



Azalea Bridal & Formal

Conveniently located on Hwy 78 in Gwinnett County

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Important Information you need to know about buying Wedding Attire

I am sure by now that you have read all of the bridal magazines and books about planning a wedding!!

We do want to provide you with some helpful hints and to stress some tips about finding your wedding gown, bridesmaid dresses, mother gowns, and flower girl dresses. We know how hectic planning a wedding can be and we wanted you to have this information in one easy to find email should you want to find it again later.

1. Wedding Gowns can take 3 to 4 months to order. At Azalea Bridal, we do not force you to order your gown if you find the one you want in your size. We do allow you to buy our gowns off of the rack and take your gown home with you the day you find it. In many cases, Brides need to order their gown in a specific size and color requirements. The designers make each gown to order. They do not have a warehouse full of every gown in their line in every size and color combination possible. They have one made for you when you place your order and that can take 3 to 4 months. Really, we do not tell you this to pressure you into buying your gown before you are ready. Also remember, you want to allow additional time for alterations just in case.

If you do not have time to order, you will have fewer options and need to buy off of the rack. Azalea lets you do that!



2. Designers discontinue dresses without notice. When you find THE one, buy it. Even Wedding Gowns that are our most popular are often discontinued without notice. When this happens, we only have the one dress in the shop that we have. We cannot get it in another size. We cannot get white instead of ivory. We only have the one.

3. Your Wedding Gown should be what YOU want. You have dreamed of your wedding for as long as you can remember. You know what you want and you should have what you want and what you are comfortable in. Not what your sister likes, your maid of honor, your mother, your best friend, your neighbor, your aunt, your dog likes. Stick up for yourself. You know what you want and it is your day!

4. Try on Different Styles. What you thought you wanted might not look as good on you as another style. Try on different necklines and different skirt shapes so you get the wedding gown that looks the best on you. And Bring Your Stuff. Bring a strapless bra, control top pantyhose (if you intend to wear them), your Spanx, and everything else you need to try on the dress. Wedding Gowns, like all dresses, look totally different on you when everything is in the right place. ☺

5. Bridesmaids, Mother of the Bride Dresses, Flower Girl Dresses. Like with Wedding Gowns, Bridesmaid, Mother of the Bride Dresses, and Flower Girl Dresses take 3 to 4 months to order. Our Jordan Bridesmaid Dresses are available in over 75 colors. Jordan makes bridesmaid dresses in sizes 0-34, maternity and junior bridesmaid sizes.



6. Remember to try on different styles and sizes. Some designers' sizes run small and some very small. Try on different things even if you think you do not like them. Dresses do not look the same hanging on a hanger as they do fit to your body. You need to get a feel for what looks good before you decide exactly what you want. It will be a fun experience!

7. Quality? Sure, you have seen the ads for the \$99 Wedding Gown sale but you also have heard the saying "You Get What you Pay for!" Do you really want your Wedding Gown to have plastic beads on it? Do you really want your Wedding Gown to be made of thin cheap fabric? Do you want a built in corset that will keep the dress from falling down? The manufacturers' pictures of the dresses may look the same but they are not close. You want the thick duchess satin, not polyester. You want Swarovski beads, not plastic beads. You want a built in corset that sucks you in, holds you up, and shapes your figure. You want your dress to last a lifetime and not fall apart the day of your wedding. You want your dress to last so that when your daughter says Mommy, I want to wear your dress when I get married, she actually can.

8. Beware of Shopping Online. Scam artists are all over! And in this economy, they are even more aggressive!! If you look on eBay, for example, you can find many gorgeous dresses for sale for \$168. In fact, these manufacturers even use the official designer photographs that our designers allow us to use to scam you into thinking you are getting the same dress. Just realize you are not getting the same dress. You are getting a poorly made knock-off that has usually been copied from the picture and put together in a factory in China. You are again getting plastic beads, polyester fabric, no built in corset, and you have absolutely NO recourse if the dress is not what you thought you ordered. Also, Wedding Gown sizes often run very small. You need to try it on and purchase it from a reputable place. Azalea Bridal is an official retailer of all of the gowns we carry.

We know this is a lot to read through but we want you to be aware of the realities of buying wedding attire in today's market. So often we have brides just begin looking for their wedding dress less than a month before their wedding. They all say, "I had no idea it took so long to order." This is particularly a problem for plus size brides as most shops do not carry over a size 18. Azalea carries up to a size 34 and is often one of the only places a plus size bride has ever been able to try on a gown.

We hope you find this information helpful. And if we can be of any help with your wedding attire or your accessories we would love to!

Remember, if you have visited other bridal shops, you will love Azalea's Laid Back, Relaxed and No Pressure atmosphere!



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