

Shopping Tips

from **Mara Urshel,**

Co-Owner,

Kleinfeld Manhattan:

research

Start looking for gowns in magazines and websites and bring the photos to your appointment, it will give your bridal consultant a general idea of the kind of dress you like: traditional, straight, empire, princess ball gown, etc.

plan

Make sure you have enough time. It can take 6-12 months to order a designer bridal gown. "It'll take anywhere from nine months to 12 months to order your dress," says Urshel. "Sometimes six months is OK, but in that case you will be limiting some of the dresses that can be available to you."

budget

Know your budget. A lot of people forget that they have to pay for alterations, a headpiece, a veil and undergarments. There are a lot of extras and sometimes those extras can add up to more than the gown.

what to bring

Do not bring an army of friends and relatives to your bridal gown appointment. Bring along one or two trusted partners - your mom, a close friend, etc. - for a second opinion. Make sure you bring people you can trust and that you select a dress that works for you - not for them.

open mind

Keep an open mind, listen to the consultant, and try on gowns she suggests. Gowns don't always look as good on the hanger as they do on the body. Try on as many styles as you can. "Do it; try everything. This is your chance to try on all the dresses in the world and any salon should take the time to work with you to make sure you are happy."

what to wear

Wear appropriate undergarments, you will be undressing in front of a sales consultant you never met before. You may also want to wear a strapless bra or the salon may have samples for you to use.

trust your instincts

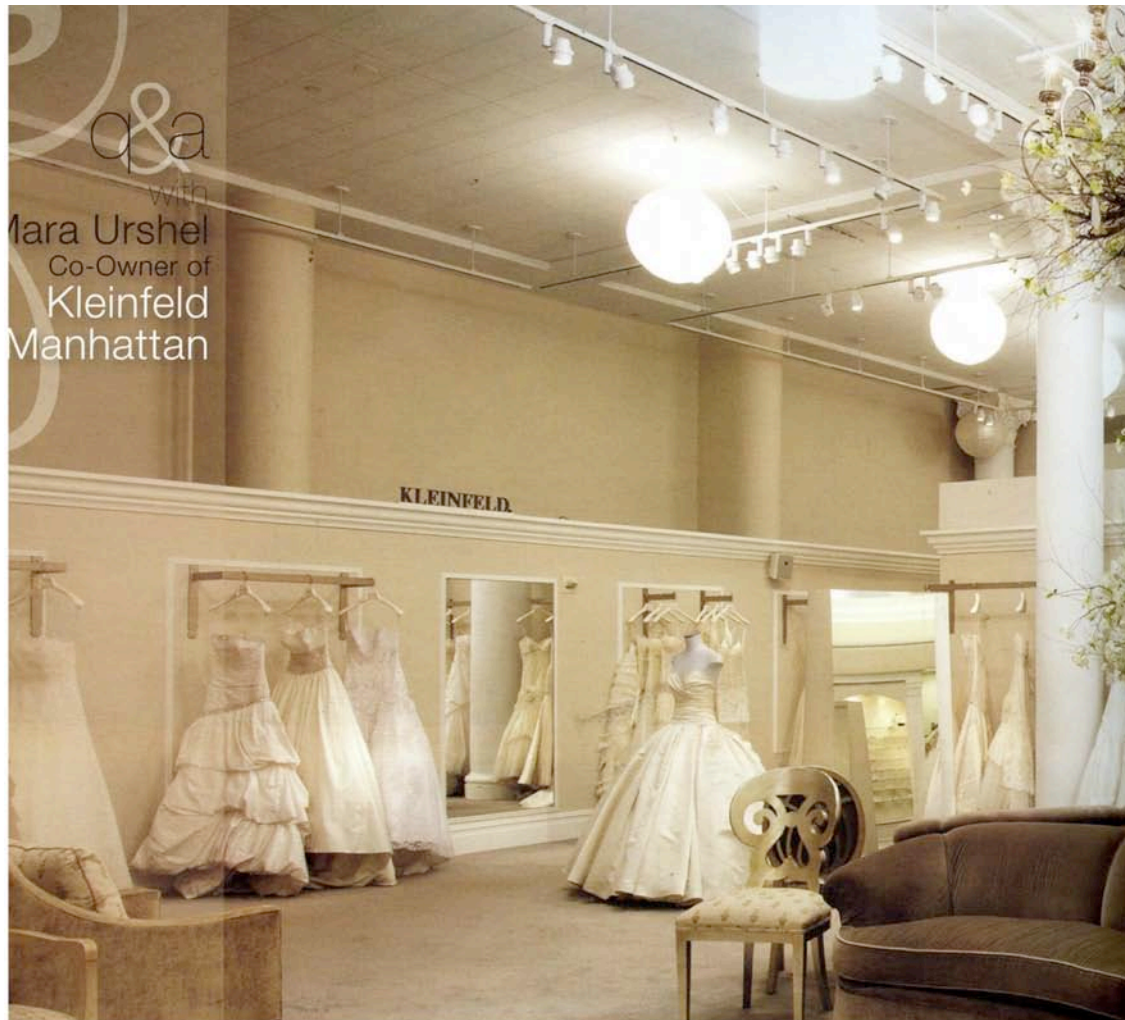
You'll know it's "the one." If you have to be reassured that the gown looks great on you, it's probably not "the one." Is this how you pictured yourself looking as a bride? Does the gown suit your personality? Are you comfortable enough in it to enjoy your wedding day?



