

BRIDAL STYLE

INDEPENDENT
Research File
PROJECT

EVALUATION OF CONCEPT

Bridal Style Magazine

For my independent project, I have created a contemporary online bridal publication titled Bridal Style, which caters to modern Gen-Z and young Millennial brides seeking both inspiration and practical guidance within their wedding dress shopping journey. Bridal Style's articles are particularly targeted to the fashion forward, creative bride, who desires to utilise their wedding ensemble as the ultimate opportunity for expression of individuality. The wedding dress has previously been perceived as a symbol of patriarchy that reinforces narrow ideals of womanhood, due to its deep historical roots in traditions that reflect male-dominated power structures. However the overall aim of Bridal Style is to redefine the wedding dress, by debunking stereotypes that it remains a restrictive, traditional garment which has to appear a certain way, by bringing to attention the plethora of options available in the contemporary bridalwear market, including standout, alternative designs that differ significantly from the status quo. This responds to the wider social issue of feminism, by encouraging brides to reinvent the wedding dress, transforming what was historically perceived as a symbol of the patriarchal ideals of marriage into an empowering expression of style and individuality. My digital platform is particularly focused on spotlighting the work of emerging bridal fashion designers, as well as smaller, independent bridalwear brands, with the goal of bringing fresh perspectives and underrepresented talent to the forefront of the wedding industry. This responds to the wider social and cultural issue of representation within the traditional bridal fashion landscape, where mainstream media often overlooks innovative voices and alternative aesthetics that resonate more authentically with today's generation of brides. Furthermore, a huge part of Bridal Style's mission is to educate readers about sustainability in bridalwear, and to provide options that will enable brides to reduce their ethical and environmental impact. This is achieved through recommending genuinely committed, sustainable bridal designers, educating readers about what fabrics to look out for and what to avoid, promoting vintage and second hand platforms and encouraging readers to think about the possibilities of re-wearing elements of their bridal ensemble after their big day. The word 'sustainability' is thrown around constantly within bridalwear, however part of Bridal Style's mission is to address greenwashing and provide trusted recommendations of designers who are truly doing everything they can to lower their carbon footprint and are providing their teams with a safe and happy environment. This responds to wider environmental issues, such as the fashion industry's significant contribution to global carbon emissions, textile waste, and unethical labour practices, by encouraging conscious consumerism and attempting to eliminate the 'wear once' concept of bridalwear. Overall, Bridal Style's purpose as an editorial platform is to reshape the way modern brides engage with the bridal fashion industry, by championing authenticity, individuality and sustainability, whilst empowering brides to choose an ensemble that not only reflects their personal identity but also aligns with their values.

BRIDAL STYLE AESTHETIC

BRIDAL STYLE

Development

Initial iterations of name/logo:

