

WHAT TO
EXPECT AT
YOUR FIRST
BRIDAL
APPOINTMENT



A Legendary Experience of Fashions,
Families and Friendships

A MESSAGE

From the Owner

Congratulations on your engagement! All the gowns you will see at Volle's Bridal have been carefully selected and created with you in mind. I have traveled the world to bring you more choices of exclusive gowns than any other bridal salon in Illinois. Looking for something sweet, glamorous, chic, trendy, classic, fun or sophisticated? You can find it at Volle's Bridal. I have worked closely with several designers to help create numerous styles exclusively for Volle's Bridal. You will love the attention to detail, quality, and value. So come on in and let Volle's Bridal help you find the perfect gown for your wedding day...today!

*Be Beautiful,
Volle*

P.S. I have set aside a special gift just for you upon the purchase of your gown but I only have a limited number available. I'd hate to have you miss out on it so hurry in and get yours before it's gone.

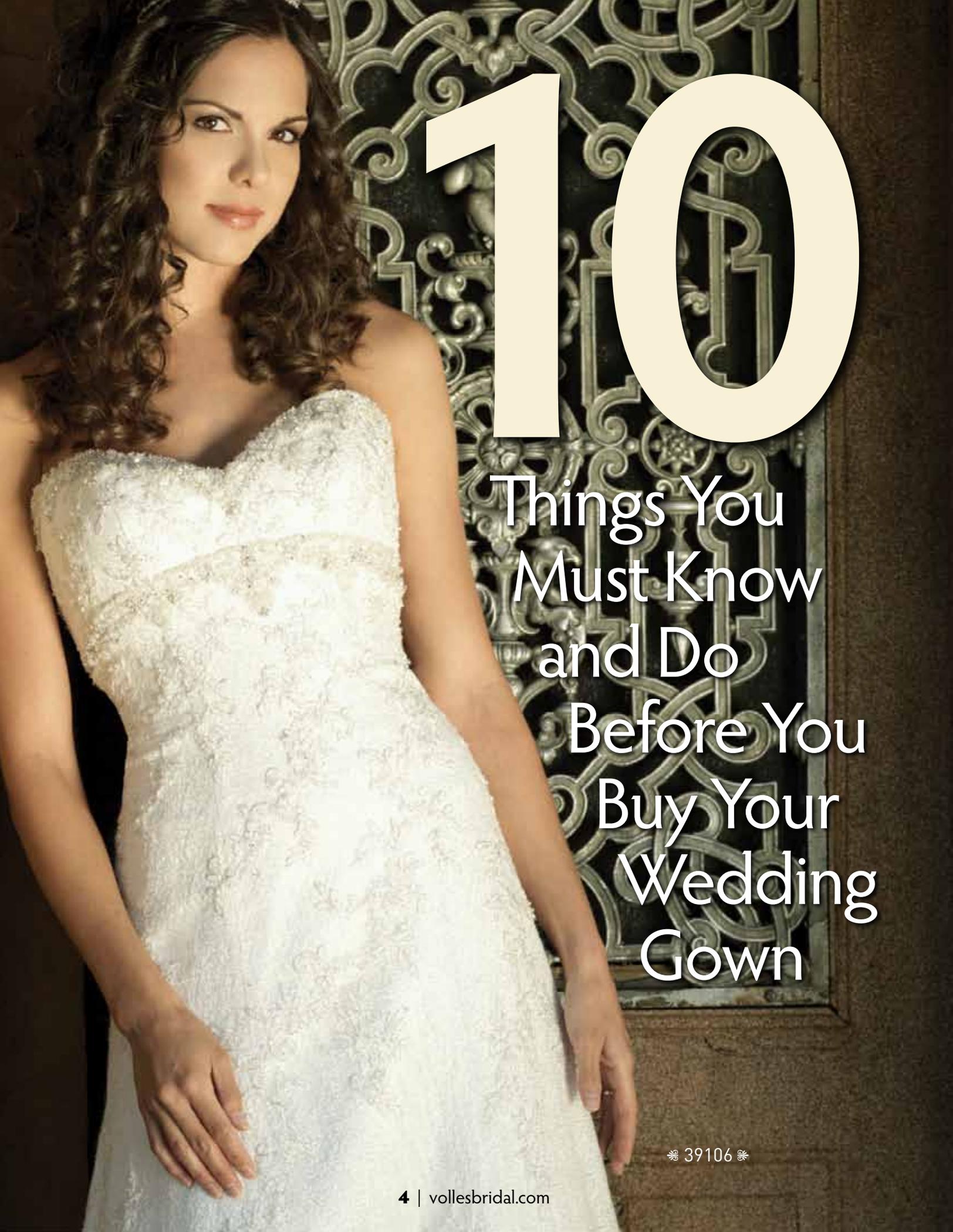
Your first step to finding the perfect dress.

