Beyond jeans and tees - bridal gown shopping tips

by Bend Weekly News Sources

Style advice for brides-to-be from Alfred Angelo designer Michael Shettel

Spring is approaching and for many women it is the best reason in the world to go shopping. For some lucky women, a bridal gown is on the shopping list. A wedding gown is a once- in-a-lifetime purchase, and even the most experienced shopper may find herself a bit overwhelmed.

"Relax," advises Michael Shettel, head of design for Alfred Angelo, a leading bridal wear manufacturer whose dresses are available in over 1,000 stores nationwide, including 34 of their own stores. "Try on lots of different styles, even if you are convinced you know the look you want. How often do you get to try on all those gorgeous dresses, one after another?" Many brides give themselves a head start by previewing styles on http://www.alfredangelo.com/.

Research shows that 40% of brides end up buying a different dress style than they had originally planned. Women are not used to being dressed up since casual dress is acceptable today, for everything from work to church services to dinner parties. A bridal gown is a big leap into formal wear.

Strapless styles are very popular with brides of all shapes and sizes. According to Shettel, "Alfred Angelo focuses on providing a superb fit. And the structure in our gowns provides support and comfort to brides of all sizes. Everyone can wear strapless if it fits well."

Alfred Angelo is known for its classic ball gown silhouettes - grand, beautiful, and flattering on all body types (such as style 1963). It's the Cinderella fantasy gown that so many brides want. If the ball gown isn't for you, Shettel suggests a princess-line (such as style 1797), which can disguise full hips and give a tiny figure more proportion, shape and definition. Empire styles (such as style 1678) have no waistline, so they are great for disguising a tummy.

Don't forget about color. Bold color accents are very fashionable in bridal gowns this spring. But even if you don't go that route, remember that there are many shades of white and ivory. Be sure to pick one that is flattering for you, advises Shettel.

"No matter what size or shape her body, a bride deserves to wear the most stunning wedding dress she can

find," says Shettel. "Whatever her fantasy, there's a fabulous gown to flatter her."

Alfred Angelo has unveiled their 2007 collection on http://www.alfredangelo.com/. This spring, you can see even more styles from Alfred Angelo at Alfred Angelo On Tour events throughout the country. Log onto http://www.alfredangelo.com/ for event details and locations.

Every Alfred Angelo style is available in sizes 2-28W, in short, tall and regular lengths, and shades of white and ivory. Trains can be extended on most styles and many designs are available. Prices start at just $399.

Beyond jeans and tees - bridal gown shopping tips by Bend Weekly News Sources