Alita Graham for Kleinfeld Kollection
Organza Strapless A-Line Gown with Empire Waist

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q&a
with
Mara Urshel
Co-Owner of
Kleinfeld
Manhattan

With over 60 years experience dressing blushing brides for the big day, the largest selection of designer wedding gowns in the world and their own TLC show, 'Say Yes to the Dress,' Kleinfeld Manhattan may be the most recognized name in bridal fashion. And with their world-renowned, 30,000 square foot storefront only a 1.5 hour drive from Northeast Pa., it would be hard not to ask their professional opinion on one of the most glamorous details of the wedding day. *Local Flair* was fortunate to get the scoop on all things frilly and fabulous from gown guru herself, **Mara Urshel, Co-Owner of Kleinfeld Manhattan.** Keep these tips in mind as you surf the web and venture to the bridal boutique, and be sure to check out just a handful of the dreamy dress selection at Kleinfeld Manhattan on the following pages.

Local Flair - Given the remarkably staggering selection of wedding gowns found at Kleinfeld how does the journey to wedding dress bliss begin for a bride to be?

Urshel - We suggest brides start their gown search by browsing bridal magazines, our website, kleinfeldbridal.com, and other online resources.

Local Flair Wedding

It is best that they know the venue and the wedding style they wish to portray on their wedding day. This will help dictate the type of gowns to show them. It also helps if they understand what shape they want - a-line, ball gown, mermaid, sheath, etc. However, our trained bridal consultants will spend time with them during the appointment asking them questions that lead them towards the perfect dress for them. We suggest they bring in photos of gowns they like and their "top 5" from our website to give the consultant a good idea of what they are looking for. Once the gown is picked out and their dress arrives, we suggest having the undergarments and shoes you plan on wearing the day of the wedding so we can properly fit the gown. We also sell shoes and undergarments, which the bride's fitter will help choose the best undergarment for the dress.

LF - Why is it important for brides to get help from wedding professionals when selecting a gown?

Urshel- It is important that trained consultants guide them toward the perfect dress for their body type, time of wedding (day or night), style of wedding (black tie, informal, or garden wedding) and venue. If they are getting married in St. Patrick's Cathedral and a grand ballroom

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photos courtesy of Kleinfeld Manhattan

such as Gotham Hall, we would suggest the appropriate dress so that she stands out in the crowd and doesn't get lost wearing a basic sheath gown. We have over 1000 samples to choose from, which can be very overwhelming for the bride! Our professional staff has many years of experience combined with weekly training that gives them knowledge on the new dresses we receive every day from various markets across the globe.

LF Have you noticed any changes in gown trends in recent years?

Urshel- Strapless is still the number one neckline, it is most flattering and does not restrain mobility like an off the shoulder gown may. Through the years gowns have become more contemporary, designers have become inspired by red carpet celebrity gowns. Color has become more common. We sell mostly shades of ivory, champagne and blush as opposed to your traditional white. Some trends for 2010 include: Texture and 3D embellishments, lighter fabrics such as tulle and organza, "bling", bolero's/cover-ups, and belts.

LF In your opinion, what can be said about trendy vs. timeless gown looks? Any "rules" on the subject?

Urshel- There are no longer rules in bridal! It is most important to let your personality shine through, but you also don't want to look at your wedding photos years from now and say, "what was I thinking?".

LF What about accessories? Recent trends, is less more or should brides go all out?

Urshel- Some recent trends in accessories include French netted bird cage veils and headbands, tiara's are less common now. As a general rule, the accessory should not take away from the dress.

LF Above all else, what is the best advice you can give to brides when they are picking their gown?

Urshel- Create a budget for your dress and be honest with your consultant so she does not show you a dress you fall in love with but can't afford. Again, make sure it is appropriate for the venue, time of day and formality of the wedding. ✨