

WHAT TO
EXPECT AT
YOUR FIRST
BRIDAL
APPOINTMENT



A MESSAGE

From the Owner



Congratulations on your engagement! All the gowns you will see at Formals of Litchfield have been carefully selected and created with you in mind. I have traveled the world to bring you more choices of exclusive gowns than any other bridal salon in Illinois. Looking for something sweet, glamorous, chic, trendy, classic, fun or sophisticated? You can find it at Formals of Litchfield. I have worked closely with several designers to help create numerous styles exclusively for Formals of Litchfield. You will love the attention to detail, quality, and value. So come on in and let us help you find the perfect gown for your wedding day...today!

Be Beautiful,
Lisa Brumm

P.S. I have set aside a special gift just for you upon the purchase of your gown but I only have a limited number available. I'd hate to have you miss out on it so hurry in and get yours before it's gone.

Your first step to finding the perfect dress.

When You Arrive

You will be greeted warmly by one of our professional and courteous bridal consultants and assisted in completing a simple bridal registry form. This will help your bridal consultant get a sense for your personal style and the ideas you've already put together for your wedding plans. Your bridal consultant will also show you the four silhouettes of gowns and briefly explain some of the different fabrics and construction of the wedding gowns you will try on.

Your Entire Appointment

Will take from one hour to no more than 90 minutes.

A woman with long, wavy brown hair is wearing a strapless, floor-length white lace wedding gown. She is standing in front of a dark, ornate metal screen with intricate scrollwork. The lighting is soft, highlighting the texture of the lace and her features.

10

Things You
Must Know
and Do
Before You
Buy Your
Wedding
Gown

The quest for your wedding gown can be one of the most exciting and fun-filled parts of planning for your wedding. Your gown will set the tone for your entire wedding and there are few other times where you will be so lavishly pampered as you are magically transformed into a beautiful bride before your very eyes. But before you buy your wedding gown, here are ten things that you need to know and do.

1 Get a clear picture of what you want your wedding to look like in your mind.

Close your eyes and envision yourself as a bride. What do you see? Are you going to be walking down an aisle, getting married outside or uttering your vows by the soft glow of candlelight? Will you be wearing a full ball gown with your hair up and a long flowing veil? Or are you dressed in a flowing, romantic gown that accentuates your femininity? Write down six adjectives that best describe how you want to look and feel on your wedding day. For example, you may write words such as: traditional, romantic, princess like, lavish, minimalist, sexy, sophisticated, etc.

2 Try on the different silhouettes of gowns to find out what looks best on your figure.

All wedding gowns fall under four basic silhouettes. These are: the ball gown (the most traditional of the categories, has a full bodice and waistline

that leads to a very full skirt), the empire (has a high waistline which falls to a slimmer skirt), the A-line or princess (features vertical seams flowing from the shoulders down to an A-shaped flared skirt) and the sheath (closely follows the line of the body). An experienced bridal consultant can point out the features of how you look in each. You should let her know what you like about each style as well.

3 Select the color and fabric of your gown.

The same dress style can look and feel quite different in a different color or fabric. Even though white has traditionally been the color of most gowns, more and more gowns are being designed with color in the details. You may want to consider an off white, ivory or blush/champagne color as a way to enhance your complexion. Choose a color and fabric that best reflects the mood you are trying to create at your wedding. When choosing the fabric, keep in mind that it will be the basis for the overall look and feel

of your gown and will influence cost more than any other single thing. Textured material and overlays such as chiffon, tulle, and organza can also be used to create a special look for you.

4 Determine what features you want on your gown.

These features include the type of neckline, waistline, train, beadwork or lace on the bodice and skirt, and other decorations or embellishments. Once you have determined which silhouette, color and fabric you like best, determine if the gown will have sleeves, straps or if you prefer strapless. You will want to try on a variety of gowns to help you find what you like best as you bring "the perfect gown" into closer focus.

