."

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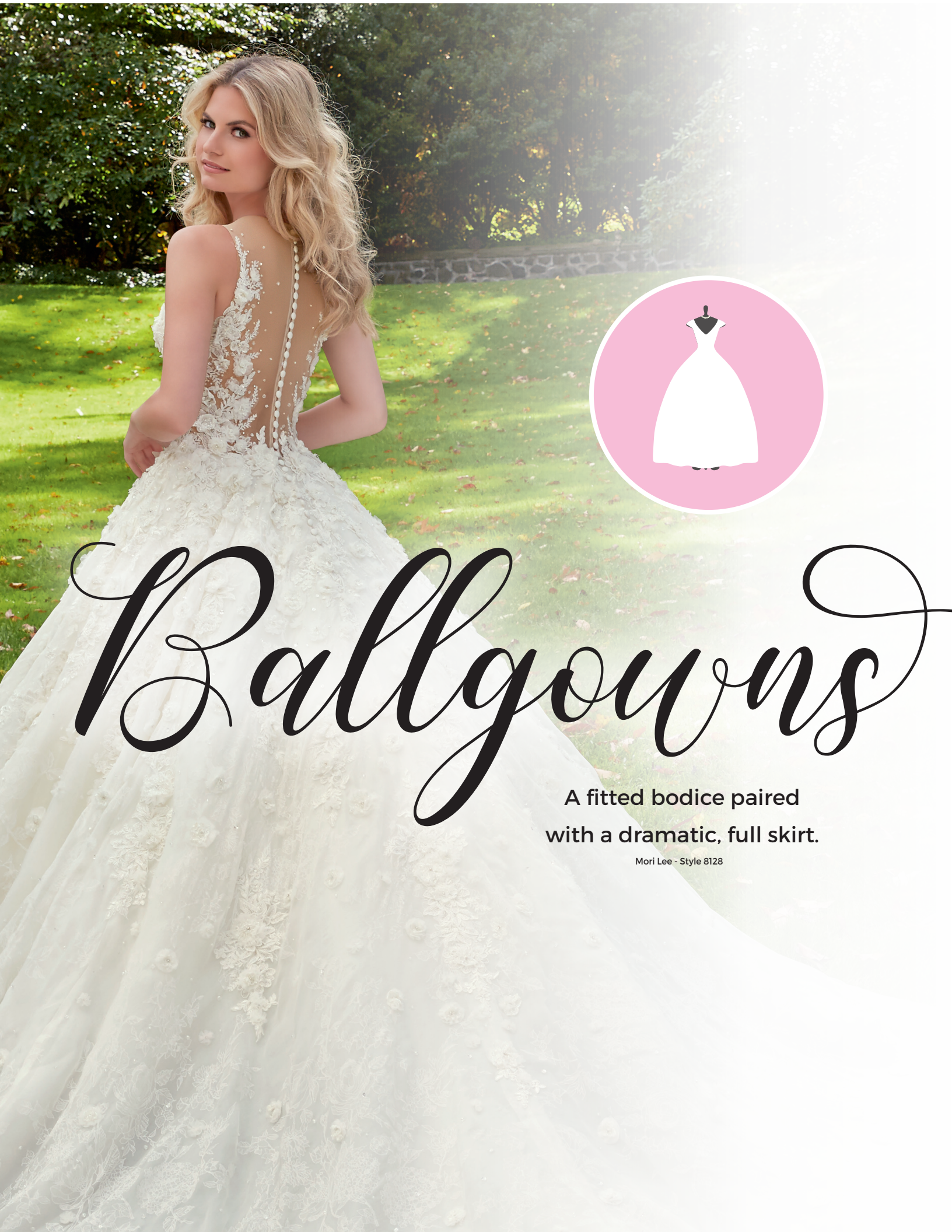
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# Ballgowns

A fitted bodice paired  
with a dramatic, full skirt.

Mori Lee - Style 8128





Mori Lee - Style 8105



Stella York - Style 6598



Sottero and Midgley - Style Calvin



Essense of Australia - Style D2486



Sottero and Midgley - Style Oriana



Rebecca Ingrams - Style 8RC717



# A-line

Trim on the top with a skirt that gradually widens.