When You Arrive

You will be greeted warmly by one of our professional and courteous bridal consultants and assisted in completing a simple bridal registry form. This will help your bridal consultant get a sense for your personal style and the ideas you've already put together for your wedding plans. Your bridal consultant will also show you the four silhouettes of gowns and briefly explain some of the different fabrics and construction of the wedding gowns you will try on.

Your Entire Appointment

Will take from one hour to no more than 90 minutes.

A woman with long, wavy brown hair is wearing a strapless, floor-length white lace wedding gown. She is standing in front of a dark, ornate metal screen with intricate scrollwork. The lighting is soft, highlighting the texture of the lace and the woman's features.

10

Things You
Must Know
and Do
Before You
Buy Your
Wedding
Gown

✿ 39106 ✿

The quest for your wedding gown can be one of the most exciting and fun-filled parts of planning for your wedding. Your gown will set the tone for your entire wedding and there are few other times where you will be so lavishly pampered as you are magically transformed into a beautiful bride before your very eyes. But before you buy your wedding gown, here are ten things that you need to know and do.

1 Get a clear picture of what you want your wedding to look like in your mind.

Close your eyes and envision yourself as a bride. What do you see? Are you going to be walking down an aisle, getting married outside or uttering your vows by the soft glow of candlelight? Will you be wearing a full ball gown with your hair up and a long flowing veil? Or are you dressed in a flowing, romantic gown that accentuates your femininity? Write down six adjectives that best describe how you want to look and feel on your wedding day. For example, you may write words such as: traditional, romantic, princess like, lavish, minimalist, sexy, sophisticated, etc.

2 Try on the different silhouettes of gowns to find out what looks best on your figure.

All wedding gowns fall under four basic silhouettes. These are: the ball gown (the most traditional of the categories, has a full bodice and waistline

that leads to a very full skirt), the empire (has a high waistline which falls to a slimmer skirt), the A-line or princess (features vertical seams flowing from the shoulders down to an A-shaped flared skirt) and the sheath (closely follows the line of the body). An experienced bridal consultant can point out the features of how you look in each. You should let her know what you like about each style as well.

3 Select the color and fabric of your gown.

The same dress style can look and feel quite different in a different color or fabric. Even though white has traditionally been the color of most gowns, more and more gowns are being designed with color in the details. You may want to consider an off white, ivory or blush/champagne color as a way to enhance your complexion. Choose a color and fabric that best reflects the mood you are trying to create at your wedding. When choosing the fabric, keep in mind that it will be the basis for the overall look and feel

of your gown and will influence cost more than any other single thing. Textured material and overlays such as chiffon, tulle, and organza can also be used to create a special look for you.

4 Determine what features you want on your gown.

These features include the type of neckline, waistline, train, beadwork or lace on the bodice and skirt, and other decorations or embellishments. Once you have determined which silhouette, color and fabric you like best, determine if the gown will have sleeves, straps or if you prefer strapless. You will want to try on a variety of gowns to help you find what you like best as you bring "the perfect gown" into closer focus.

