

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

Becoming a Stylish Bride

CHAPTER 06

THE TARGETED SHOPPER ITINERARY

brought to you by

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You don't mind spending the day shopping — as long as there's a plan. You like to know what you're looking for and exactly where you need to go. Once there, you like to take your time and take breaks to digest what you have seen. Here's your perfect wedding dress shopping itinerary:

FIRST APPOINTMENT

As this appointment is all about finding the shapes, fabrics and details you like, it should be at the store of a single designer you are interested in but who is not likely to be your favorite. Think of this as an exploratory visit and take lots of notes.



Travel to the next stop.



SECOND APPOINTMENT

Like your first appointment, this is all about exploration. This should be at a single designer's shop that you are interested in but that is not a top contender. Be open-minded but don't pressure yourself to find the one. Take more notes and get a stronger sense of what shapes, fabrics and details make you feel your best.



45 minute lunch



THIRD APPOINTMENT

It's time to get targeted in your search! This appointment should be held at the shop of a top contender. Set aside dresses you love and take lots of pictures! You're properly shopping now.



Travel to the next stop.





FOURTH APPOINTMENT

It's time to visit your top designer's showroom. Give the consultant your bridal blueprint and share all of the notes and photos you have taken throughout the day. Have fun!

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Travel to your final appointment.
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FIFTH APPOINTMENT

For the final appointment of the day, visit a store with multiple designers. Do you still like one of the dresses you saw at a previous appointment? Was there anything here that beat the others out?

Now you have to let all that you learned today marinate. Take a break, and then review the photos and videos the following day. See if your instincts are the same as they were the day before.

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End your shopping day with a glass of champagne — you've earned it!
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