

WHAT TO  
EXPECT AT YOUR  
FIRST BRIDAL  
APPOINTMENT



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

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865 Upper James St (at Mohawk Rd), Hamilton, ON, Canada, L9C 3A3, Phone: (289) 755-0262

## A MESSAGE FROM THE OWNER

*Congratulations on your engagement!*

*You must be really excited, and perhaps a tad nervous about your forthcoming wedding day. Like every bride, don't you too dream of looking like a princess on your big day? Well, that is what we are here for—to help you select the right wedding gown that will transform you into a ravishing bride on your wedding day!*



*We, at Best for Bride, will assist you in selecting the best bridal dress that you will fondly remember in the years to come. Visit our store, and you will be pleasantly surprised to find dresses in every style and of every kind—whether you want a classy outfit or a glamorous one; you name it, we have it! We not only bring you bridal gowns from choice designers, but you can also select from gowns that are exclusive to our boutique. You'll love the attention to detail, quality and value that we offer.*

*So, get ready to indulge in the exciting experience of finding the perfect wedding dress with us. Come on in, enjoy being pampered by us, and have fun choosing your bridal gown!*

*Stay stylish and pretty,*

*Olga Pomeransky*

## *Choosing the right wedding gown— an indispensable part to making your wedding just perfect!*

Can you think of any other occasion when your dress matters as much as it does on your wedding day?

Brides everywhere will agree that selecting the right wedding gown is one of the most important wedding decisions they make. Your Bridal dress is perhaps, the most important dress you will ever wear. So, it has to be just perfect.

Since this dress can make or break your entire look, the amount of research and effort that goes into finding the right one is justified. The better you plan it, the easier your search will be.

Every bride is unique and every wedding is different. And so, every bridal gown is distinctive too. If there is one dress that you cannot just pick in a matter of minutes, this is it. How you look on your wedding day will forever be etched in your memory as well as of those around you. It will in fact, become part of your identity and one of the first pictures that comes to mind when your wedding is remembered. So, isn't it necessary to do all you can to make sure you look your best on this special day?

As a bride, you have to consider all the relevant factors when selecting a wedding dress. Only then will it be perfect for the occasion. It is not just about what you look great in, you will also have to consider the venue, nature, style of wedding, weather, decor employed and many more aspects to determine what would be apt. Unless your wedding dress suits these factors, you may not be the stunning bride you wished to be.

Fortunately, you have come to the right place and we will offer you all the help required to make your decision!

With Best for Bride, the good news is that when every relevant factor is accounted for, you will still have plenty of options to select from. You will also benefit from the professional expertise of our bridal consultants. We have hundreds of options available in-store, and our consultants are the best people to help you find the dress that is just right for the occasion, from these choices.

So, what are you waiting for? Make your wedding dress dreams come true by visiting us, and be on the way to looking fantastic on your big day.

## *Steps to finding the perfect Wedding Dress*

Now that the countdown to your wedding has begun, it is time to shop. Wedding shopping takes a while and don't be surprised if finding the right dress takes longer than you anticipated. So, once you've decided to look for a wedding dress, begin the planning process!

If you set out shopping without a clear-cut idea on what you want, you may find yourself overwhelmed with the choices presented to you. So, don't hit the stores till you have narrowed down your search criteria.

Here is how you can plan in advance and make shopping for your dress easy and fun.

### **PLAN EARLY**

Getting your dress ready for your wedding day can take anywhere between 3 to 6 months. So, the earlier you start, the better off you will be.

There are three main factors that affect your wedding shopping—finding the right bridal salon, choosing your dress and getting it altered in time for the wedding. Although you may have put aside time for all these activities, remember that determining the type of dress beforehand will enable you to choose better.

### **RESEARCH AVAILABLE OPTIONS**

Bridal gowns are available in a plethora of options. You will be surprised at the varieties in design, fabric, cut, style, price and size. Research your options well in advance and take inspiration from photos in bridal magazines and websites. Look for pictures of gowns that you think will look great on you and save them for reference.

