

A close-up, artistic photograph of a woman from the chest up, wearing a white off-the-shoulder wedding dress. She is holding a large bouquet of pink carnations and small blue flowers. The background is a soft, out-of-focus outdoor setting with warm, golden light. The text is overlaid on the center of the image.

YOUR 2024

WEDDING
DRESS
SHOPPING
Guidebook

Allora
BRIDAL

THIS IS YOUR *fiance* ERA

Oh hello lovely, so nice to meet you. Congratulations on your engagement. We have compiled a guidebook where we will share all our tips and tricks for wedding shopping. From talking the bridal language though to the alterations process - we will cover it all. We hope this guidebook will help you to make the wedding dress shopping a fun and stress free process. Enjoy x



WHAT WE WILL COVER IN OUR 2024 *Guidebook*

CHAPTER 1

BRIDAL LINGO - LEARN TO TALK BRIDAL

CHAPTER 2

THE SILHOUETTE FOR YOU - WE CHAT ABOUT THE
DIFFERENT DRESS SILHOUTTES

CHAPTER 3

TIPS & TRICKS BY OUR BRIDAL STYLIST TO MAKE
THE MOST OF YOUR BRIDAL FITTING

CHAPTER 4

FROM ORDER TO WEDDING DATE - WE CHAT
ABOUT THE WHOLE PROCESS

BRIDAL LINGO - LEARN TO TALK BRIDAL

Chapter One

BRIDAL STYLIST

Our lovely bridal stylist, Marike – the owner of Allora Bridal will assist you during your wedding dress fitting. She will help you with your gown selection, determine your wedding dress style and just be the friendly face that you can ask ALL the wedding dress questions. A bridal stylist is basically your wedding dress bestie that is there to help you with your wedding dress shopping.

ALTERATIONS

Alterations is the process where a seamstress alter your wedding dress to ensure the perfect fit. Alterations are done on weekday's at Allora Bridal. The alteration process starts about 2 months before your wedding and about 3 fittings is usually needed. Alteration cost ranges between R 2 000 to R 4 500. Remember too budget for this as this is excluded from the dress cost.

LEAD TIME

The time your dress will take from order date till your dress is delivered at Allora Bridal. Most of our retailers lead time is 4 to 6 months. There is rush options available at a surcharge. We recommend to start searching for your wedding dress 10 – 12 months before your wedding to give you enough time to fit wedding dresses and enjoy the fun process.

TRUNK SHOW

A trunk show is when a designer sends us their entire, latest collection. We carry only select pieces from each designer's collection, so a trunk show allows us to show all our brides the full collection from the season. Typically, trunk shows runs for two weekends. Keep a lookout on our social platforms as we will always advertise any trunk show's there.

SAMPLE SALE

A sample sale is where we sell our sample dresses at a great discount. The discount usually depends on the dress's condition. A sample sale is a great way to buy a designer dress at a huge discount and sometimes these dresses is even almost brand new. We will always advertise our sample sales on our social platforms so keep a lookout there.

I SAID YES

SAYING YES TO YOUR DREAM DRESS! The moment you decided on your dress. For some of the brides there is tears, for some there is laughter and for some it is a really tough decision they ponder a few weeks on. It doesn't matter how you decide on your dress –your journey is your journey and we are here at Allora Bridal to make it the most fun and memorable experience for you to say yes to your dream dress.

DIFFERENT WEDDING DRESS SILHOUETTES

Chapter Two

There is no such thing as the perfect wedding dress silhouette for you. You wear the dress that feels the most like YOU, the dress that makes you feel confident and gorgeous.

Skirt Silhouettes

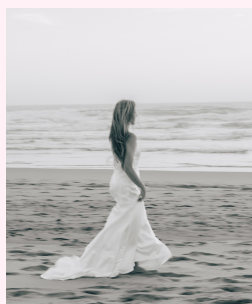
FIT AND FLARE

Fitted at the bodice, waist and hips and then flares out. Mermaid and trumpet style dresses can also fall into this category.



COLUMN

Fitted at the bodice, waist and then the dress just falls straight down. Usually this silhouette has very little to none shaping around the hips.



A-LINE

Fitted at the bodice, waist and then the dress flairs out. There is quite a few a-line types including princess and ball gown that is a 'fuller' A-Line.



