

# Wedding Dress Shopping: 3 Tips to Make Your Life Way Easier

BY

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You're engaged! Yay! And, like so many women, your first thought may have been: what am I going to wear?! Whether that thought leads to blissful excitement or sheer panic, your wedding dress is perhaps the most important fashion decision of your life. Between the fact that all eyes will be on you and the photos that'll be around forever, you've gotta admit:

That's a lot of pressure on one dress!

In the last eight years since I founded The Stylish Bride, I've helped many brides find their wedding dresses, and I've come up with these tips to hopefully help you stay sane and have fun with wedding gown shopping.



**1. Timing Is Everything.** Many brides are so excited to try on wedding dresses that they immediately book appointments at the bridal salons. It's great to be enthusiastic, but before setting foot in a boutique you need to know the details of your wedding.

Location, time of day and the formality of the event will all have an impact on the type of dress you should wear. If you shop for a dress before these details are set, you will not have enough information to make a good choice.

**2. Leave Your Entourage at Home.** When dress shopping, too many opinions *are* a bad thing. Too many voices can make it hard for you to understand how *you* feel about a particular dress. Carefully consider the people you bring shopping with you. Your natural instinct may be to invite your mom, sister and best friend (or you might go really crazy and ask your future mother- and sister-in-law like I did), but if you are not sure that they can be objective, leave them home. Give yourself a chance to get a clear vision of what you want, and then make them part of the experience. A great time to do this is at the last appointment where you order your dress. You will finally be allowed to take photos (many salons restrict picture-taking until you have purchased the gown), and you can ask for your entourage's opinions on coordinating accessories.

**3) Stay True to Yourself.** Brides today want to look like themselves on their wedding day, albeit the very best versions of themselves. Deciding what that specifically means before you start shopping is worthwhile. For example, let's say you have both a glamorous side to you, and a side that loves boho-chic. These are two very different looks and will translate into very different dresses. Knowing which look feels best for your wedding day is important, because you'll be better able to make a choice once you've narrowed your scope (especially since there are many beautiful dresses out there, and most likely, many of them will look good on you).

Finally, I want to let you in on a little secret I've learned from working with many brides over the years: Beauty radiates from the inside. If you feel happy and comfortable on your wedding day, it will be impossible to not look your best.

Best of luck, and happy shopping!

*Julie Sabatino is a wedding fashion stylist, and founder of [The Stylish Bride](#). Follow her on Twitter at [@thestylishbride](#).*