

# WHAT TO EXPECT AT YOUR FIRST BRIDAL APPOINTMENT



THE BEST BRIDAL STORES

**[www.BestForBride.com](http://www.BestForBride.com)**

5359 Dundas St. West (at Kipling), Etobicoke, ON, Canada, M9B 1B1, Phone: (416) 233-3393  
566 Sheppard Ave. West (at Bathurst), Toronto, ON, Canada, M3H 2R9, Phone: (647) 430-7498  
303 Dunlop St. West (at Highway 400), Barrie, ON, Canada, L4N 1C1, Phone: (705) 503-3300



# A MESSAGE

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## From the Owner



*Congratulations, you are engaged! I am sure you must be having those butterflies in your stomach for your wedding and your dream wedding gown. Best for Bride is here to help you out with the best wedding dress for you to cherish your wedding memories. Visit our store and you will find gowns of every style and every kind – be it a classy outfit, be it a glamorous one, you name it and we have it. Oh! So, you are looking for something classic and sexy. Well, as you say! Here it is! You'll love the attention to detail, quality, and value. So, come on in and enjoy the best experience of selecting your best wedding gown for your best day!*

*Stay stylish and pretty,*

*Olga Pomeransky*

*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 understand the ideas of your wedding theme along with your dress preferences. Your bridal consultant will also show you different silhouettes of gowns and briefly explain about fabrics and construction of the wedding gowns you will try on.

### **Your Entire Appointment**

Will take approximately from one hour to 90 minutes.

Be decisive on your first visit  
and save with this special coupon  
we've prepared just for you.

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## THE LUXURIOUS BRIDAL BONUS PACKAGE

Available **FREE** on your  
First Visit to Our Store

Purchase any wedding gown over \$899 on your first  
visit and receive the following items absolutely **FREE**.

Your choice of a veil (up to \$149)  
Your choice of a tiara (up to \$149)  
Garter (to \$25)  
Dress Bag (\$15)

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**Total Value: \$338**

Or

**\$100 off**  
the price of your gown

10 THINGS  
YOU MUST  
KNOW AND  
DO BEFORE  
YOU BUY YOUR  
WEDDING  
GOWN

# W

eddings are filled with fun and love for the bride. From family, to relatives to friends, to the wedding gown, everyone pampers the bride on her best day. Selecting your wedding gown for the happiest day of your life is filled with anxiety and lots of excitement. However, before buying your wedding dress, here are ten things that you need to know and do.

**1** **Imagine how your wedding day should look like.** Close your eyes and imagine your wedding day. 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 out different gowns best suiting to your figure.** Typically, there are four major silhouettes of wedding gowns: **Ball gown** is fitting best to the

traditional category. It has a full bodice and waistline that leads to a very full skirt.

**Empire silhouettes** of gown have a high waistline which falls to a slimmer skirt.

**A-line or princess gown** features vertical seams flowing from the shoulders down to an A-shaped flared skirt.

**Sheath silhouettes** following your body line closely. The bridal consultant will let you know your best features in each and help you to find the right style that suite your body type.

**3** **The color and the fabric should be selected carefully.** The same dress style can look and feel quite different in a different color or fabric. White always has been the favorite wedding color for every bride. But, a different

light color like an off white or champagne color can also enhance your wedding gown to make you look more attractive and prettier. Select a color and fabric that best suits your personality and your complexion and showcases the best features in 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.



BALL GOWN SILHOUETTE



EMPIRE SILHOUETTE



PRINCESS GOWN



SHEATH SILHOUETTE

**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 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** **Keep in mind the religious factors influencing your wedding gown.** Various factors in certain religions influence the wedding gown designs. They have certain beliefs on covering head, legs or shoulders during the wedding as it is considered to be a holy affair. These factors are better to be consulted first with your ceremony officiant. You are advised to make a note of the guidelines necessary to be kept in mind while choosing wedding 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?
- 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. Best for Bride provides professional alteration services to its clients at special prices. You can watch a video about Tips for Wedding Dress Alterations here: [http://www.youtube.com/watch?v=Fp\\_KpGT5VU8](http://www.youtube.com/watch?v=Fp_KpGT5VU8)

**10** **Final touch up to your perfect wedding dress for your perfect day.** Once the alteration process gets completed, get yourself accessories complementing your wedding gown in order to look the most beautiful bride in the city. Matching shoes, veils, gloves all are to be considered accordingly to make you look like a princess. You may want to ask your bridal consultant for suggestions for these final touches.