Stella York - Style 6642





Maggie Sottero Style Belecia



Mori Lee - Style Voyage 6881



Maggie Sottero - Style Charlene



Stella York - Style 6628



Essence of Australia - Style D2537



Martina Liana - Style 971





# Sheath

A form fitting dress that flows with the natural body's shape, from the bodice down to the feet.

Maggie Sottero - Style Everly





Stella York - Style 6560



Essence of Australia - D2472



Maggie Sottero - Style Calista



Maggie Sottero - Style Veronica



Martina Liana - Style 959



Maggie Sottero - Style Nori





# Empire

A fitted bodice that ends just below the bust, then flows loosely to the feet.

David's Bridal DB Studio - Style DS870057





Casablanca - Style Dahlia



Allure Romance - Style W386



David's Bridal DB Studio - Style 184645



David's Bridal - Style V9743

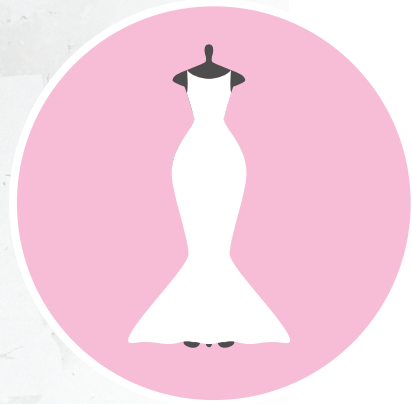


Allure Romance - Style 2909



Sincerity - Style 3951





# Mermaid

A gown that is slim through the bodice and hips before flaring out.

Mori Lee- Voyage - Style 6886





Mori Lee - Blu Style 5604



Maggie Sottero - Style Dalinda



Stella York - Style 6654



Mori Lee - Style 3212



Stella York - Style 6654



Mori Lee - Style 8118





# dos & don'ts

## OF BRIDAL GOWN SHOPPING

- DON'T** wait 'til the last minute to shop for wedding dresses.  
They can sometimes take up to 6-8 months to order!
- DO** look at dresses online before your first appointment, and bring in pictures of styles you like.  
Keep track on the next page.
- DON'T** bring more than 3 guests to your bridal appointment.  
More people means more opinions, therefore more confusion.
- DO** trust your bridal consultant.  
They know what they are talking about.
- DON'T** refuse to try on a gown you wouldn't expect.  
You never know, it might be the ONE.
- DO** wear a nude strapless bra and full coverage underwear to your appointment.  
Colored underwear can ruin the effect!
- DON'T** try on a gown knowing it is not feasible for your budget.  
You'll just leave with a broken heart and without a dress!
- DO** consider your wedding theme, season, and venue when shopping.  
The dress you choose should match the overall feel of your wedding.
- DON'T** go to too many bridal gown appointments.  
You'll get gown overload and it will be harder to choose!
- DO** embrace the feeling when you get that magical bridal moment and say YES!  
You will know when you find it.
- DON'T** continue to shop when you have said YES to the dress  
Unless your budget allows you to have multiple dresses.

# DRESSES I ♥:

Do some pre-shopping in bridal magazines, online, or at bridal shows. Take note of the dresses you love and what you love about them. Then share this with your consultant so they can help you find the PERFECT dress.

[ \_\_\_\_\_ ]  
DESIGNER \_\_\_\_\_ STYLE NO. \_\_\_\_\_

WHERE DID YOU SEE IT? \_\_\_\_\_

WHAT I ♥ ABOUT IT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HOW MUCH DO YOU LOVE IT?

[ \_\_\_\_\_ ]  
DESIGNER \_\_\_\_\_ STYLE NO. \_\_\_\_\_

WHERE DID YOU SEE IT? \_\_\_\_\_

WHAT I ♥ ABOUT IT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HOW MUCH DO YOU LOVE IT?

[ \_\_\_\_\_ ]  
DESIGNER \_\_\_\_\_ STYLE NO. \_\_\_\_\_

WHERE DID YOU SEE IT? \_\_\_\_\_

WHAT I ♥ ABOUT IT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HOW MUCH DO YOU LOVE IT?