We suggest that you browse through our vast [online collection of wedding gowns](#) and shortlist the ones you like, before your appointment with us. Don't forget to account for the location, type of wedding and weather when deciding on a dress. Welcome suggestions from friends and relatives on what may look best on you. Clip pictures and make notes on what appeals to you. Carry this information when you go wedding shopping. This will not only help you save time when choosing the dress, but will also allow the bridal consultant to provide you with the right options. The better you plan and the earlier you start, the more time you will have for fittings and alterations.

### **DETERMINE YOUR BUDGET**

Before you begin shopping, decide upon the maximum amount to spend on your wedding dress. This will prevent you from falling in love with a dress that you cannot afford. Plan the wedding budget in advance, and set aside an amount for the gown. Also figure in the additional costs for accessories such as veils, ornaments or stoles that you will need to complete your look.

## *Booking Your Appointment*

You now have an idea of what you want, so it is time to actually plan your visit to the boutique. These steps will help you plan your appointment and use it effectively.

### **THE RIGHT TIME TO BEGIN SHOPPING**

It is recommended that you begin your search at least 6-9 months prior to your wedding date. This way, you will have plenty of time to look around, find a dress and perform the necessary alterations without any haste.

### **BOOK YOUR VISIT FOR WHEN YOU HAVE PLENTY OF TIME**

Ensure that you go shopping when you have plenty of time. Rushing through your appointment on an afternoon from your busy work day may not be the best choice. You do not want to hasten your decision and then regret it later. Plan ahead and [book an appointment](#) with the boutique for a day when you are free and there are no distractions on your mind.

### **PLAN YOUR ENTOURAGE**

Take along a trusted friend or two, when you go shopping. This could be your mother, sister, bridesmaid, close friend or relative. Don't take too many people, as you may end up being confused with their different opinions. Invite someone who is fair in judgement, has your best interests at heart, possesses good dress-sense and can offer an objective opinion. Although your company can provide invaluable feedback, remember that it is your wedding and that you should carefully consider the various choices and make the final decision yourself.

### **FINALLY, IT IS TIME TO GO SHOPPING!**

Your appointment is now booked, your entourage planned. All that is left is the actual hunt for the gown. Get ready to indulge in the wonderful experience of shopping for the perfect wedding gown!

## When You Arrive

Step into our boutique and be prepared to be pampered like a princess! We believe that selecting your wedding dress shouldn't be stressful, and we make certain that you have a wonderful experience and enjoy every step of selecting your wedding gown. Our customer Amanda Ugarkovic [shares her experience at our store.](#)

*"I had a much better experience (than at other stores she visited), so much more fun and the girls really listened to what you want and you can be goofy and it is fun and it is OK. It does not have to be a stressful experience. So I would highly recommend and if you are looking for a gown and for a good time come to Best for Bride."*

Soon after you arrive, one of our professional and courteous bridal consultants will assist you in completing a simple bridal registry form. This will help us understand about your wedding theme and personal dress preferences. Next, we will introduce you to the different silhouettes and fabric of the wedding gowns we have. Now begins the fun part! You get to decide which dresses you would like to try on and we will help you change into them and select the one that you like the best! Our staff are here to help you make your decision and we are certain that you will agree with our customer [Svetlana Svrulina who says.](#)

*"The time I've spent in the store will always remain a part of my memories of my amazing wedding."*

## How Long Will Your Appointment Last?

You can expect your entire appointment to last anywhere between 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 and friends, to the wedding gown selection—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? Will you be walking down an aisle, getting married outside or uttering your vows by the soft glow of candlelight? Do you see yourself 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 to find one best suiting your figure.** Typically, there are four major silhouettes of

wedding gowns:

- **Ball gowns** best fit the traditional category. It has a full bodice and waistline that leads to a full skirt.
- **Empire silhouettes** 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 suits 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 has always 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 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, decide if the gown should have sleeves, straps or if you prefer one that is strapless. You will want to try



BALL GOWN SILHOUETTE



EMPIRE SILHOUETTE



PRINCESS GOWN



SHEATH SILHOUETTE

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 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. There are certain customs

on covering head, legs or shoulders during the wedding, where it is considered to be a holy affair. These factors are better consulted first with your ceremony officiant. You are advised to make a note of the guidelines necessary to be kept in mind while choosing a wedding gown. This will prevent embarrassment on the part of you and your guests.