*The ten tips above will help you locate the best wedding gown for you and make the whole process of selecting your perfect wedding dress to be exciting, fun and smart. And why not, after all it's your wedding!*

16 REASONS WHY  
BRIDES FROM ALL  
OVER CANADA GET  
THEIR GOWN AT...

*Best for Bride*  
  
THE BEST BRIDAL STORES

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**1** We are a one-stop bridal shop that offers many different bridal services which will save you a lot of hassle, time and money. You can watch a video about services we provide here:

<http://www.youtube.com/watch?v=XLzKITH6N9w>

**2** Incredible selection. With our huge selection of hundreds of gowns sizes 0-36, you'll be able to try on your gown in your size.

Shopping at our store is the same as going to 10-15 other smaller stores who don't have the extensive inventory we do.

**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 designer collection 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 Canada. Thousands of brides have entrusted their wedding experiences to our store and many 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. You can read here what brides are saying about us:

<http://www.bestforbride.com/testimonials.php>

**6** You'll receive exclusive coupons available only to our customers that will allow you to save BIG money on accessories, bridesmaids, and other wedding attire.

**7** Our unique, stylish bridesmaid dresses are available in many colors even your pickiest bridesmaid will love.

**8** You'll discover amazing introductory offers on accessory packages that will save you hundreds of dollars.

**9** Free steaming/pressing of your wedding gown valued at \$85 with the purchase of any wedding gown.

**10** If you are Plus Size bride, in our store you will find huge selection of fashionable dresses made especially for plus size women. You can watch video about tips for Plus Size Brides here:

[http://www.youtube.com/watch?v=clr7H7u\\_WjY](http://www.youtube.com/watch?v=clr7H7u_WjY)

**11** You can get back every penny of the money you've spent on your dress (minus sales tax) with our easy referral

**12** program. You can special order or buy our exquisite gowns off the rack.

**13** Our customer service goes beyond just words. We personally guarantee to take care of all the details.

**14** You will get an unbelievable array of coupons and special pricing reserved only for our brides. This list alone is usually worth more than what you'll spend on your dress.

**15** Want to save money on your wedding? However, you still prefer to wear stunning, beautiful and fashionable wedding dress and accessories? We offer a variety of fashionable wedding dresses, veils, tiaras, gloves, crinolines and shawls for rent at cheap prices you simply will not find anywhere else! You can watch a video about How to Rent Wedding Dress and Accessories here:

<http://www.youtube.com/watch?v=4FHufxIYApg>

**16** We make the process of getting your wedding dress easy, stress-free, without any of the high pressure you might experience at other salons.

We are the only store that offers 16 additional benefits that you won't find at any other bridal salon in Canada.

*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 Best for Bride. Schedule your appointment today and you'll find out why our gowns are called 'perfect.'*



THE BEST BRIDAL STORES

[www.BestForBride.com](http://www.BestForBride.com)

Dear Customer, Welcome to Best for Bride – Bridal & Evening Wear Store!

In order to serve you better please fill out the form below and our friendly staff will be happy to assist you.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone #: \_\_\_\_-\_\_\_\_-\_\_\_\_ Cell Phone #: \_\_\_\_-\_\_\_\_-\_\_\_\_

Event Date: \_\_-\_\_-\_\_\_\_ (mm – dd - yyyy)

How did you hear about the Best for Bride – Bridal & Evening Wear Store?

Friend's Referral  Internet  Bridal Show  Magazine Ad  Other: \_\_\_\_\_

Are you looking for:

Wedding Dress

Budget:  Under \$500  \$500-\$1000  \$1000-\$1500  \$1500-\$2000  \$2000-\$3000  \$3000+

Veil  Tiara  Hair Pins  Jewelry  Crinoline  Shawl  Gloves

Budget:  Under \$50  \$50-\$100  \$100-\$150  \$150-\$200  \$200-\$250  \$250-\$300  \$300+

Bridesmaid Dresses: How many bridesmaids dresses do you need? \_\_\_\_\_

Budget (for one bridesmaid dress):  Under \$100  \$100-\$200  \$200-\$300  \$300+

Mother of a Bride / Groom Dress

Budget:  Under \$100  \$100-\$200  \$200-\$300  \$300-\$500  \$500-\$700  \$700-\$1000  \$1000+

Flower girl Dress / Dresses for Kids

Budget:  Under \$100  \$100-\$200  \$200-\$300  \$300+

Prom / Evening / Cocktail / Special Occasion Dress

Budget:  Under \$100  \$100-\$200  \$200-\$300  \$300-\$500  \$500-\$700  \$700-\$1000  \$1000+

What kind of service are you interested in?