The Dress Diaries

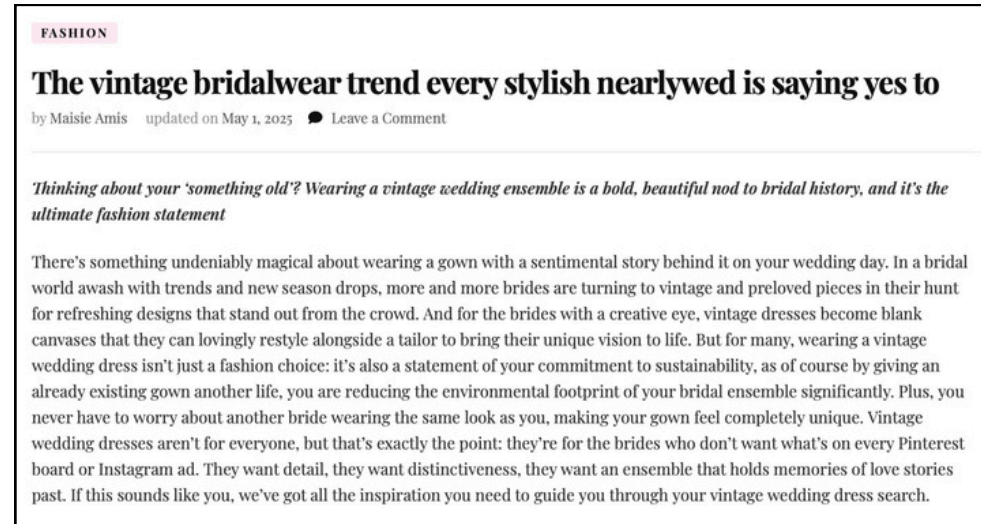
The Dress Diaries

BRIDAL STYLE

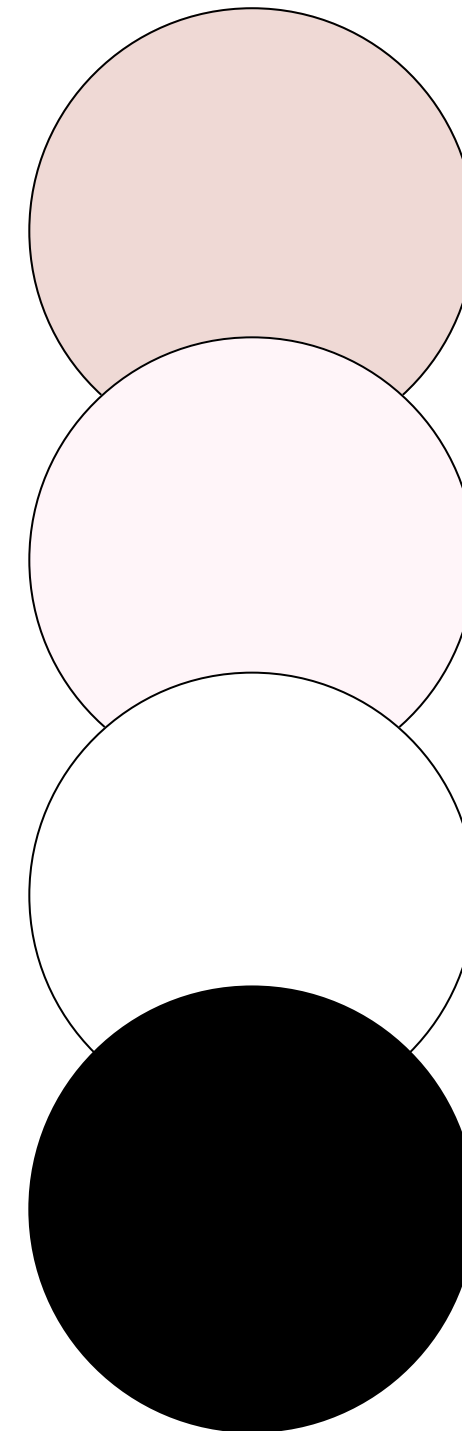
BRIDAL STYLE

Final logo:

BRIDAL STYLE



Key colour palette:



I have also displayed Bridal Style's key colour palette, which includes a neutral pink, a pale pink, white and black. I have decided on these particular colours for my bridal fashion editorial platform as to me they convey a sense of elegance, romance, and sophistication, which are qualities that I think align with the tone and aesthetic of a modern bridal platform. I have also decided not to use any bright colours within my branding, in order to ensure that the imagery I use stands out.

Adjacent I have showcased the various iterations of the title of my bridal fashion editorial platform and the appearance of the logo. I decided to go with 'Bridal Style' as opposed to 'The Dress Diaries' as it describes more clearly what the platform is all about, and additionally I did not want to imply that a bridal ensemble has to take the form of a dress necessarily. For my logo font, I have decided on using Noto Serif Display, and I have opted for the colour black to ensure that it is bold and stands out.

Above I have showcased my chosen font for my titles, standfirsts and body copy, which is all Playfair Display. The titles are larger and bold and standfirsts are italic and bold, with the body copy with no boldness or italics. I decided on this font consistently throughout the website as it is clear, polished and ties in well with Bridal Style's sophisticated yet minimal aesthetic.

