

DRESSED,
STYLED, *and*
DOWN *the* AISLE

Becoming a Stylish Bride

CHAPTER 02

THE BRIDAL STYLE BLUEPRINT

brought to you by

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Founder of The Stylish Bride





HEY THERE!

I'm SO excited you're here!

By downloading The Bridal Style Blueprint, you've taken the first step to finding a wedding dress you love. I'm honored to help you navigate the process. Think of me as your Wedding Dress Fairy Godmother guiding you down your very own yellow brick road to dress success!

If I had to guess, you've probably already begun scouring Pinterest and Instagram for dress inspiration and quickly got OVERWHELMED. I hear you, and you're not alone. Over the years, I've honed a process to help brides get to the heart of who they are and what they want BEFORE visiting stores. By digging deep upfront and asking the right questions, I've helped hundreds of women save time, lower stress, and ultimately find a dress they love.

I'm sharing my process, The Bridal Style Blueprint, for the first time because it's the most simple yet powerful tool to launch a dress search.

After completing it, you'll have a clearly defined wedding dress avatar to help you curate dresses before you shop.

I am so excited for you, and can't wait to see what you come up with!

XOXO

Julie



STEP-BY-STEP INSTRUCTIONS

IN 10 MINUTES YOU'LL HAVE THE FOUNDATION FOR DRESS SUCCESS!

Grab your laptop, a nice glass of wine, and let's do this!

1. READ THE CASE STUDY (1 minute) PAGE 3
2. ANSWER QUESTIONS 1-6 (5 minutes) PAGES 4-6
3. FILL IN YOUR ANSWERS ON THE BLUEPRINT SHEET (1 minute) PAGE 7
4. SAVE IT, PRINT IT, AND BRING TO YOUR DRESS APPOINTMENTS

BLUEPRINT CASESTUDY

Megan is a 28 year-old MBA student whose wedding is in November. She loves a good outfit but considers herself low-maintenance. "My personal style these days is jeans and a t-shirt." Megan feels overwhelmed starting her wedding dress search because of her crazy schedule. **Here is Megan's Style Blueprint that led her to finding a dress she loved!**

THE DETAILS:

My wedding is on *November 14, 2020 at Blackberry Farm* and the dress code is *formal*.

PERSONAL STYLE :

My core style is *classic and elegant*, my supporting style is *feminine* and a detail I love is a pop of *sparkle*.

DRESS EMBELLISHMENTS:

The embellishments that matter to me are *tonal shimmer* and *floral embroidery*.

BODY TYPE:

The parts of my body I like to accentuate are my *waist*, and minimize my *hips*.

DRESS SHAPE:

I feel the best wearing an *A-line* shape dress with a *crew* neckline and has a *long* sleeve. But I wouldn't be caught dead wearing a dress that's a *trumpet*.

THE FABRIC:

The fabric that appeals to me most is *light and flowey*.

BUDGET:

The budget I'm most comfortable with is between *\$5,000* and *\$7,000*. I can go up to *\$9,000* if it's really spectacular.



Complete sections 1-6, filling in your answers as you go.

1. THE DETAILS

Where and when your wedding is happening plays a large role in the type of dress you select. In addition, the formality of your event is important because you want your dress to coordinate with the general style, but be more elevated.

THE VENUE IS:

THE DATE IS:

THE GUEST DRESS CODE IS:

- Black Tie (men in tuxedos and women in long dresses)
- Formal (men in suits and women in long or cocktail dresses)
- Semi-Formal (men in jackets and ties and women in cocktail dresses)
- Casual (men in shirts and no tie and women in casual dresses)

2. PERSONAL STYLE

Contrary to popular belief, personal style is rarely one dimensional but rather a mix of different elements. So, try looking at it like you have a core style, a supporting style, and pop of something you like to have fun with.

Choose one from each category that best fits your everyday style.

CORE STYLE

- Bohemian
- Casual
- Classic & Elegant
- Edgy & Modern
- Feminine & Girly
- Glamorous & Sexy
- Minimal
- Menswear Inspired

SUPPORTING STYLE

- Bohemian
- Casual
- Classic & Elegant
- Edgy & Modern
- Feminine & Girly
- Glamorous & Sexy
- Minimal
- Menswear Inspired

POP OF

- Sparkle
- Color
- Drama
- Sexiness
- Glamour
- Trendiness
- Accessories
- Other



3. DRESS ELEMENTS

THE EMBELLISHMENTS

Style is in the details, and we all have things we gravitate towards. What embellishments do you envision your wedding dress having?