**7 Decide what accessories you would like to wear on the day.** Choosing the right accessories plays a huge role in bringing your wedding day look together. The accessories you select should match the style of your bridal gown. If you already have an accessory that you simply must wear on your wedding day, pair it with a dress that matches perfectly. Remember the golden rule, “Don’t overdo it.” If you choose a gown with intricate detailing, go easy on the accessories. On the other hand, if you wish to highlight your accessories, choose gown with simpler designs.

**8 Shop with an open mind.** Don’t restrain yourself with too many specifics when you attend your appointment. Keep an open mind, and you might find yourself pleasantly surprised with what you find. Some dresses that do not look flattering on the hanger, may look splendid when you try

it on. Your bridal consultants may ask you to try on a variety of silhouettes, based on their expertise and knowledge in this field. Even if you are not convinced with what they suggest, try out their recommendations and who knows; the perfect dress may be one you least expected.

**9 Realize that you should STOP when you find one that you love.** Shopping for a wedding dress may take hours of trying on, but this isn’t always necessary. You will know it right away when you find the dress of your dreams. You may be tempted to keep looking even after you find one that is perfect, but stop yourself. Don’t look any further. Trust your instincts, and believe that the one you picked is certainly “the” dress.

**10 Do one thing at a time.** Although bridal boutiques offer bridesmaid dresses, dresses for the mother of the bride and flower girl dresses as well, don’t look at them when you are visiting for your bridal gown. You shouldn’t rush your search for the perfect gown, so as to squeeze time to look for the others. Let this appointment be all about you. Focus on your dress without any distractions. Put the rest aside for another time.

**WHAT HAPPENS  
DURING YOUR  
APPOINTMENT  
AT BEST FOR  
BRIDE?**

**W**hen it comes to wedding dresses, Best for Bride understands what you want! We strive to make the entire process of selecting your gown exciting, fun and smart. And why not, after all, it's your wedding!

We believe that every bride is special and deserves to be treated like a princess. Hence, we intend to make your shopping experience special and one you will never forget. Our team of specially trained staff, will listen to your needs and wishes, and ensure that you find the perfect gown that will make you happier than you ever expected.

When you arrive at our store, you will be asked to complete a simple bridal registry form. This will help us understand more about who you are, what your style is and all about your dress preferences.

The information you supply will help your consultant identify what you seek in your wedding gown and learn about the nature and theme of your wedding. This will equip us in providing you with the best options to choose from. If you have any pictures of wedding dresses that you fancy or specific ideas regarding the cut, color or fabric you would like to look at, this would be an ideal time to share it with us.

## **DISCUSS YOUR IDEAS WITH US**

Your bridal consultant will show you different silhouettes of gowns and briefly explain about the fabrics and construction details of the dresses you will soon try on. She will try to help you identify the silhouette that will suit you best.

Our bridal consultants are experts on the gowns we have, and they have been trained to find the right type of dress for each bride. Melissa Filice [shares her experience with us](#).

*"Everyone wanted me to choose when the sales associate Natalia asked me if I had tried on a certain dress. When I responded "no", she told me to try it on and that it was going to be my dress. She was right!! I was crying before I left the change room and once my mom and wedding party saw it and started crying I knew I had found the dress."*

Dresses which lack the "hanger appeal" may look magical when draped on the body. Our consultants understand how a gown would look on a frame, so let go of your preconceived notions and try their recommendations; you may find the perfect dress more easily than you anticipated.

One of our customers Laura Cutting was thrilled with what our consultant suggested for her. [Here is what she had to say](#).

*"Our experience was just amazing, the ladies here were extremely helpful. They even picked out a dress for you that you didn't even think will look great and it just was amazing. I never would have put that dress on me and she just said "Put it on" and I loved it and I stood in it for I*

*think half an hour and I definitely love it and it's gonna look amazing."*

## **SELECT YOUR WEDDING DRESS**

During your appointment, you will be helped into the gowns you chose and can take your time to study how you look in it. To help make your final decision, ask yourself these three questions:

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 you like and go through these questions every time till you find the one that is just right.

Once you've found a gown that is everything you imagined, smile and relax—you've done it!

## **MEASURE, SNIP AND MAKE IT FIT**

Gowns come in standard sizes, and it is not necessary that the one you choose will fit you perfectly.