BRIDAL STYLE

WEBSITE
Development

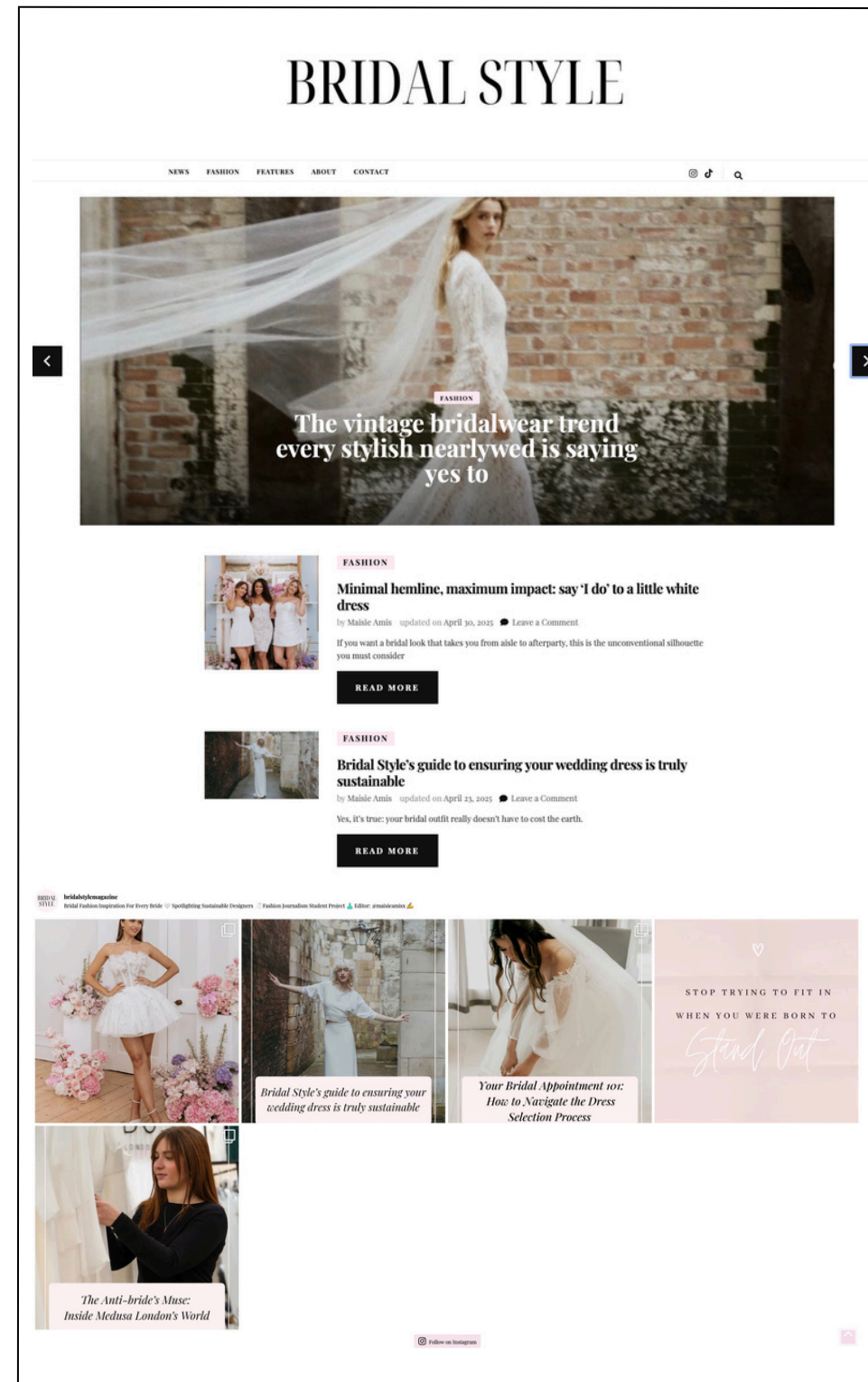
