

# PLANNING YOUR SHOPPING EXPERIENCE

VERSAILLES ATELIER

EST  2020

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## 02 SET YOUR GOAL PRICE POINT

Going wedding dress shopping before you have a clear idea of your budget will ultimately lead you to falling in love with a gown that is out of reach.

We never want anyone to leave feeling frustrated and disappointed about anything including price. By giving your consultant a clear guideline about price point goals will allow us to give you the best experience.

Once you are in the shop, stick to your budget. It can be so tempting to “only try something on” but falling in love with a dress outside of budget will either break your heart or break the bank.

## 03 RESEARCH, RESEARCH, RESEARCH

Each bridal shop carries a completely different set of dresses, styles, and prices. Be sure to visit each shops’ website and social media pages to gauge if it is one you want to shop in or not.

This will give you a great indication of whether their style and price range aligns with your vision. Also, going to five or six appointments is not only exhausting for you but extremely tiresome for your entourage.

Not to mention, seeing hundreds of dresses is only making the process more confusing and overwhelming. Instead of booking as many appointments as possible, select two to three shops that really excite your inner fashionista.

This will increase the odds of you having a successful wedding dress shopping day.

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There are so many fun events leading up to your wedding day. Engagement parties, bridal showers, bachelor/bachelorette parties, and of course finding your wedding gown.

Bridal shopping will require an appointment and is MORE than just a shopping trip; it's an experience, an event that you want to share with friends and family. Or maybe you want to keep it private and do it on your own.

Whatever your preference is, your wedding dress is one of the most special things you will wear in your life and should be just as unique as you are.

Here are some tips for creating the best bridal dress shopping experience, and ultimately finding your dream gown.



## 01 SET YOUR TIMELINE

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Once you're engaged, it can be easy to want to start on all of the exciting parts of planning your wedding. But shopping for a wedding gown before deciding on when you're getting married, or before setting a budget for the big day can be a dangerous game.

Most of our wedding dresses take 6-8 months to order and need an additional 2-3 months for alterations.

If you're planning a short engagement, some dresses may not be available for you to special order or may come with rush fees.

We recommend shopping 9-12 months before your wedding, but ultimately the right timeline for finding your gown is whatever feels right to you. We are here for you when the moment to find your dream dress comes.

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## 04 PICK YOUR ENTOURAGE - CAREFULLY

Nobody wants to deal with a negative nelly. It's hard for the people who love you most to not share their opinions with you and with multiple people, there will be multiple opinions.

Limit your guests to only the most important decision makers. Ask yourself: does this person need to be with me to make the decision? If the answer is no, wait to share the dress excitement with them on the wedding day, during the dress pickup, or in an accessories appointment.

If the answer is yes, wait to set up your appointments until they are available to join you.

## 05 BE PREPARED TO SAY 'YES'

Most brides have been waiting months, if not years to shop for their wedding dress which can make it hard to finally say yes to your dream gown.

Some brides feel they need to 'pre-shop' or visit multiple boutiques before they decide on the one.

Setting rules and limitations on your shopping experience can be more destructive than helpful in your quest for the perfect dress.

If there is one specific person that needs to be in attendance for you to make your decision, WAIT.

Shopping before they are with you can take away from the experience for when they are finally able to join you.