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gown guidelines

RELIEVE YOURSELF OF DRESS STRESS BY FOLLOWING A FEW SIMPLE RULES



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Whether you are 25 or 45, a wedding is an important occasion, and there is no reason why the first step—the dress—should be the most frustrating OR the most neglected.

To find the best dress that suits your wedding and personal style, Nadia Digilov, founder and CEO of luxury event production firm Celebrating in Style (celebrating-instyle.com), suggests the following:

- 1. Steer clear of the “must-have” trends:** Not all trends flatter every single body type. We are all shaped differently, so choose a gown that will flatter your shape. This does not mean that you should not incorporate the latest style into your wedding attire. Know your fabulous body type first and then shop around to see what works for you.
- 2. Have an open mind:** Contrary to popular belief it’s absolutely fine to add a bit of color to your white gown. Colors that look great on wedding dresses can range from gold and silver to even brighter colors. The trick is to go with the “less is more” philosophy.
- 3. Less is more:** Spending more on a dress does not necessarily mean that it will look better on you or look more expensive to your guests. Be realistic about your budget. If you do your research, know your body type and add a few inexpensive unique touches to your gown, everyone will be wondering who designed your dress. One of my brides fell in love with an extremely expensive designer dress that she couldn’t afford. To make her happy we decided on a solution: we bought a plain, reasonably priced gown and accessorized it to match the designer version. Not only did we save thousands of dollars, but the guests couldn’t stop talking about her gown—they loved the unique details.
- 4. Minimize the audience to two people if possible:** Shopping for the perfect wedding dress can be confusing enough, but if you mix in an audience of 20 emotional women it will be even more difficult. The key is to find your top three picks and then bring your friends and family to provide final feedback.
- 5. Listen to your gut:** I didn’t fully understand what that meant until I was getting married myself. When you see the dress that is meant to be yours, I guarantee that you will just know it. Ask yourself if it looks wonderful to you, feels comfortable and you can imagine yourself wearing it for the entire day. Most importantly, you will rock any wedding gown if you feel joyful, excited and full of life inside.

—Nadia Digilov