5 Accept help from knowledgeable and professional bridal consultants.

A good bridal consultant will ask lots of questions to get more clarity about your special day. They will want to be helpful to you and may have some recommendations for you. An expert consultant has seen gowns on many women in various shapes and sizes and will be able to recommend a dress that will look great on your body. Let an expert's opinion guide you to considering some shapes or styles you might never have imagined wearing. However, your consultant should make you feel comfortable and free to express your own opinion. From the moment you enter



BALL GOWN SILHOUETTE



EMPIRE SILHOUETTE



PRINCESS SILHOUETTE



SHEATH SILHOUETTE



the salon, be mindful of the way you're being treated and of the way the salespeople make you feel. Do they treat you with respect? This is your special day and you deserve help that makes you feel comfortable and happy.

6 Be aware of traditions or religious guidelines that may influence how your gown should look. Different pastors, clergy or officiants of weddings in various religious and/or ethnic backgrounds require that your head, legs or shoulders be covered. It is best to check with your ceremony officiant to find out if he/she has any guidelines that may need to be considered before you buy your gown. This will prevent embarrassment on the part of you and your guests.

7 Bring along someone whose opinion you trust and respect to help you in your search.

This person could be your mother, sister, bridesmaid, honor attendant, a close friend or another relative. An extra set of eyes can be helpful, but limit the number of people who come with you. Too many opinions will likely confuse you and lead to a frustrating experience. Such feedback can be invaluable. But, remember, it is **your** wedding, so you should make the final decision after careful consideration of your choices.

8 Make your decision. Making your final decision doesn't have to be stressful. You have your mother or friend and your consultant to help you. Be sure

to give yourself a chance to look at several options before you buy. Trust your own instincts. You have likely been visualizing this day for some time. Ask yourself these three questions of the final dresses that you are seriously considering: 1) Which dress do I feel the prettiest in?, 2) Which dress accentuates my best feature?, and 3) Which dress most fits my personality or style? Try on each gown and go through this process until you have eliminated all of the dresses to the final one. Once you've found a gown that is everything you've imagined, smile and relax – you've done it!

9 Have your dress altered to match your exact figure.

Once you have your gown, find a professional seamstress, who is an **expert** at altering **wedding** gowns, to help you make the final alterations that will help your dress fit perfectly. Many bridal stores will have their own seamstress on site to help you. This process usually involves an initial fitting and one to two more alteration appointments. Following these fitting appointments, your dress will be pressed. You may want to wait until a few days before your wedding before you pick it up.

10 Look for the final touches that will help you complete your gown and make your wedding day special. Once you've found your gown, look for matching elements such as veils, shoes, and gloves that will make your transformation into a new bride complete. You may want to ask your bridal consultant for suggestions for these final touches.

With these ten tips in mind, your quest for **your** wedding gown should now be an exciting, fulfilling and wonderful experience. Have fun!

WHAT BRIDES

*are saying about
their experience at . . .*



“Your store is the Best. When our other daughter gets married, we’ll do ABL of our wedding shopping here at Formals. Whenever we’ve shopped here at Formals, your staff has been outstanding! We have shopped at other stores closer to us, but we hated the service. Your store is worth the drive (not too far, just 45 minutes for us). We have been totally thrilled with your store and staff, you can guarantee we will be back.”

— Barbara Nation —

"After we were treated so nicely in Litchfield. The service of the twenty something girls at Litchfield was great. They said helpful things like: "I like that style of bodice on you, etc." and were very quick and efficient in getting her in and out of each dress. I also liked that each dress was in an individual bag."

— Zindel, Moweaqua, IL —

"I wanted to take a minute to thank you for everything you did to make Chris and I's wedding so special. The services that you provided the wedding party with were Wonderful. I will recommend your store to anyone. You have a great selection of gowns and tuxedos and most importantly, your service is Excellent. Planning a wedding can be so hectic. Having a bridal store that is so well organized, accommodating, and friendly made the planning so much easier. Thanks again for everything you did for us"

— Julie Barcum-Abel —

"Thank you so much. The wedding was perfect. We really appreciate your efforts and especially thank you to Lisa for helping me find my dress. You were all very helpful. I will definitely recommend you to all of my friends for their wedding day."