[ \_\_\_\_\_ ]  
DESIGNER \_\_\_\_\_ STYLE NO. \_\_\_\_\_

WHERE DID YOU SEE IT? \_\_\_\_\_

WHAT I ♥ ABOUT IT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HOW MUCH DO YOU LOVE IT?

time to shop





Mattie Sottero - Style Viola





# Where to SHOP

**American Commodore Dress Shoppe**

[www.acdress.com](http://www.acdress.com)

**Some designers they carry:** Christina Wu, Allure, Bill Levkoff, Dessy, Mori Lee\* (\*at select locations)

**CLE Bride by Expressions**

[www.clebride.com](http://www.clebride.com)

**Some designers they carry:** Essence of Australia, Stella York, Mori Lee, Maggie Sottero, Sottero & Midgley

**David's Bridal**

[www.davidsbridal.com](http://www.davidsbridal.com)

**Some designers they carry:** David's Bridal Collection, Oleg Cassini, Jewel, Galina, White by Vera Wang

**Doreen Leaf Designs**

[www.doreenleafdesigns.com](http://www.doreenleafdesigns.com)

**Some designers they carry:** Maggie Sottero, Mori Lee, Essence of Australia, Justin Alexander, Chic Nostalgia

**Galleria Gowns**

[www.galleriagowns.net](http://www.galleriagowns.net)

**Some designers they carry:** Allure Bridal, Casablanca Bridal, Maggie Sottero, Alfred Angelo, David Tutera, Sophia Tolli, Symphony Bridal

**Henri's Cloud Nine**

[www.henris.com](http://www.henris.com)

**Some designers they carry:** Morilee, Calla Blanche, Allure Bridals, Lo'Adoro by Rachel Allan, Adrianna Papell

**Koda Bridal**

[www.kodabridal.com](http://www.kodabridal.com)

**Some designers they carry:** Casablanca, Allure Romance, Allure Women, Moonlight Couture, Moonlight Collection, Moonlight Tango, Moonlight Private Label, Jasmine Bridal

**Lavender Bridal Salon**

[www.lavenderbridalsalon.com](http://www.lavenderbridalsalon.com)

**Some designers they carry:** Stella York, Maggie Sottero, Casablanca Bridal, Justin Alexander, Moonlight Couture

**Liliana Bridal House**

[www.lilianabridal.com](http://www.lilianabridal.com)

**Some designers they carry:** Christina Wu, Enchanting by Mon Cheri, Martin Thornburg by Mon Cheri, Sincerity by Justin Alexander

**Lola's Bridal Boutique**

[www.lolabridalboutique.com](http://www.lolabridalboutique.com)

**Some designers they carry:** AloNuko, Christina Wu, Eaden Myles Designs, Joan's Bridal Couture, Maggie Sottero

**Nordstrom Wedding Suite**

[www.nordstrom.com](http://www.nordstrom.com)

**Some designers they carry:** Hayley Paige, Blush By Hayley Paige, Waters, Willowby, Bliss Monique Lhuillier

**Radiant Bride**

[www.radiantbridecle.com](http://www.radiantbridecle.com)

**Some designers they carry:** Allure Bridal, Blush by Hayley Paige, Essence of Australia, Enzoani, Madison James

**The Dress Bridal Boutique**

[www.thedressbridalboutique.com](http://www.thedressbridalboutique.com)

**Some designers they carry:** Essence of Australia, Martina Liana, Calla Blanche, Mikaela Bridal, Sottero and Midgley

**The Flawless Bride**

[www.shoptheflawlessbride.com](http://www.shoptheflawlessbride.com)

**Some designers they carry:** Allure Bridals, EddyK, Casablanca Bridal

**The Winner**

[www.thewinneroutlet.com](http://www.thewinneroutlet.com)

**Some designers they carry:** Mori Lee Jaqueline Bridal Ellis, Watters Christina Wu Love Symphony, and Enzoani Private Collection Madeline Gardner NY

**Vera's Ladies Apparel**

[www.verasapparel.com](http://www.verasapparel.com)