Regular Ordering (3-6 months)  Rush Ordering (1-2 months)  Buying- off-the-rack  Renting

Are you interested in any specific designer collection? \_\_\_\_\_

Please describe your dress preferences:

Color:

White  Ivory  Other: \_\_\_\_\_

Bodice Type:

Strapless  Halter  Sweetheart  Shoulders straps  Off the shoulder  Sleeves  Other: \_\_\_\_\_

Skirt Type:

A-Line / Princess Line  Puffy / Ball gown  Sheath/Mermaid  Empire  Other: \_\_\_\_\_

Are you interested in speaking with a bridal décor specialist? Y\_\_\_\_N\_\_\_\_

Are you interested in speaking with a wedding cake specialist? Y\_\_\_\_N\_\_\_\_

Special Instructions:

\_\_\_\_\_  
\_\_\_\_\_

# WHAT BRIDES

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are saying about  
their experience at...

*Best for Bride*



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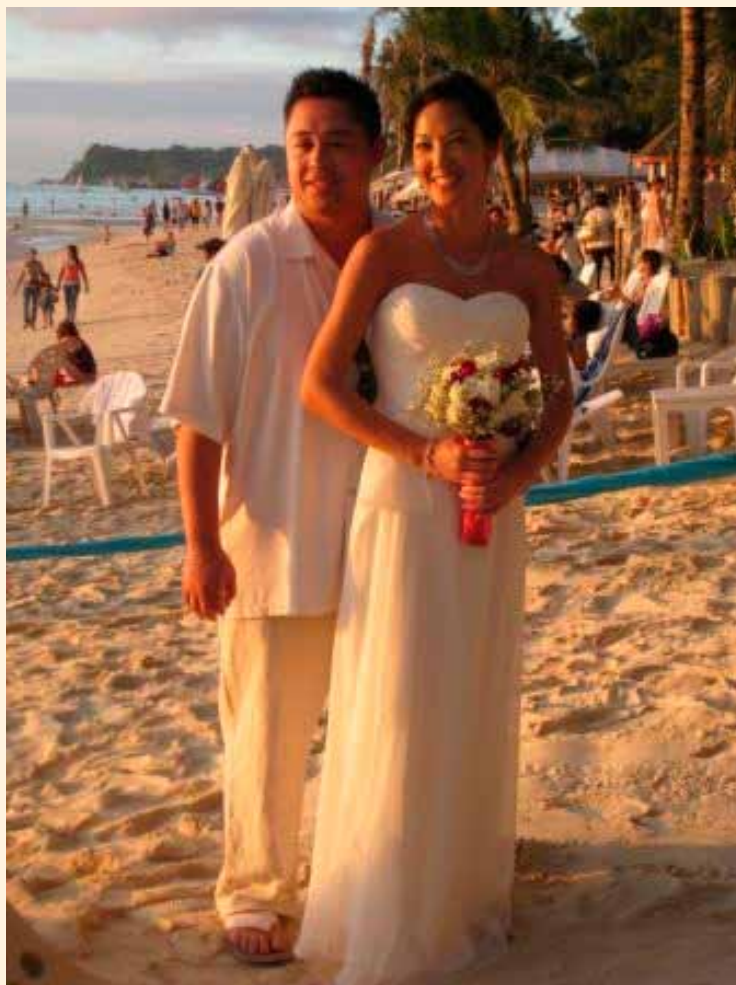
*Thank you so much for my wedding dress.  
I absolutely love it and It really helped make my wedding  
day perfect!*

*I really appreciate your prompt delivery and the beautiful  
workmanship and wonderful quality of material!*

*Sincerely,  
Samantha*

*My dress was style no. L1009  
Belsoie/Jasmine. I received so  
many compliments on it and people  
couldn't believe it was a bridesmaid  
dress! Thank you again for helping  
me choose and alter the perfect dress  
for my wedding day.*

*Julie Santos*





Jordan and I were married on October 11 2009. When he first saw me in my dress, he cried - it must have been all the emotion AND the stunning dress!!! I am so happy to have purchased my wedding dress at Best for Bride because it was an enjoyable process and the result was excellent. I did not feel the need to shop around to other stores because I knew immediately you had a great selection, fair prices and knowledgeable and friendly service. Your staff were helpful as I tried on dress after dress and the final alterations were a perfect fit. Now I am just looking for another occasion to wear this gorgeous dress!