— A. Penhale —

"Thank you so much for all your help with the selection and fitting and Carrie's wedding dress. We have told all of our friends about the help and kindness shown to us by the staff at Formals. The wedding was beautiful, and everyone commented on how gorgeous Carrie's dress was. They loved the way it sparkled. Thanks again for all you wonderful help in making the wedding so perfect"

— Gail Richardson —

"Formals Staff, thank you for being so helpful. I am so glad I bought my dress and bridesmaid dresses from you. I am extremely happy with the service I received. Thanks again!"

— Carol Cowell —

"I just wanted to say thank you for the excellent service I received. It was so nice to walk into your store and receive your undivided attention. I have told anyone I have talked to about my dress and about your store. Again, thank you so very much for helping me find my perfect dress. I will continue to sing your praises to everyone I talk to."

— Arika Shawgo —

"Thanks to all of you for your kindness and helpfulness! Everyone was so caring and patient with us. Everyone loved the dress, especially me! I recommend all my friends to you."

— Stacey Greer-McLaughlin —

"Dear Debbie, It has been a long time since you helped me purchase my dress, (November 05). The Essence of Australia dress turned out to be a perfect match for my wedding on July 8, 2006.

Alan and I were married in a rustic lakeside chapel in Minnesota. The feathers you helped me choose for my hair were a great choice for the reception and dancing. Thanks again for the personal attention and expertise you provided!

You made dress shopping a breeze"
— Nina Gehner-Ball —

"A big thank you in every way for making the wedding process wonderful and enjoyable. Thank you for your helpfulness and smiles. Everyone involved with the wedding felt everything was perfect. I loved my dress and enjoyed being in it all day long. Thank you for all of your love and support."

— Kim Reed —

14 REASONS

*brides from all over
Illinois get their gown
at . . .*



- 1 Incredible selection. With our huge selection of hundreds of gowns sizes 2-32 you'll be able to try on your gown in your size. Shopping at our store is the same as going to 8-10 other smaller stores who don't have the extensive inventory we do.
- 2 Our Limited Edition, Exclusive, gorgeous, and cutting edge gowns are unavailable at other stores and allow you to showcase your unique style and personality in such a stunning way that every eye will be on you throughout your big day!
- 3 You'll have a world-class experience dealing with professional bridal consultants who will always be standing by ready to assist you with your every need, every day. We simply take the guesswork out of planning everything you'll wear on your big day.
- 4 Brides tell us they're surprised at how easy it is to afford our unparalleled world-class quality gowns. Don't just take their word for it. Find out for yourself! We're confident you'll say the same and know you'll be delighted!
- 5 We are one of the most highly recommended locally owned bridal salons in Central Illinois. For over 20 years, thousands of brides have entrusted their wedding experiences to our store and over 70% of the brides who buy from us have been referred by one of their friends who have also had a great experience at our store.
- 6 You'll receive four exclusive coupons available ONLY to our customers that will allow you to save BIG money on jewelry, bridesmaids, mothers and other wedding party attire.
- 7 Our unique, stylish bridesmaid dresses are available in 63 colors even your pickiest bridesmaid will LOVE! And our NEW Hassle Free Bridesmaid program will keep you smiling all the way to the alter!
- 8 Free Steaming/Pressing of your Wedding gown valued up to \$150.00 with the purchase of any current wedding gown.
- 9 You'll receive a FREE gift at our store (just for showing up) that you have to SEE to BELIEVE!
- 10 You can get back every penny of the money you've spent on your dress (minus the sales tax) up to one year from purchase date with our EASY referral program!
- 11 You can special order or buy our exquisite gowns off the rack.
- 12 Our customer service goes beyond just words. We guarantee to do our utmost in helping you with all of your bridal attire needs. We'll handle the details for you!
- 13 You will get an unbelievable array of coupons and special pricing reserved only for our brides from the top wedding vendors in Central Illinois. This list alone is usually worth more than what you'll spend on your dress.
- 14 We make the process of getting your wedding gown easy, stress-free, without any of the high pressure you might experience at other salons.

We are the only store that offers 14 additional benefits that you won't find at any other bridal salon in Illinois.

Your wedding guests will all wonder when you come down the aisle, "How could she afford a dress like that?" and you'll be able to smile and know that you saved a bundle by buying your dress from Formal's of Litchfield. Schedule your appointment today and you'll find out why our gowns are called 'perfect.'



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