**Some designers they carry:** DaVinci Bridal, Daymour Couture, Jovani, MGNV by Mori Lee, Montage by Mon Cheri

See the dresses in actions at a

**fashion show**

check out

**Today's Bride**

WEDDING SHOWS

See details at

[www.TodaysBride.com](http://www.TodaysBride.com)

# Before you go, know:

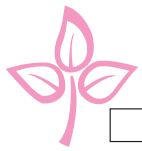
## YOUR BUDGET

**Advice:** Your budget is the most vital piece of information you'll bring with you on your shopping trip. If you don't know what designer you love most, you'll discover it while shopping. If you're not sure which silhouette suits your body shape best, you'll discover that, too. But if you don't know how much you're willing to spend, you'll leave the shop without a dress. Come up with a number you're comfortable with spending on your wedding day attire, then subtract about \$500 to account for alterations.

## CHOOSE YOUR WEDDING DATE

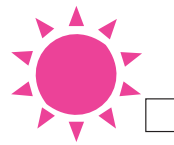


or at least choose a season



**SPRING**  
March,  
April, May

Average Temp  
58°-40°  
high - low



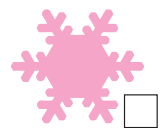
**SUMMER**  
June, July,  
August

Average Temp  
81°-62°  
high - low



**AUTUMN**  
September,  
October, November

Average Temp  
62°-46°  
high - low



**WINTER**  
December, January,  
February

Average Temp  
36°-24°  
high - low

Based on the usclimatedata.com

**Why is this important?** Knowing the season can help you make decisions when buying your dress. For instance, you may not want a heavy ball gown for a summer wedding. If you're getting married in the winter, sleeves or a cape may be a great addition.

**YOUR THEME** Do you want a flowy, ethereal gown for your garden wedding or a sleek, form-fitting gown for your modern minimalist wedding?

Deciding on a theme before you go wedding dress shopping will ensure that your ensemble complements the feel of your wedding.

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**YOUR VENUE** Your venue sets the stage for your entire wedding, including your wedding dress. A princess gown doesn't fit with an industrial warehouse, and a long train is a disaster on the beach. Know what features will or won't work with the style of your venue.

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**DRESS CODE** Talk to your Officiant and Venue Coordinator before shopping to see if there are any dress code restrictions. The last thing you want is to fall in love with a gown only to be reminded that it's inappropriate for a church wedding.

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# APPOINTMENTS

Though some bridal shops may accept walk-ins, it's always safer to call ahead to make an appointment. This ensures that you won't have to wait and will have one-on-one attention with a consultant to discuss your likes and needs to find the perfect dress. We suggest visiting 3-4 shops. Keep track of where you're going and when below!

**STORE:** \_\_\_\_\_

\_\_\_\_\_ DATE \_\_\_\_\_ TIME \_\_\_\_\_

\_\_\_\_\_ ADDRESS \_\_\_\_\_

\_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

**WHO IS COMING:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**STORE:** \_\_\_\_\_

\_\_\_\_\_ DATE \_\_\_\_\_ TIME \_\_\_\_\_

\_\_\_\_\_ ADDRESS \_\_\_\_\_

\_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

**WHO IS COMING:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**STORE:** \_\_\_\_\_

\_\_\_\_\_ DATE \_\_\_\_\_ TIME \_\_\_\_\_

\_\_\_\_\_ ADDRESS \_\_\_\_\_

\_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

**WHO IS COMING:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**STORE:** \_\_\_\_\_

\_\_\_\_\_ DATE \_\_\_\_\_ TIME \_\_\_\_\_

\_\_\_\_\_ ADDRESS \_\_\_\_\_

\_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

**WHO IS COMING:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





# shop notes

STORE: \_\_\_\_\_

_____	_____	
CONSULTANT NAME	PHONE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	

STORE: \_\_\_\_\_

_____	_____	
CONSULTANT NAME	PHONE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	

STORE: \_\_\_\_\_

_____	_____	
CONSULTANT NAME	PHONE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	
_____	_____	♡
DESIGNER	STYLE NO.	

## ADVICE

Go in with an open mind, Your consultant is there to help, but don't worry about offending her by saying no to her suggestions. She really wants you to find YOUR dress.

Take photos of the details you like about a dress as well as full body shots.