Choose the top 2 you like:

- | | |
|--|---|
| <input type="radio"/> Tonal Shimmer | <input type="radio"/> Lace |
| <input type="radio"/> Blingy Sparkle | <input type="radio"/> Horsehair |
| <input type="radio"/> Embroidery | <input type="radio"/> Color |
| <input type="radio"/> Floral Appliques | <input type="radio"/> Textured/Printed Fabric |
| <input type="radio"/> Point d'Esprit | <input type="radio"/> Feathers |

THE FABRIC

Most wedding dress fabrics fall into one of 4 categories. Select one of the four categories that appeal to you most.

Choose the one you like most:

- Structured Silks: Faille, Mikado & Satin
- Light & Flowey: Tulle, Organza, Chiffon
- Drippy Silks: Charmeuse & Satin Backed Crepe
- Lace or Embroidery

4. BODY TYPE

I know what you're thinking..."I'm gonna tone up, slim down, and look FAB on my wedding day!" I'm not saying you shouldn't, BUT buying a dress for your future self is risky. Who needs that pressure, especially these days?

Choose a dress you feel great in today, and it can always be taken in.

Pick 1 of each:

An area that you like to accentuate (A), an area that you like to minimize (M)
(Type an "A" and "M" in the boxes)

- | | | | | |
|---------------------------------|----------------------------|-----------------------------------|-----------------------------|------------------------------|
| <input type="radio"/> Top Half | <input type="radio"/> Arms | <input type="radio"/> Back | <input type="radio"/> Waist | <input type="radio"/> Legs |
| <input type="radio"/> Shoulders | <input type="radio"/> Bust | <input type="radio"/> Bottom half | <input type="radio"/> Tush | <input type="radio"/> Thighs |



5. DRESS SHAPE

Figuring out which silhouette you like the most can be tricky, so look to your closet for clues. What do you typically like to wear? Which shapes are you most drawn to? These are the tried and true elements to look for in a wedding dress.

SKIRTS & DRESSES

- Straight
- A-Line
- Flowy

NECKLINES

- V-Neck
- Off-the-Shoulder
- Crew Neck

SLEEVES

- A-Line
- Off the Shoulder
- Cap/Short

I am also interested in exploring these styles:

- Full Skirt/ Ball Gown
- Cape
- Strapless Bodice
- Over Skirt
- Other

JUST AS IMPORTANTLY, WHAT DON'T YOU WANT?

I WOULDN'T BE CAUGHT DEAD WEARING A DRESS THAT'S

6. BUDGET

Your wedding dress budget should be determined in advance to be sure you are going to the right stores. In general, designer gowns with simple fabrics and slim silhouettes start at \$4,500 while dresses with beading, lace and/or lots of volume begin at \$7,000. There are exceptions to every rule, so ask the consultant to begin with an overview of the store's pricing.

My budget is:

- under \$3000
- \$3,000 to \$5,000
- \$5,000 to \$7,000
- \$7,000 to \$10,000
- \$10,000 +

***There's nothing worse than falling in love with a dress that's too expensive. So it's important that you clearly communicate your budget from the get go.**



The last step is to fill in your answers from questions 1-6 below

YOUR BRIDAL STYLE BLUEPRINT

I AM GETTING MARRIED ON _____ AT _____ AND THE DRESS CODE IS _____.

MY CORE STYLE IS _____, MY SUPPORTING STYLE IS _____, AND A DETAIL I LOVE IS A POP OF _____.

THE EMBELLISHMENTS THAT MATTER TO ME ARE _____, AND _____.

THE FABRIC THAT APPEALS TO ME MOST IS: _____.

THE PARTS OF MY BODY THAT I TEND TO LIKE TO ACCENTUATE ARE MY _____ AND I LIKE TO MINIMIZE MY _____.

I FEEL THE BEST WEARING A/AN _____ SHAPE DRESS WITH A _____ NECKLINE THAT HAS A _____ SLEEVE. I AM ALSO OPEN TO EXPLORING _____ STYLES.

HOWEVER, I WOULD NOT BE CAUGHT DEAD WEARING A DRESS THAT'S _____.

THE BUDGET I AM MOST COMFORTABLE WITH IS BETWEEN \$_____ AND \$_____ I CAN GO UP TO \$_____ IF IT'S REALLY SPECTACULAR.

CONGRATULATIONS!

You have completed your bridal style blueprint!
You are now well on your way to wedding dress success!