



Azalea Bridal & Formal

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Considering Buying your Bridal Gown Online?

After hearing countless horror stories from frantic Brides about their botched wedding gowns purchased online, we felt we should provide you with a “Buyer Beware” posting so you have the facts before you are taken advantage of.

Buying a wedding gown online is EXTREMELY risky. We, and every other real bridal store, recommend that you do not buy your gown online.

We have helped many upset brides who purchased their wedding gown online and did not get what they were led to believe they would get. They did not receive the dress they expected at all. Some brides received counterfeit dresses that were a very poor imitation of a designer picture. (One gown looked like a kid sowed it!) Some received dresses that had already been worn. Some received the wrong style. Some did not even receive the correct size they ordered. And, in some cases the dress was delivered after the wedding!! I mean really – the online merchant has your money so why does he care that you get the correct dress? Can you track down someone online to get your money back? No. Have any idea where they live? No. They probably do not even live in the United States.

Additionally, the alterations that these online dresses need often cost more than the bride paid for her dress. And wait to you bid on that eBay dress from China. You know the one for \$169 – the one that “looks” like a Mori Lee (because they use Mori Lee’s pictures illegally!) Yeah, that’s the one. The one that has the \$300 shipping charge because they “HAVE” to use the China Emergency System to mail it.

Using the internet to search out styles and find out what type of dress you like best is definitely a good idea to get started. But when you are ready to purchase your Wedding Gown – you need to see it and get the one you are paying for. That can only happen at a brick and mortar store.

Another site warning against this same thing said “This is the most important dress you will ever buy. Is saving a few dollars worth the risk?” Azalea Bridal & Formal agrees with this 100%. We would rather you buy from another boutique than for you to send your hard earn money saved for a wedding gown to a shyster.