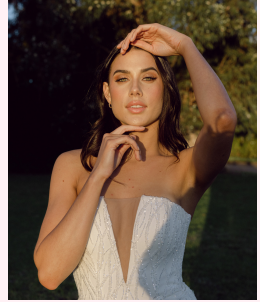
DIFFERENT WEDDING DRESS SILHOUETTES

continued

Bodice Silhouettes

V-NECK

V-neck bodice silhouette is usually open down to the mid waste.



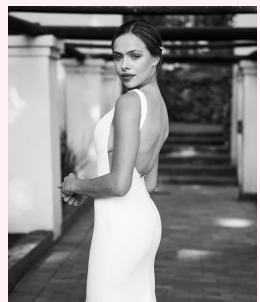
OFF THE SHOULDER & SWEET HEART

Off the shoulder and sweet heart dresses (or boob tube as commonly known) is dresses that have no straps. Some of them do have detachable straps to add a little bit of comfort.



HALTER NECK & BOAT NECK

A halter neck dress fastens around the neck giving an openness to the shoulders. A boat neck dress is neckline that sits high on the collar bone.



TIPS & TRICKS FROM OUR BRIDAL CONSULTANTS

Chapter Three

- IT IS YOUR DRESS - we LOVE bridal parties and your loved ones opinion's is so important - but remember that it is you that need to wear the dress and that your wedding dress must make YOU feel like your most beautiful self.
- SHOW US ALL THE INSPO - we love to see your Pinterest board and your vision for your wedding dress - we know you have been dreaming of this day since forever. It helps us to getting a better idea of your dream dress. We would also love to know if it is not your first fitting and there is any specific styles that you like or don't like. And you can even tell us if there is another dress that we have to top. If you don't have any idea of a wedding dress, don't stress we will guide you through the process and give our expert opinion on what styles to try on.
- BE BOLD AND BRAVE - don't be afraid to fit that wild card dress, because lovely it might just be THE ONE.
- ASK AWAY - ask us anything during your appointment - we love to offer advice, whether it is about a new trend, preferred suppliers, alterations or even what accessories to wear - we are your bridal bestie.
- WEAR THE RIGHT UNDIES - probably the MOST underrated tip, but actually THE MOST IMPORTANT ONE. The right underwear or shape wear can make the biggest difference in the world. You don't want to be standing in the most gorgeous gown and your black ouma panties is ruining the vibe. So remember to wear some nude seamless underwear OR better yet - wear some seamless shape wear.

PS - We cannot wait to meet you. We LOVE our jobs and LOVE meeting all our gorgeous brides x

YOUR IN YOUR *wifey to be* ERA



PHOTO BY WEDDINGSBYCARA

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BRIDAL

YOUR WEDDING DRESS TIMELINE

Chapter four

We know every bride has a different timeline- so we did not want to give a timeline with months but rather steps on how the process after saying yes to the dress will go. We do however recommend start searching for you dress 10 to 12 months before your wedding to avoid rush fees.

1

YOU SAID YES TO THE DRESS

ONCE YOU PAID THE DEPOSIT ON YOUR DRESS WE PLACE THE ORDER

2

DRESS ARRIVAL

AS SOON AS WE PLACE YOUR ORDER, WE GET AN ESTIMATED DATE OF ARRIVAL THAT WE WILL COMMUNICATE TO YOU. WE WILL ALSO LET YOU KNOW WHEN YOUR DRESS IS MAKING IT'S WAY TO US.

3

ALTERATIONS

WE WILL CONTACT YOU ABOUT 2 MONTHS BEFORE YOUR WEDDING TO START WITH YOUR ALTERATIONS , WE DO HOWEVER WORK WITH EVERY BRIDE'S TIMELINE SO 2 MONTHS IS JUST AN INDICATION.

4

DRESS PICKUP

WHEN WE ARE DONE WITH YOUR ALTERATIONS (USUALLY AFTER 3 ALTERATIONS APPOINTMENTS) WE WILL CLEAN AND STEAM YOUR DRESS AND ARRANGE A PICK UP DATE WITH YOU.

5

WEDDING DAY

OH MY GOODNESS -YOUR DREAM DAY IS HERE AND YOU CAN WEAR YOUR GORGEOUS DRESS. YOU ARE GOOING TO BE BREATHTAKING.

6

WEDDING PHOTOS

REMEMBER TO SHARE YOUR WEDDING PICTURES WITH US - WE LOVE LOOKING AT THEM AND SHARE THEM ON OUR SOCIAL PLATFORMS.

WE HOPE YOU ENJOYED OUR
**WEDDING
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