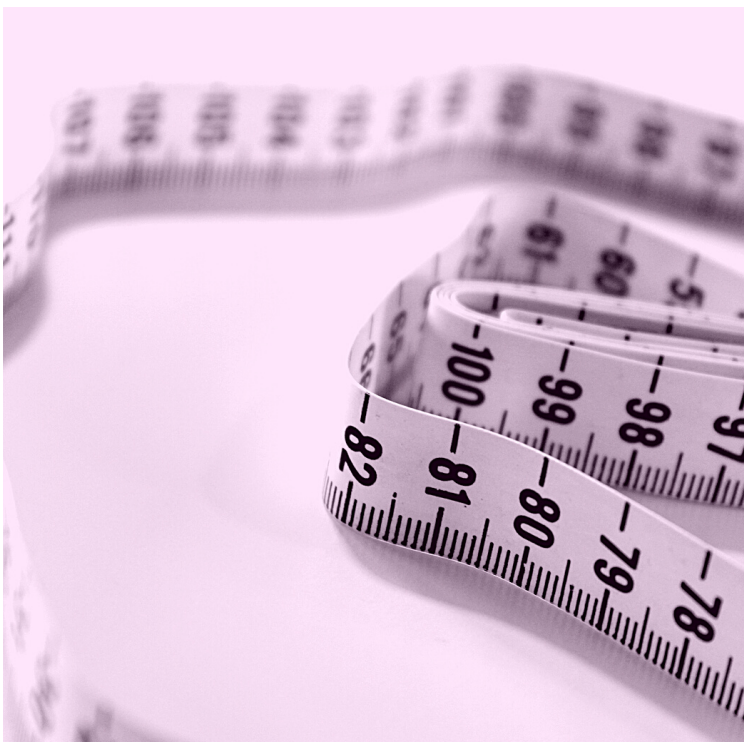




10 Wedding Dress Shopping Myths Busted



Wedding Dress shopping shouldn't be scary or complicated

But unfortunately there are lots of myths that can make it feel more like going to the dentist than the happy experience it should be!

I set up With Love Bridal 14 years ago to offer brides-to-be a better dress shopping experience. I've met a lot of lovely brides over those years and heard a lot of stories. So I am here to tell you which of the stories or myths you can ignore, and how to have the best bridal gown shopping experience you can.



Myth 1 - You **MUST** start looking over a year in advance

It depends where you are looking, but it is absolutely possible to buy just weeks and even days before your wedding!

If you want a made-to-measure / made-to-order dress from a traditional boutique then you may need to look well in advance.

But there are many other options for the time poor, which are also usually more budget-friendly.

Off-the-peg shops (or Outlets) sell dresses to be taken away immediately (the one you try is the one you buy) and these shops can often also order a dress in a different size that doesn't take months to come; sometimes they come in 24 hours!

You do need to factor in your fitting, which will probably start around 5 to 6 weeks before your wedding (but can be done in less time if necessary).

But no need to panic if you don't have months to go, there are still lots of ways to find your dream dress.

Myth 2 - You should match your dress to your wedding

Not if you don't want to - you're the bride, you do what you want. Having a wedding in a castle but want a simple sheath? Do it! Registry office but always dreamed of a princess wedding dress? Why not!

If you feel fabulous in your dress it will show in your face and body. Have what you want. Your guests will see that, they won't be thinking "Hmmm, lovely dress but doesn't go with the theme", they'll be thinking how lovely you look.

And you won't look back in a few years and wish you'd had a different dress that you liked more, regardless of what your theme was or other people thought you should have!



Myth 3 - Visit many shops or try lots of dresses before you decide

Over the years I've seen many brides get totally overwhelmed by the dress buying process because they tried on too many, turning what should be a fun experience into a chore because they became totally 'dress blind', confused and stressed out!

On average, brides visit two to three shops and try nine dresses before they choose. Some pick the first dress they tried.

The key is to trust your gut. Don't get pushed into a dress if you aren't sure - go away and think about it. But also don't be afraid to make a quick choice if you know it's The One.



Myth 4 - You need all of your bride tribe with you

I've seen many brides arrive with a large contingent of family and friends and leave regretting it.

Too many opinions can be seriously stressful for a bride and can leave her unable to hear herself think. I've had brides in the past regret their choice as they felt 'pushed into it' by friends and family.

Your guests should be there to make sure the dress shape suits you, not share their own personal views on sparkle, fabric, necklines etc. But some guests can find it difficult not to force their own views on what they like onto you.

Wedding dress shopping can be fun, but it's not really the place for another version of a hen do.

Pick one or two trusted, positive guests. A second opinion can be helpful - a fourth, fifth or sixth not so much.

Ultimately, yours is the only opinion that really counts.

Myth 5 - It's not 'the one' unless you or your guests cry

Ahh, the legacy of reality TV!

Some wedding dress reality TV shows have done nothing to help brides by creating the impression that it can only be the dress for you if your entire party sobs.

After 14 years selling wedding dresses, I can honestly say it rarely happens, but that doesn't mean that thousands of brides over the years haven't felt amazing in the dress they chose.

Remember, reality TV shows don't often reflect real life, they are entertainment!



Myth 6 - the dress is not comfortable, that's the price you pay

Absolutely not.

There are enough different shapes, fabrics and sewing techniques out there that every bride should be able to find something that is both beautiful on their figure and comfortable to wear.

