

FULL SERVICE BRIDAL STORES

Many full-service bridal stores offer their brides savings on shoe-dyeing, tuxedos, invitations, and gown preservation that far outweigh the so called "discount" being offered by others. These are owner-operated stores that specialize in assisting brides select their gowns. They encourage brides to try on various styles to find the perfect dress. They fit the style and offer alterations services. They press the gown, place it in a protective bag, and take responsibility for customer satisfaction. They feature nationally advertised designers and offer many different styles. The selection, service, and individual attention are big advantages. A bride also has the option of special ordering her gown or buying the one she tries on.

THE BEST PLACE TO BUY YOUR GOWN

We recommend that you buy your gown at the store that gives you the best service. Beware if the store cannot provide gowns to try on as well as assist you with your fitting, alterations, and pressing services. You can usually save time and money by doing it all at one place - with assurance that your satisfaction will be guaranteed.



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IMPORTANT MESSAGE TO ALL BRIDES

Bridal Discounts May Be Deceptive



NATIONAL BRIDAL SERVICE
Celebrating 52 Years Of Excellence



Every bride wants the best price when purchasing her wedding gown. Be certain that you are comparing “apples to apples” when making your decision. A “discount” does not necessarily mean that you are saving money. Look at the “free services” that are included (or not included) in the price and the terms of payment. Be especially cautious of anyone who requires you to pay in full before ordering your dress.

“NO INVENTORY” DEALERS

Many discount offers come from part-time “gray market” dealers who have no dresses. Some call themselves a personal shopping service; but instead, they ask that you shop around and find the style you want and call them with the manufacturer's name, style number and your measurements. They order your dress, not from the manufacturer, but through a third party. You may have to pay shipping charges, the full amount before seeing your dress, find a seamstress, go to another location for fitting, and, in many cases, pay more for pressing and alterations than in a bridal store. When you add up all these extras, you would have probably paid less, and saved a great deal of time, by buying the dress from the bridal store that assisted you. Our advice, “If a dealer can't show you dresses to try on, don't show her your money.”

PAYMENT REQUIREMENTS

Savvy brides should beware of discounters that require you to pay in full for your dress before they order it. They are saying, in essence, “We do not service what we sell. We do not guarantee the fit. We do not want to be responsible.” Our advice: A bride should never pay in full before her dress is ordered.

800 NUMBERS AND “THE INTERNET”

It's smart to buy some things over the phone and the Internet, but not an item that requires measuring, fittings, alterations and professional pressing. Following is a TRUE story. A bride had been in a full-service store looking for her wedding gown. She found what she wanted; however, she ordered it over the Internet as she found a source that would sell her the same gown for \$100 less. After receiving her wedding gown: (1) in a small box, (2) dirty and (3) not the correct size, she is having to pay \$250 for the necessary alterations and \$175 to have the gown professionally cleaned and pressed. When she tried to phone the Internet business where she ordered the dress, their number had been changed to an “unpublished” number. In an article in USA Today, it was reported that shoppers were getting a poor deal from Internet retailers. The Consumers International research group ordered 151 items from various Internet sites. It found that one in ten items never arrived. Your wedding gown is too important to take a chance.

NATIONAL “CHAINS”

Many brides that buy from a national chain do so because they assume they will save money. It's our opinion that they do not. It's understandable how a bride could be confused, because a chain may advertise \$99 bridal sales and, like Wal-Mart, proclaim, “We sell to the masses.” However, unlike Wal-Mart, some bridal chains only offer their own line of imported wedding gowns. They do not offer the designer wedding gowns featured in the bridal magazines. They sell the same style dress to many brides. It appears that they carry more styles than they actually do, because they stock many dresses of the exact same style. One of the comments that we hear is that a chain store may have styles that look similar to designer gowns, but the fabric is lower quality. Our advice: If there is ever a time when you deserve quality, it's your wedding day!