Many thanks,  
Jessica Chase



*I wanted to thank you so very much for the beautiful dresses I purchased from you this Fall 2009 from the Etobicoke store! Everyone who assisted me with my dress were extremely kind and helpful, especially the seamstress who helped me with my fitting! I am so glad that I found your website online, and I recommend you to everyone! Photos is the bridal dress and the bridesmaids*

*Thank you,  
Cathe Hruboksa*



*I wanted to thank everyone at best for bride once again for the wonderful service I received. When I arrived at your store I was pretty nervous. I had no idea what I was looking for, what would suite me or what I even wanted. My mother has been ill the last little while, and dress shopping was not something she could really participate in, making the ordeal that much more stressful. The staff at best for bride treated me like a daughter from the selection, to the fittings, right down to the alterations. I was so happy with my dress and it was well within budget. I got so many complements about my dress on and after the wedding day.*

*Thank you again, it really meant a lot.  
Sylvia Nazarethian*



Our wedding was April 17th and it was truly amazing & the dress was PERFECT! I had so many compliments that night & have referred a few new coming brides to your store. My soon to be sister in law has already bought her dress there! Woo Hooo! Hahaha, Thank You for being patient & making sure everything was perfect!

A special thanks goes out to Larissa & Linda for the absolute best customer service I've ever received. I chose a Mori Lee dress & it fit like a glove.

Clara Ano



I would like to thank you for a perfect wedding dress I bought for my wedding on June 27, 2009. I was looking for my perfect dress and lost my hopes to find one... Then I found your boutique and could not believe my eyes! There was good selection of my perfect dresses :) What I only had to do, was to choose one :)



Thank You again for a beautiful experience to work with You. Staff was very helpful and the transaction was a pleasure, delivery was on time.

Please find attached some pictures from my big day! :)



Regards,  
Anna



*My daughter's graduation was in June 2009. We looked all over for a dress in a style that my daughter wanted, but also within my budget. Best for Bride had exactly what my daughter wanted within my price point. When the dress came, it was perfect!*

*Thank you for making us both very happy!  
Peggy*



Our wedding was on June 30, 2009 in Cuba, at the Melia Las Dunas. We had a beautiful outdoor ceremony...in the 35C heat. But it's ok, we jumped into the ocean and the pool afterward to cool off :) Thank you for helping me make my dress dreams come true (and saving me almost 600\$!)



P.S. The dress is still perfect!

Thank you!  
Virginia





*My wedding was Aug. 22, 2009 and as promised here are is a photo of me in my Mori Lee :) The two lovely ladies that helped me were so great and helpful, and not pushy or pretentious like other stores. I found the dress for me and was very happy that I was able to rent it for a very reasonable price.*

*Thank you very much for all your help and patience, you made it fun :)*

*Burcu Arigsoy*



*Hey you guys, take a look!*

*It was a fantastic day and everyone said I looked amazing and I felt like a real princess for a day. I'm sooooo glad you had this dress, its exactly what I wanted. The 'shrug', it didn't have arms, it just hung down, looked really cool. It looked like a shawl only it stayed on and was comfortable and covered my arms. It was perfect. I haven't got the official wedding pics back but thought I'd send this one.*

*Thanks again!  
Mrs. Jodi Bazzul*



*Thank you so much for the amazing help at the store I definitely found the best dress at your store and it looked gorgeous! I was also impressed because many other stores that we visited, that had higher price points, provided us with less than acceptable service. So I was glad we visited you at Best for Brides!?*

*Thanks again Max and Kayla Kueper*

I wanted to thank you so very much for the beautiful dress I purchased from you this past summer from the Etobicoke store! Everyone who assisted me with my dress were extremely kind and helpful, especially the seamstress who helped me with my fitting! I am so glad that



I found your website online, and I recommend you to everyone! I just wanted to share some photos from my special day, which took place August 7th 2009 in Victoria BC, and also from my trash the dress sash that took place the following day (that's right! I got to wear my dress twice!) My dress was from the Mori Lee collection, style 6305.

Thank you all again,  
Annette McLean (formerly Zwambag)





*Here are some pictures of my wedding day! I can say that your service was a wonderful experience. You certainly took the time to make my experience a great one. Sam (my consultant) had a wonderful sense of humor and really made my day. I must say that store is beautifully decorated and inviting.*

*Thanks for everything.  
Gilda Vilela Kiss*





*I had a wonderful experience working with you to receive the perfect wedding gown for me! It was simple and painless. Thank you.*

*Sincerely,  
Amanda*

*Enjoy few more experiences at*  
<http://www.bestforbride.com/testimonials.php>