

# Choosing a Gown

SAVING YOUR SANITY, ONE LIST AT A TIME



PREMIER  
**BRIDE**<sup>®</sup>

LUSIA STUDIO

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# Before Buying a Dress



Know Your Budget

It's OK to Love the First Dress



Know Your Silhouette

Be Open to Alterations

Be Open to Different Styles



Keep Location in Mind

Say Yes and Stop Shopping



Trust Your Instincts



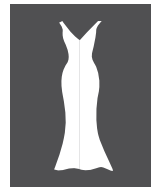
Budget for Extras

Share Your Vision



# Choosing Dress Styles

Just started looking at wedding dresses and not sure where to begin? Torn between a ball gown and a sheath style dress? Here are some descriptions of dress silhouettes to help you while shopping for the most important dress of your life!



## SHEATH

A dress that creates a close silhouette to the body. Typically, the sheath uses charmeuse or a very soft and flowing material that fits close to the body, with some beading on an overlay. The sheath is a perfect fit for casual weddings.



## MERMAID

Also known as a fit and flare gown, the mermaid gown looks great on girls with tiny waists and for those who want to show off their curves. Accentuate the waist with a belt for more definition.



## A-LINE

This dress resembles an "A" that creates a long line for your body. This classically elegant gown is universally flattering and will look great!



## BALLGOWN

This gown has a fitted bodice and full skirt. It's the perfect proportion for any bride with a bustier bosom. If you've always dreamed of being a princess, this is the gown for you!



## EMPIRE

This gown is flattering because it created a long line and disguises the hips. Extending from the bust line, this shape is youthful and elegant.

Believe it or not, there are different types of length when it comes to a wedding gown. You can choose a cocktail length, which is just simply above the knee. Knee length is at the knee, while tea length is just below the knee. High-low length is just below the knee in front with a train in the back of your gown. A ballerina length dress is a dress that is cut just above the ankle, perfect for ballerinas!

# Waistline Types

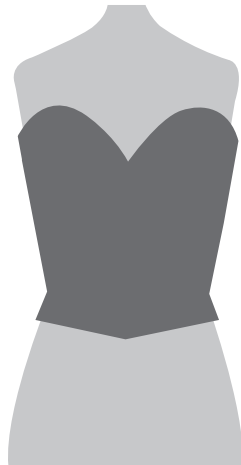


## ◀ SQUARE WAIST

Falls below the natural waistline and dips into a “V” or “U” shape.

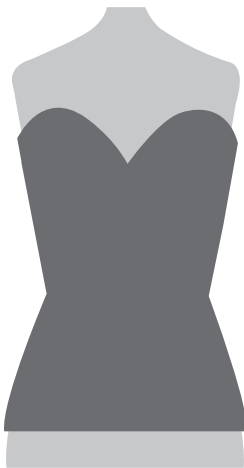
## NATURAL WAIST ▶

Falls slightly above the belly button at the natural waistline.



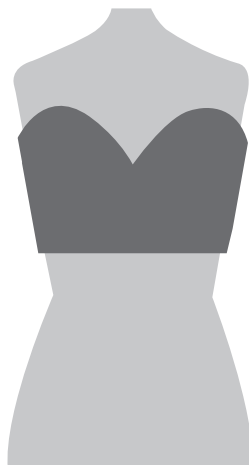
## ◀ DROP WAIST

Falls several inches below the waistline close to the hip bones.



## EMPIRE WAIST ▶

Falls just below the bust line.



# Train Types

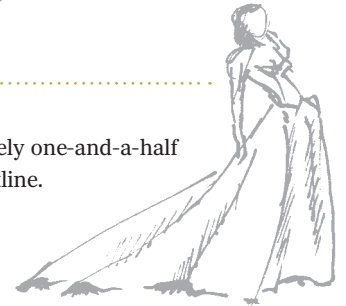


## SWEEP

The shortest train style, just brushing the floor.

## CHAPEL

Extends approximately one-and-a-half yards from the waistline.

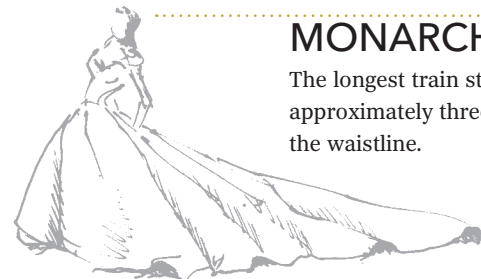


## SEMI CATHEDRAL

Extends approximately two yards from the waistline.

## CATHEDRAL

Extends approximately two-and-a-half yards from the waistline.



## MONARCH

The longest train style, it extends approximately three yards from the waistline.

## PANEL

A separate, foot-wide panel attached at the waist, usually one-and-a-half feet to four-and-a-half feet long and detachable.

## WATTEAU

A separate, foot-wide panel that is attached at the shoulders and falls loosely to the hem.

# Find the Right White

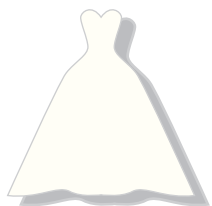


SKIN TONE:

Dark

WEAR:

Stark White,  
or almost any shade



SKIN TONE:

Medium with yellow tones

WEAR:

Off-white or creamy ivory

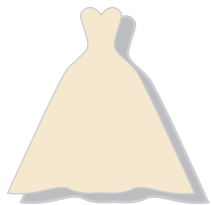


SKIN TONE:

Fair and pink-toned skin

WEAR:

Ivory



SKIN TONE:

Medium with olive tones

WEAR:

Champagne or  
diamond white

# Take the Plunge!



## SWEETHEART

This heart shaped strapless look is a perfect option for fuller chested brides as it accentuates the décolletage. Shorter brides look good in this heart shape as it makes the torso appear longer.



## HALTER

The halter wraps around the neck exposing a bride's shoulders. This look is best on taller brides who have broader shoulders.



## V-NECK

The V-neckline can range from a simple, modest V shape sitting just below the collarbone to a deep, sexy plunge. This look is best for the average busted girl. The larger the chest, the smaller the V.



## OFF-THE-SHOULDER

An off the shoulder gown creates the perfect silhouette to flatter collarbones, shoulders, and upper arms. This neckline is especially attractive on medium to full chested women.



## ILLUSION

The illusion neckline features a strapless gown with either a sweetheart, straight or curved neckline with a sheer fabric covering the décolletage to the neck. Most illusions form a halter or bateau line, but give the appearance of a strapless.



## BATEAU

The gentle curve of the bateau neck follows the shape of the collarbone almost to the shoulders. This shape is especially good for petite brides with lovely collarbones.

# SHOPPING FOR THE PERFECT

# bridal gown

## *do's for* **THE BRIDE**

Shop nine to twelve months ahead

Make an appointment first

Eat first

Bring a strapless bra and Spanx if you have them

Wear more makeup than usual

Try something new at least once

Take photos

Take one to three people. You can bring more for your final fitting

Trust measurements and size recommendation from the salon

## *signs it's the right dress*

Big smile when she walks out

Doesn't want to take the gown off

Starts to accessorize

## *do's for the* **RELATIVES & BRIDESMAIDS**

Keep the focus on her and not you - make her feel special!

Tell her when a dress style is flattering

Ask her what style her two favorite dresses were

Make sure she stays within her budget and stays realistic

Ask for her opinion first before you give yours

Be honest if a dress is truly unflattering

Eat first and plan more time than expected, especially if its more than two or three people

Ask if she pictures herself wearing the dress for her wedding. If it is the right one for her, it's the right one for everyone else!