5 Accept help from knowledgeable and professional bridal consultants.

A good bridal consultant will ask lots of questions to get more clarity about your special day. They will want to be helpful to you and may have some recommendations for you. An expert consultant has seen gowns on many women in various shapes and sizes and will be able to recommend a dress that will look great on your body. Let an expert's opinion guide you to considering some shapes or styles you might never have imagined wearing. However, your consultant should make you feel comfortable and free to express your own opinion. From the moment you enter



BALL GOWN SILHOUETTE

✿ 3941 ✿



EMPIRE SILHOUETTE

✿ 3986 ✿



PRINCESS SILHOUETTE

✿ 39129 ✿



SHEATH SILHOUETTE

✿ 3968 ✿



the salon, be mindful of the way you're being treated and of the way the salespeople make you feel. Do they treat you with respect? This is your special day and you deserve help that makes you feel comfortable and happy.

6 Be aware of traditions or religious guidelines that may influence how your gown should look. Different pastors, clergy or officiants of weddings in various religious and/or ethnic backgrounds require that your head, legs or shoulders be covered. It is best to check with your ceremony officiant to find out if he/she has any guidelines that may need to be considered before you buy your gown. This will prevent embarrassment on the part of you and your guests.

7 Bring along someone whose opinion you trust and respect to help you in your search. This person could be your mother, sister, bridesmaid, honor attendant, a close friend or another relative. An extra set of eyes can be helpful, but limit the number of people who come with you. Too many opinions will likely confuse you and lead to a frustrating experience. Such feedback can be invaluable. But, remember, it is **your** wedding, so you should make the final decision after careful consideration of your choices.

8 Make your decision. Making your final decision doesn't have to be stressful. You have your mother or friend and your consultant to help you. Be sure

to give yourself a chance to look at several options before you buy. Trust your own instincts. You have likely been visualizing this day for some time. Ask yourself these three questions of the final dresses that you are seriously considering: 1) Which dress do I feel the prettiest in?, 2) Which dress accentuates my best feature?, and 3) Which dress most fits my personality or style? Try on each gown and go through this process until you have eliminated all of the dresses to the final one. Once you've found a gown that is everything you've imagined, smile and relax – you've done it!

9 Have your dress altered to match your exact figure. Once you have your gown, find a professional seamstress, who is an **expert** at altering **wedding** gowns, to help you make the final alterations that will help your dress fit perfectly. Many bridal stores will have their own seamstress on site to help you. This process usually involves an initial fitting and one to two more alteration appointments. Following these fitting appointments, your dress will be pressed. You may want to wait until a few days before your wedding before you pick it up.

10 Look for the final touches that will help you complete your gown and make your wedding day special. Once you've found your gown, look for matching elements such as veils, shoes, and gloves that will make your transformation into a new bride complete. You may want to ask your bridal consultant for suggestions for these final touches.

With these ten tips in mind, your quest for **your** wedding gown should now be an exciting, fulfilling and wonderful experience. Have fun!



Why Buying a Gown Online Won't Save You Money

Many brides today opt to buy their dress online after visiting numerous bridal stores. Since you may be considering this, here are several things you should consider that will likely cost you more money than originally anticipated and cause the savings you thought you were getting to completely vanish. We could tell you that you are making a mistake by choosing to buy online, but we won't. You'll realize it as soon as you open the box.

Here's what you'll notice:

- The dress will have wrinkles all over it which you will have to pay extra to have pressed out. Many bridal salons offer a free service to have this done with the purchase of a wedding gown. You may pay \$60 to \$80 or more to have this same service done at a dry cleaner or bridal salon.
- There may be loose beading or missing beading caused during shipping which you will have to pay to have fixed (most shipping companies aren't as kind to your box as you would like to think they are).
- There may be spots or stains on the dress that you likely won't be able to properly remove without damaging the delicate fabric and beadwork on the dress.