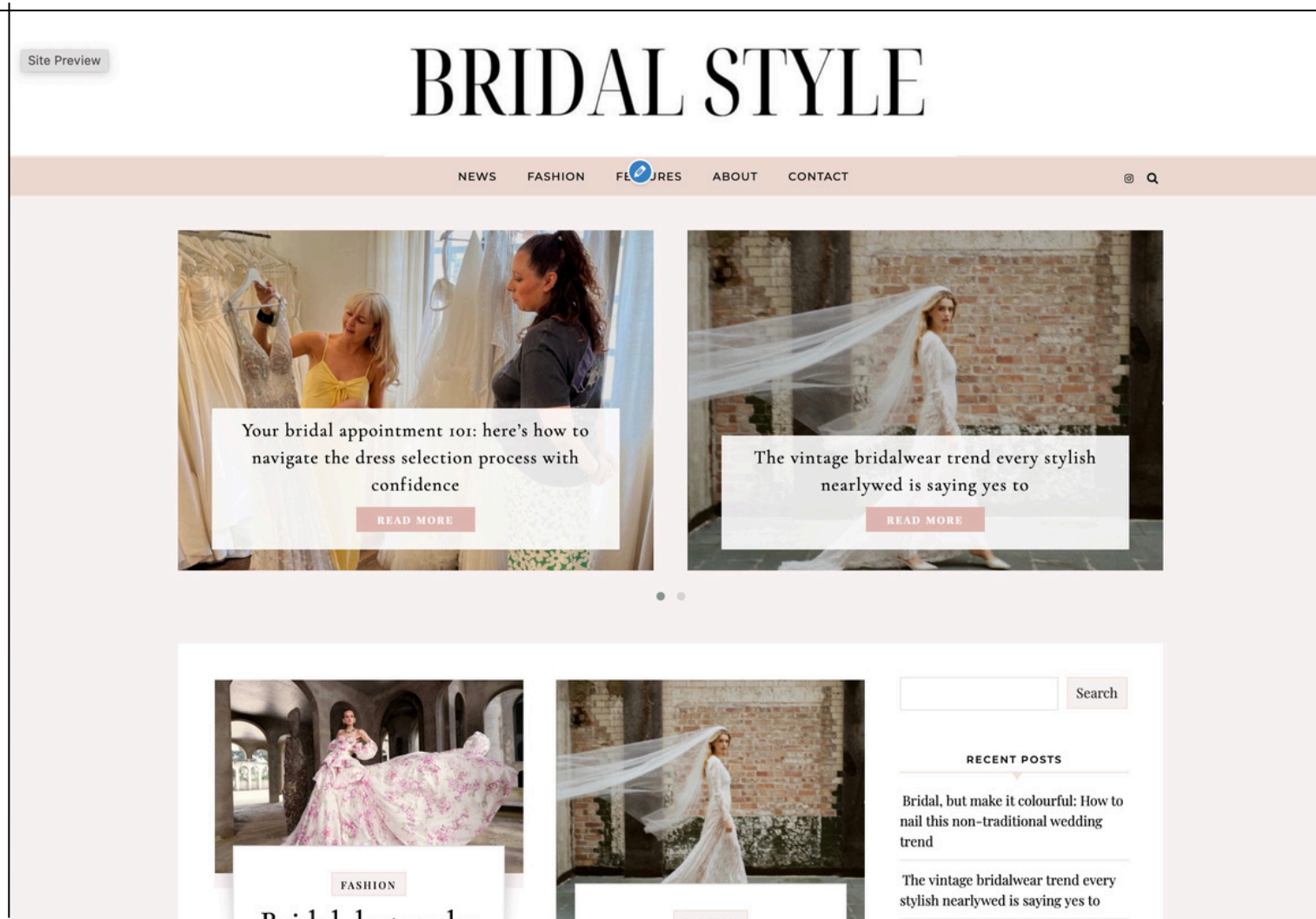