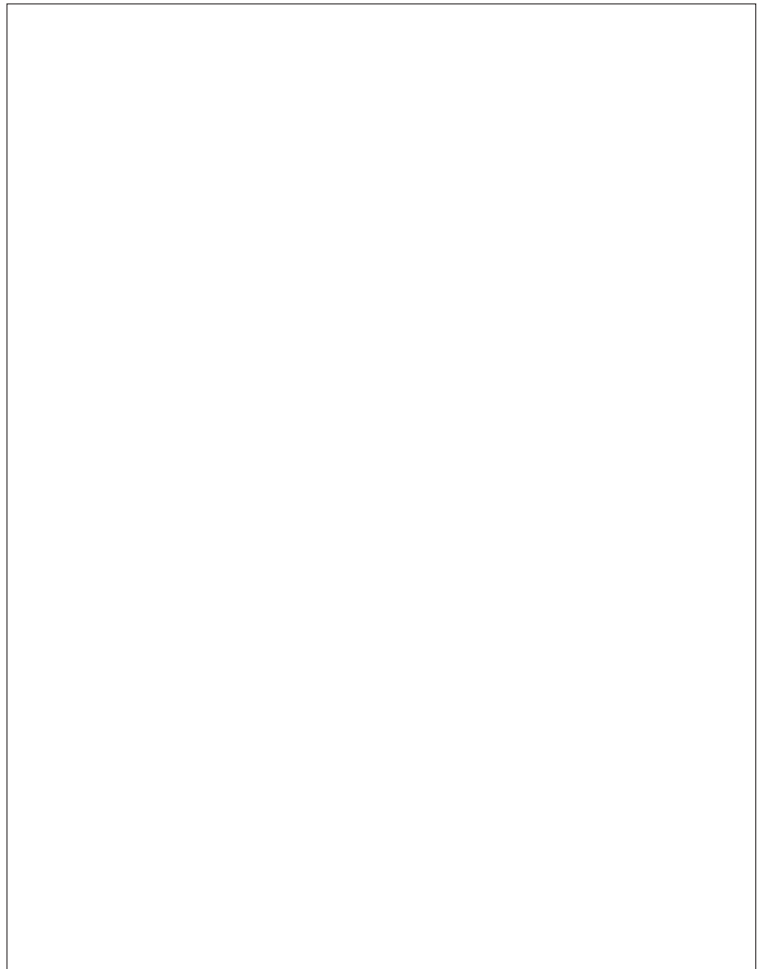
Wait for that magic moment. You will look gorgeous in a lot of dresses, but you will know when you find THE dress.

## WHILE AT THE BRIDAL SHOP LOOK AT:

- Slips
- Veil
- Hair Accessories
- Accessories/ Jewelry
- Shoes
- Bridesmaid Dresses
- Mother-Of Dresses
- Flower Girl Dresses
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# I said YES

to this dress



\_\_\_\_\_  
DESIGNER

\_\_\_\_\_  
STYLE NO.

\_\_\_\_\_  
COLOR

\_\_\_\_\_  
COST

\_\_\_\_\_  
PURCHASED AT

\_\_\_\_\_  
CONSULTANT'S NAME

\_\_\_\_\_  
PHONE NUMBER

WHAT I ♥ ABOUT IT: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





When ready with your bridal party selection, please share the coupon below with your wedding party members, moms and flowergirls.  
 Congratulations on your engagement !



PRESENT THIS TODAY'S BRIDE OFFER

# 10% Off

## FORMALS and BRIDAL GOWN ALTERATIONS

**ALTERATIONS EXPRESS**  
AMERICA'S TAILOR SHOP

Valid at any Alterations Express. Must present with incoming order. Not valid in combination with other offers.

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Cleveland. Fairlawn. North Canton. Youngstown. Pittsburgh. Locations/Maps @ [www.alterations-express.com](http://www.alterations-express.com)

[www.alterations-express.com](http://www.alterations-express.com)



Alterations Express also offers Wedding Gown Preservation and Dry Cleaning Services.