- The dress may come in the wrong size (and you may not be able to alter it to fit your figure).
- And lastly, you may order the dress and even if you get it, it may look completely different than the picture you saw online. Many brides have experienced this much to their shock and horror and then come to us in tears hoping that we can fix the problem. Many times repairs can be made, but often at a great expense.

We recently had a bride come into our store who had purchased a wedding dress online. She was in tears because the dress she received looked completely different than the picture she saw online. The lace was different, the seams were loose and crooked, there was no boning or support, and the dress bulged in certain areas. The company she purchased the dress from wouldn't refund her money and she was left to either fix what she had (which didn't

give her a lot of options) or buy a new dress. She ended up buying a new dress at our store and wished she had done that in the first place.

When you buy a dress from a full service bridal salon, you'll notice that:

- Your dress will be perfectly altered to your figure and pressed so that it is wrinkle-free and looks absolutely stunning on your wedding day.
- Any beads that may have come loose during shipping or the alterations process will be tightened at no charge.
- You can be assured that there won't be any spots or stains on your dress when you pick it up.
- Your dress will be perfectly altered to your figure and you'll know that it will come in the right size.
- Lastly, your dress will look like the sample you ordered it from and you won't have to worry about any of the details.

With all that you have to worry about with planning the wedding of your dreams, you really don't need the extra stress and hassle of worrying that your dress may not come in correctly or be perfect for your wedding day. Why take the risk? When you order your gown from a full service bridal salon, you can be assured that we'll take care of all of the details. You'll be glad you did because you won't have to stress about the mess that could have happened with your dress.

WHAT BRIDES

*are saying about
their experience at . . .*



Our 40 year history is rich with wonderful stories from many very special brides and family members. We have enjoyed working with three generations in some families. These wonderful customers we have met have left lasting memories for a lifetime.

Some of those memories are more prominent than others.

Please enjoy what follows.

The store phone was transferred to Volle's home after hours. One Friday evening Volle' received a call from a frantic mother of the bride. Her daughter's wedding was tomorrow morning and her wedding gown was ruined. In her excitement of the event, the mother had hung the gown high towards the ceiling to prevent wrinkling, but failed to place it away from the light fixtures illuminating the room. The lights continually touching the gown's fabric caused the fabric to turn to a burnt motif on the fabric. Volle' calmly told the mother to bring the gown to the store right away. Volle' called a seamstress at home and told her to meet her at the store right away. They worked throughout the night in our alteration department and remade all parts of the gown that were damaged. The mother picked up the gown at 6 a.m. the next morning, the day of the wedding, freshly pressed and beautifully remade. Volle' became the mother's best friend forever.

Another 5:30 a.m. call on Saturday morning transferred to Volle's home. The bride had hung her veil the night before on the ceiling fan in the spare bedroom. Her brother came in and turned on the wrong switch. Before he realized what he did, the fan "ate" the veil. The ceremony was at 11 a.m. that day. Volle' told the bride not to worry and to have someone meet her at the store

at 9 a.m... Volle' came to the store and looked up the bride's records. She made and pressed a new veil. The bride's brother picked up the new veil at 9 a.m. sharp. The color in his face returned as Volle' handed him the new veil.

One of our most vivacious brides came to one of her last fittings quiet and very upset. Volle' asked her what was going on because of her change in attitude. She told Volle' that she purchased all her attendants gowns from our store and handed them to her cousins to be altered. They did not want to have them altered at Volle's because they lived in the city and did not want to travel the distance. They took the gowns to a home seamstress in their neighborhood. She did not know how to work with the fabric and the gowns looked awful. Volle' told the bride to bring her cousins and their gowns to the store on Sunday morning. She refit all six girls. Monday morning we had the manufacturer express mail new fabric to us so we could remake parts of the ruined gowns. By Thursday, all gowns were complete and looked perfect. The bride was so excited and smiling again. Volle's son asked his mother what she charged the girls to redo the six gowns. Volle's said "nothing". I just needed to make that bride smile again. As a post note...Every single one of those cousins

came to Volle's to purchase their wedding gowns when they became engaged in future years. And yes, they all had alterations done through our alteration department.