WORDPRESS *Website development*

BRIDAL STYLE

After:

Before:



After speaking with Simon about my website and showing him my website, I have decided, in order to ensure my website is customisable, to change my theme on Wordpress from 'Graceful Feminine' to 'Blossom Chic.' Adjacent I have showcased the before and after appearance of my website, which I believe is a big improvement as I have been able to customise elements of my website such as the logo size, font, adding captions under each featured image, adding a gallery showcasing Bridal Style's Instagram Feed and including a page slider showcasing top stories to entice readers.

STORY ONE

Sustainability Feature

SUSTAINABILITY

Research

BRIDAL STYLE

Before beginning my interview process and writing my article on sustainable bridalwear, I have conducted some initial secondary research on the changing attitudes of brides with regards to eco conscious bridalwear, and how brides can ensure that they are making a sustainable decision in their bridal outfit choice.



Dive Brief:

- A recent survey found that 42% of brides are considering eco-friendly options, according to a [report by Azazie](#), a DTC wedding apparel and accessories company.
- The Aisle Report Q2 2023 also found that 83% of brides are wearing the same dress for both the ceremony and reception, up from 59% [Azazie's Q2 2022](#).

According to research published in [The Green Bride Guide](#), [the average wedding produces 400 pounds of garbage](#) and 63 tons of carbon dioxide. With an estimated 2.5 million weddings per year, that means 1 billion pounds of trash and the emissions equivalent to what four people would produce in a year in just one day.

Extending on previous research above, this article by Bridal trade publication Bridal Buyer provides a list of questions couples and businesses should ask suppliers regarding their sustainability practices. I can infer that is vital to consider materials, ethical labour practices, manufacturing, waste reduction measures and circularity initiatives. Within my article, it is vital that I educate Bridal Style's readers about the questions they should consider when selecting their bridalwear supplier/designer in order to ensure they are making a sustainable choice.

This article by Fashion Dive published in 2023 announces that 42% of brides are considering eco friendly options. Furthermore, 83% of brides are wearing the same dress for both the ceremony and reception, up from 59% in 2022. This indicates that overall brides are adopting a more sustainable mindset with regards to bridalwear, reaffirming the potential success of this article on Bridal Style, especially due to the fact that I am targeting the modern, eco conscious bride. Furthermore, the article also discusses the detrimental environmental consequences of weddings, with 400 pounds of garbage being produced on average, reaffirming the need to focus on sustainable bridalwear to contribute towards positive environmental change.



Key Questions to Ask Suppliers Regarding Sustainable Practices

When selecting suppliers, bridal boutique owners should ask key questions to assess their sustainability practices:

- **Materials:** What sustainable materials do you use? Can you provide certifications/accreditations for these materials?
- **Manufacturing:** Where and how do you manufacture your products? Do you adhere to ethical labour practices?
- **Waste Reduction:** What measures do you take to reduce waste during manufacturing?
- **Circularity:** Do you have initiatives in place to promote circularity, such as repair, resale, or recycling?

This blog post by sustainable bridalwear label Indiebride london discusses the many ways in which brides can be more sustainable in their bridal outfit decision. This includes buying a locally handmade, made to order dress instead of factory made, considering its potential for repurposing and rewearing, and opting for vintage or second hand options instead. These options will be vital to discuss within my feature in order to inform brides and point them in the right direction.



The rise of sustainable wedding trends

In recent years, the wedding industry has witnessed a notable rise in eco-friendly practices. Couples are recognising the environmental impact of traditional weddings and are eager to reduce their carbon footprint on their special day. Sustainable weddings are characterised by a range of choices, such as second-hand bridal gowns sourced from vintage shops or rental services, zero-waste concepts that minimise single-use items, and reusable/recyclable favours that leave a lasting positive impact.

According to our research, the search demand for sustainable wedding-related queries is steadily increasing. We have seen an increase of 12% in searches for "sustainable wedding dresses" and related search terms since 2022 (data: monthly search volumes from [Google Keyword planner](#)). Furthermore, there's also been a 38% increase in search volumes for "preloved wedding dresses" in 2023 compared to 2022.

We also researched and found out which locations were popular for audiences searching for "second-hand wedding dresses" and the United Kingdom was in the top 5 regions:

This article by PHA group discusses how the search demand for sustainable wedding related queries is steadily increasing – with an increase of 12% in searches for “sustainable wedding dresses” since 2022. Additionally, there was a 38% increase in search volumes for “preloved wedding dresses” in 2023 compared to 2022. Collectively, this data acts as firm proof that brides are actively searching for sustainable bridalwear options – reaffirming the potential success of this article.