A professional seamstress can make the final alterations to help your dress fit you to your exact measurements. An initial fitting and one or two more alteration appointments are usually necessary to get it ready.

Best for Bride provides professional alteration services to its clients at special prices. You can obtain more information on [Tips for Wedding dress alterations](http://www.youtube.com/watch?v=Fp_KpGT5VU8) at: [http://www.youtube.com/watch?v=Fp\\_KpGT5VU8](http://www.youtube.com/watch?v=Fp_KpGT5VU8)

## **FINAL TOUCH-UPS TO YOUR PERFECT WEDDING DRESS FOR A PERFECT WEDDING DAY.**

Once the alteration process is over, complete your look with the right accessories to complement your gown. Matching shoes, veils, gloves, etc. are to be selected accordingly to make you look like a dream. You may want to ask your bridal consultant for suggestions for these final touches.

Bring your chosen accessories along to your fitting session and have your hair done in the style you will wear it on your wedding to see how the entire look comes together. Don't be surprised if you find yourself welling up with joy when you see what a splendid bride you are; you deserve it!

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

*Best for Bride*  
  
THE BEST BRIDAL STORES

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**1 One-Stop Bridal Shop**  
We are a one-stop bridal shop that offers many different bridal services which will save you a lot of hassle, time and money. Since we provide more than dresses, you'll find that choosing us is the best way to access wedding invitations, wedding favours, wedding décor and wedding cakes, plus so much more! [You can watch a video about services we provide by clicking here.](#)

**2 Incredible Selection**  
With our huge selection of hundreds of gowns in 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 which don't provide the extensive inventory that we do. We are an authorized retailer of authentic, designer wedding gowns.

**3 World-Class Experience**  
Our caring and experienced bridal gown specialists will be at your side, giving you the guidance and help that you need. We provide the sort of world-class customer service that is so hard to find these days. At Best for Bride, we want you to enjoy shopping for the dress of your dreams. We are there to take the stress and guesswork out of the process, and we will treat you like a

queen as you explore all of the options.

**4 Competitively-Priced Designer Gowns**  
Why be overcharged when you say "Yes To The Dress"? When you select Best for Bride, you'll access the world's most exclusive and glorious designer gowns, without experiencing "sticker shock". Our dresses are just so Competitively-Priced, and that's why you'll get Superior value by purchasing your favorite dress at one of our stores, or via our convenient, online wedding boutique.

**5 Most Highly Recommended Bridal Salons**  
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-to-be who buy from us have been referred by one of their friends (who also had a great experience at our store). You can read here what real-life brides-to-be are saying about us: [Read Testimonials.](#)

**6 Exclusive Coupons**  
If you choose us, you'll receive Exclusive Coupons which are available only to our valued clientele. These coupons will allow you to save BIG money on wedding accessories, bridesmaid's

dresses and other wedding attire. [Check our Special Offers.](#)

**7 Bridesmaid Dresses Are Available in a Dizzying Array of Colors**  
Bridesmaids can be hard to please. When you choose your bridesmaid's dresses at our boutique, you'll be able to select from a gorgeous and comprehensive palette of shades, which will make it so much easier to fulfill your bridesmaid's wishes and expectations.

**8 Amazing Introductory Offers**  
Our caring bridal specialists will go the extra mile in order to offer you a great deal, by providing you with access to truly amazing introductory offers on accessory packages which will save you hundreds of dollars. For example, [How to Save \\$338 on Your Wedding Dress and Accessories.](#)

**9 Lowest Price Guarantee**  
We will beat any price you find in any authorised retail store in Canada by 10% of the difference. [Click here to read more.](#)

**10 Great Plus Size Bridal Dress Options**  
Plus size brides are beautiful, curvy and feminine. At Best for Bride, we cater to these lovely ladies by offering a

truly exceptional assortment of flattering and affordable bridal dresses. If you're plus size, you'll find that we have the sort of exquisite wedding gown that you've always dreamed of wearing. Find out more by watching our video [Tips for Plus Size Brides](#).

### **11 Get Your Money Back with our Exciting Referral Program!**

Get back every penny of the money that you've spent on your dress (minus sales tax) by participating in our [Easy Referral Program](#).