# Q&A *with the Bridal Experts at*



## ***How much time should I allow for my wedding dress alterations?***

We recommend that brides visit us about six weeks before their wedding day. The number of fittings will depend on the amount of work that is necessary. To ensure a perfect fit, schedule your last fitting for a week or two before your wedding day.

## ***Will I know how much the alterations will cost before the dress gets worked on?***

Yes. During your first fitting we tell you exactly what your alteration project will cost. If there are options to having something special done for your dress, your seamstress will be able to price those options to help you make the best decision.

## ***Should I make an appointment?***

At Alterations Express, appointments are not necessary. However, with our brides, we do like to have a scheduled visit for the fittings. An appointment will assure each bride dedicated time with one of our bridal specialists.

## ***What should I bring for my fitting?***

Make sure to bring your dress, the undergarments you plan on wearing on your wedding day, and your shoes. Some brides like to bring their veil so they can get the complete look reviewed by our seamstresses.

## ***How many fittings are required for a bridal gown alteration?***

On average, there are three to four fittings, total. The initial fitting determines the work to be done; the second visit allows the bride to try on her dress after the alterations have been made; the third visit can be as simple as picking the dress up after it's been steamed or will be the last chance to make additional alterations. If the alteration process is more involved, there may be a need for additional fittings.

## ***My dress does not have a bustle. Can I have one made?***

Absolutely. Custom bustles are added for ease and function, and will complement the style and design of your wedding gown. Our seamstresses are creative in hiding ribbons and snaps so they are un-noticeable before the bustle assembly.

## ***What timeline do you recommend for bridesmaids and mother's formals?***

We recommend a week or two at the most. Use your judgment based on how much work is necessary. Common alterations on formals take one fitting with a try-on the day of pick-up. If something more needs tweaked, another visit may be required. We make the process as simple and convenient as possible. We also recognize many wedding attendants are coming in from out-of-town. We work to accommodate everyone's schedule as best we can.

## ***Do you have any advice on preserving my wedding gown?***

As a matter of fact, YES. As experts in clothing care, Alterations Express can have your dress professionally cleaned, pressed and boxed for safe preservation.

***Learn more about all our services at:***  
[www.alterations-express.com](http://www.alterations-express.com)





# alterations

Alterations may very well be the most important step in securing that dream dress. You'll wear your wedding dress all day long, so you'll want it to be comfortable. The best way to achieve that is by altering your dress to fit like a glove.

Because of the necessity of alterations, it's important that you remember to include it in your wedding dress budget. There is no one price for tailoring, and it can be difficult to even give an estimate as every bride's dress is different. From which designer you choose, to the fabric type and color, to your body shape, there are a million factors that go into the price of alterations. Overall, you can expect it to cost anywhere from \$200-\$1000.

## FITTING APPOINTMENT:

_____	_____
DATE	TIME
_____	
ADDRESS	
_____	
PHONE NUMBER	

## ALTERATIONS REQUIRED

<input type="checkbox"/>	_____
COST:	_____
<input type="checkbox"/>	_____
COST:	_____
<input type="checkbox"/>	_____
COST:	_____
<input type="checkbox"/>	_____
COST:	_____
<input type="checkbox"/>	_____
COST:	_____
<input type="checkbox"/>	_____
COST:	_____

## FITTING APPOINTMENT:

_____	_____
DATE	TIME
_____	
ADDRESS	
_____	
PHONE NUMBER	

## FITTING APPOINTMENT:

_____	_____
DATE	TIME
_____	
ADDRESS	
_____	
PHONE NUMBER	



# Expert Alterations Anytime You Need It.



**Bridal & Formal**  
Expert Tailors + Seamstresses

OPEN SIX DAYS A WEEK  
Professional Fittings  
No Appointment Needed  
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Saturdays 8am-6pm



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next to Men's Wearhouse®  
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**Woodmere**  
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Village Square,  
near Corky & Lenny's®  
216-896-9331

**Austintown**  
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Weston Center  
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330-792-4255

**Boardman**  
845 Boardman-Poland Rd.  
Rt. 224 near South Ave.  
next to Olive Garden®  
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**North Canton**  
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of Lorain and Clague  
near Starbucks®  
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Route 422 @ Route 46  
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- East Liberty  
- North Hills  
- Warrendale

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