And a specialist bridal seamstress who cares about their work can also make sure that's a reality.

It's a long day to be uncomfortable, and it will show in your face, so don't compromise and make sure you get both beauty and comfort.



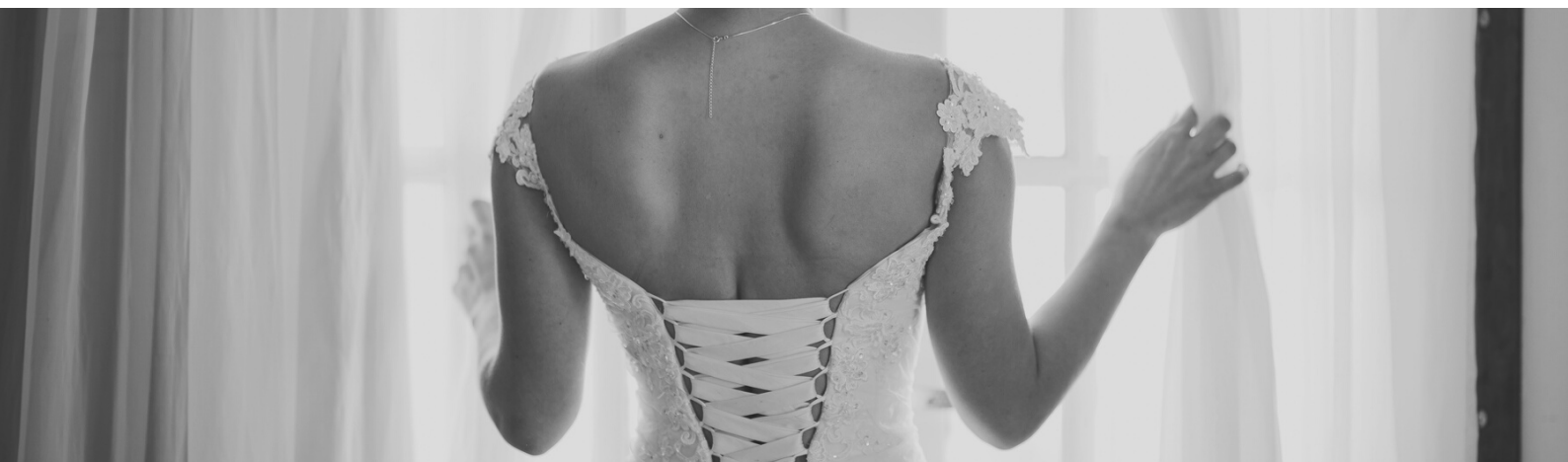
Myth 7 - a lace-up back dress can go up / down by 1 or 2 sizes

Yes, a lace-up back does give you some flexibility within your dress size, and on the day you can take advantage of that to have it nice and tight for your ceremony, and then a little bit looser to enjoy that lovely meal you've paid for.

But too small and the lacing will stretch right across your back (if it does up at all) screaming to all that you have tried to squeeze into a dress that doesn't fit.

Too big, and the lacing will be pulled together at the sides, which not only looks untidy but loses all the figure-shaping benefits of a well-fitted corset.

Of course, it can be taken in so that the lacing is back to the right size, but that's not the same thing as it automatically fitting you without alterations!



Myth 8 - the more expensive the dress, the better it must be

Many off-the-peg dresses are exactly the same dress as the more expensive ones, just at a lower price because they have been tried on in a store.

And with some of the very expensive dresses you are also paying for all the marketing that goes into building the brand, and the crystal chandeliers, crushed velvet sofas, goody bags and bottomless champagne that some shops might offer.

However, at the bottom end of the scale you can very much get what you pay for, especially when it comes to very cheap copies of designer dresses, as the dress you get is usually not the one in the picture but a copy made of cheaper fabric and decoration, using less material and with a quicker and usually less polished finish.



Myth 9 - sample or preloved dresses are dirty/damaged/unwanted

Let's talk about sample dresses first.

They aren't the dresses that no-one wanted - they are the ones that may be past season and discontinued, so can't be ordered any longer by the traditional bridal shops. Or they may be a designer that the shop no longer stocks.

Many have barely been tried and are in fabulous condition, but at a fraction of the original price.

Preloved dresses have often only been worn indoors and may have been worn for fewer hours than a sample dress. They are usually checked and cleaned before being resold.

Any shop worth their reputation won't sell dresses that aren't in a good condition. Yes there may be the odd loose bead or dust mark under the train where it can't be seen - but nothing that can't be fixed, and at such a huge discount from new they are definitely worth it!

Myth 10 - your partner should never see the dress until the day

Most brides will choose not to let their partner see the dress before the day, and there's undeniably something special about that moment they turn round and see you.

But I've also had many customers who wanted the opinion of their other half before they made a decision, and that's fine too if it means a lot to them.

As far as I know none of them have had any worse luck than the brides that did it the traditional way!



I hope that's helped!

If you would like to find out why I've had nothing but 5 star reviews in 14 years of selling wedding dresses, why not book an appointment? There are a few ways to do it:

Go to www.withlovebridal.co.uk and fill in the contact form

Call/WhatsApp/Text me on 07812 989552

Email me at claireingram@aol.com



And if you aren't ready to buy your dress yet but just want a chat about wedding dress shopping, or if you need any other wedding dress questions answering, feel free to get in touch too

Claire xxx