Volle' had designed custom social occasion gowns for a woman for many years. She made an appointment with Volle' when her daughter became engaged. They wanted something original and unique. At the appointment the conversation drifted toward a discussion about a hand crocheted tablecloth hand made by the girl's grandmother. Volle' suggested that they bring the tablecloth in. She asked if they would like to have it incorporated in the bridal gown. They were so excited that they came back the next day with the precious heirloom. Volle' examined the tablecloth which contained "the stains of time". With the mother's and bride's approval, Volle' cut around these stains. She molded the lace pattern over a light beige silk satin to form the bodice of the bride's gown. The skirt continued from the bodice with beautiful fluidity. The bride's headpiece, made from grandmother's tablecloth also, was the finishing touch to perfection. The bride and her mother were pleased beyond their expectations. The Chicago Tribune became aware of this gown. They wrote a front page article in the Style section of the paper entitled, "Designing Women". Volle'

was featured as "the best keep secret in the Chicago suburbs".

A bride ordered a wedding gown and it arrived two months before her wedding. We notified her by phone and mail suggesting that she should come in to start her fittings. She acknowledged our many attempts to get her in, but told us she was too busy to come in at this time. Calls with the same results a week before the wedding lead us to believe that her wedding may be postponed. Friday night after closing, the phone rang at Volle's home. The call was from this bride saying that her wedding was at 5 p.m. tomorrow and she would like to start her fittings at 11 a.m. Saturday morning. Volle's Bridal had to call in many people from the alterations department for the next morning. A fitter, seamstresses, beaders, and a presser all had an emergency start Saturday. They did a fantastic job under the pressure of time giving the bride her first and last fittings the day of her wedding. After the final fitting the bride left to get her hair done. She picked up her fitted and pressed gown two hours before her ceremony. She sent us a picture. She looked beautiful!

One of Volle's Bridal's favorite families gave us a challenge. This family had raised five beautiful daughters. We helped

all of them find the "perfect" prom gowns when their special social occasions occurred. Now it was time for the oldest daughter to get married. The mother explained to Volle' that all the girls had made a special pact. They all wanted to wear their mother's wedding gown. Each girl loved the gown and the tradition they agreed upon, but they all wanted a change to make it their own when it was their turn to marry. Volle' set up a plan. She would work to redesign the gown for the first daughter and then give the mother all the pieces removed. The mother would save them for the next daughter in line. This continued five times. One daughter had long sleeves. One had us cut them short. One was sleeveless. One had spaghetti straps. The last one had it strapless. Besides the changes, each daughter had a difference in body measurements and height. It was a challenge, but very rewarding. Volle's Bridal helped make a family dream become a reality. What a beautiful tradition. What wonderful friends we became.

A young lady came in to Volle's. We asked how we could help her and she sadly stated that she didn't think we could and started to turn away. We asked her to please tell us what she needed because we would like to try. She stated that she was getting married and needed a gown. She only

had stubs for arms and could not try anything on. The bride told us that she had been to another bridal salon and no one helped her. We immediately told her that if she wouldn't mind us helping her undress and dress, she could try on as many gowns as she desired. In the dressing room we discovered she had other disabilities and made a personal commitment to make her feel comfortable. She was so excited about the experience of trying on gowns. She cried when we found the perfect gown of her dreams. When her special ordered gown came in, the alteration department molded this gown perfectly to her figure and made some changes to the sleeves. The bride could only wear one style of shoe. Volle' decorated the bride's plain pair of white shoes with lace appliqués and pearls so she felt special in them. The day this bride picked up her gown before the wedding she arrived with her fiancé. When she came in, I saw her and she started to cry. I asked her what was wrong and I will never forget what she told me. She explained that at Volle's Bridal, for the first time in her life, she didn't feel handicapped. I started to cry and gave her a hug. I have never been more touched. I will never forget her.



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