### **12 Famous Designer Bridal Gowns On Sale**

If you're a budget-conscious bride-to-be, you need to know that we do offer the most impressive, sale-priced designer wedding dresses. In our [Clearance Department](#), we are proud and pleased to offer famous, designer-brand bridal dresses, which retail from just \$99! One of these dresses may just be the affordable dress of your dreams!

### **13 Customer Service Goes Beyond Just Words**

Your wedding day matters so much to all of us, and we want to take the pressure off of your shoulders. This is why we offer customer service that is designed to help you enjoy the most romantic and enjoyable day of your life. When you

choose our company, we'll take care of the hard work for you, so as to ensure that you are able to get the most from your nuptials!

### **14 Unbelievable Array Of Coupons And Special Pricing**

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

### **15 Rent Wedding Dress and Accessories**

Want to save money on your wedding, while still being able to wear a 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 very low prices (prices which you simply will not be able to find anywhere else)! You can watch a video about [How to Rent Wedding Dress and Accessories](#).

### **16 Find Your Wedding Dress Easy and Stress-Free**

At Best for Bride, you won't experience "hard sell". In other words, we won't be pressuring you to make a decision before you're ready. We will be patient, caring and supportive as you decide on the perfect

gown. We don't believe in high-pressure selling, although many other bridal boutiques do believe in this selling technique. So, you'll find that shopping with us is much more pleasant and relaxing.

### **17 We sell only Authentic Designer Dresses**

Our wedding dresses are the real thing. In other words, they are not "knock-offs", so you'll never have to wear a cheap replica of an original design. If you want true designer quality, you'll find that we deliver. We are an authorized retail store and we provide the ultimate in authentic quality to every beautiful bride-to-be.

**WE ARE THE ONLY STORE THAT OFFERS 17 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 dresses are called 'perfect.'



WHAT BRIDES ARE  
SAYING ABOUT THEIR  
EXPERIENCE AT...



THE BEST BRIDAL STORES

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**Laura Cutting and her Bridesmaids  
Experience with Best for Bride was just  
amazing**



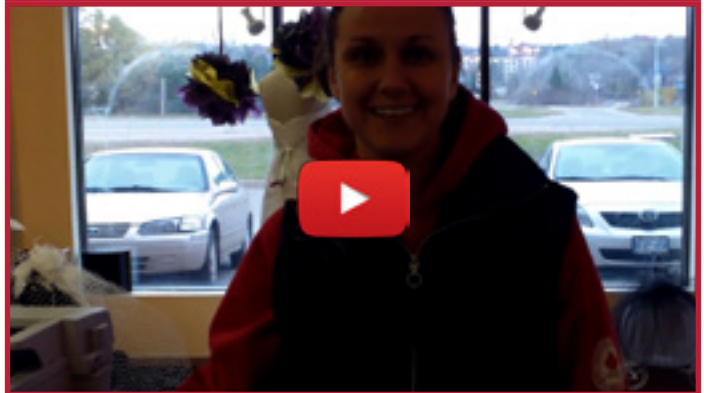
**Jessie Greene found wedding dress in the  
first hour**



**Cindy Brown Found Bridesmaid Dresses  
and Wedding Gown**



**Samantha Gumbrell - Renting Wedding  
Dress on a very fixed budget**



**Amanda Scrivanich - liked Big Beautiful  
Store and No Pressure**



**Jen Thompston thinks staff at Best For  
Bride is extremely helpful**



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

## *On a Final Note....*

At Best For Bride, you will experience first-hand our dedication to helping brides find the right wedding dress to complete their wedding day perfectly. One of our customers, [Jessica Chase shares her experience of shopping](#) for her wedding gown at our boutique:

*"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."*

Having said "Yes" to the dress, you are now one step closer to the dream wedding you always envisioned. All that is left is to complete your fitting and alteration sessions and have your gown looking perfect in time for your wedding day. You can then turn your attention to the rest of the wedding arrangements.

Relax and enjoy the days leading up to your wedding. Before you know it, it will be time to transform into a ravishing bride, float down the aisle in your fabulous wedding gown, enchant the onlookers and have your soul mate fall in love with you all over again. Best for Bride wishes you a lifetime of love and happiness as you enter into matrimony with the man of your dreams and enjoy the most important event of your lifetime.