How can a wedding dress be sustainable?

Can a wedding dress be regarded as sustainable if it is handcrafted from polyester satin produced in China? It's unquestionably more sustainable than a mass-produced bridal gown made of polyester satin that was produced in China. Yet, it's also not as sustainable as a handmade wedding dress made from organic bamboo or any locally made fabric. Like other products, there are a number of ways that wedding dresses might be regarded as sustainable. These have to do with either the materials of the dress, or the production of it. Some of the features of a sustainable wedding dress:

- It's handmade instead of factory-made
- It's made-to-order instead of mass-produced
- It's made locally
- It's made from sustainable fabrics (locally manufactured, organic, recycled, manufactured in a closed loop process etc. Ask for certifications.)
- You can wear it again
- You can repurpose it and maybe make it into something new (christening gown for your child?)
- It's second hand or vintage
- It's made of second hand, vintage or deadstock fabrics

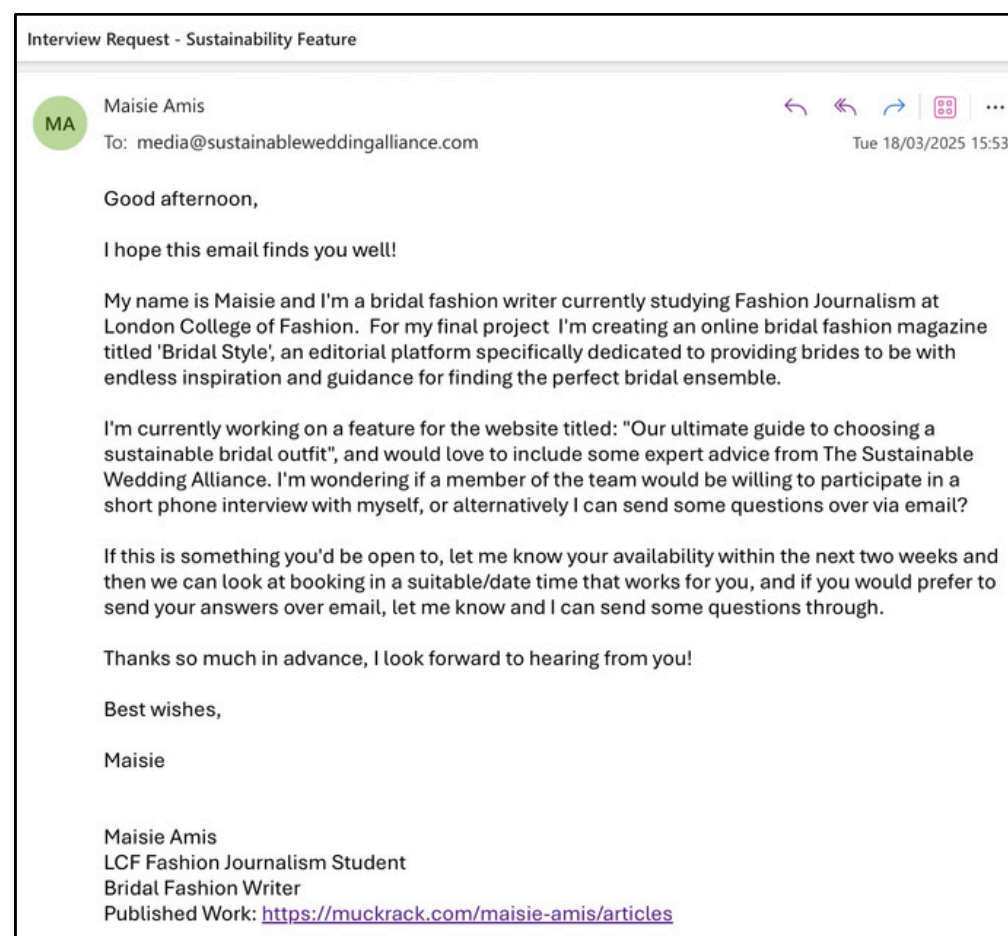
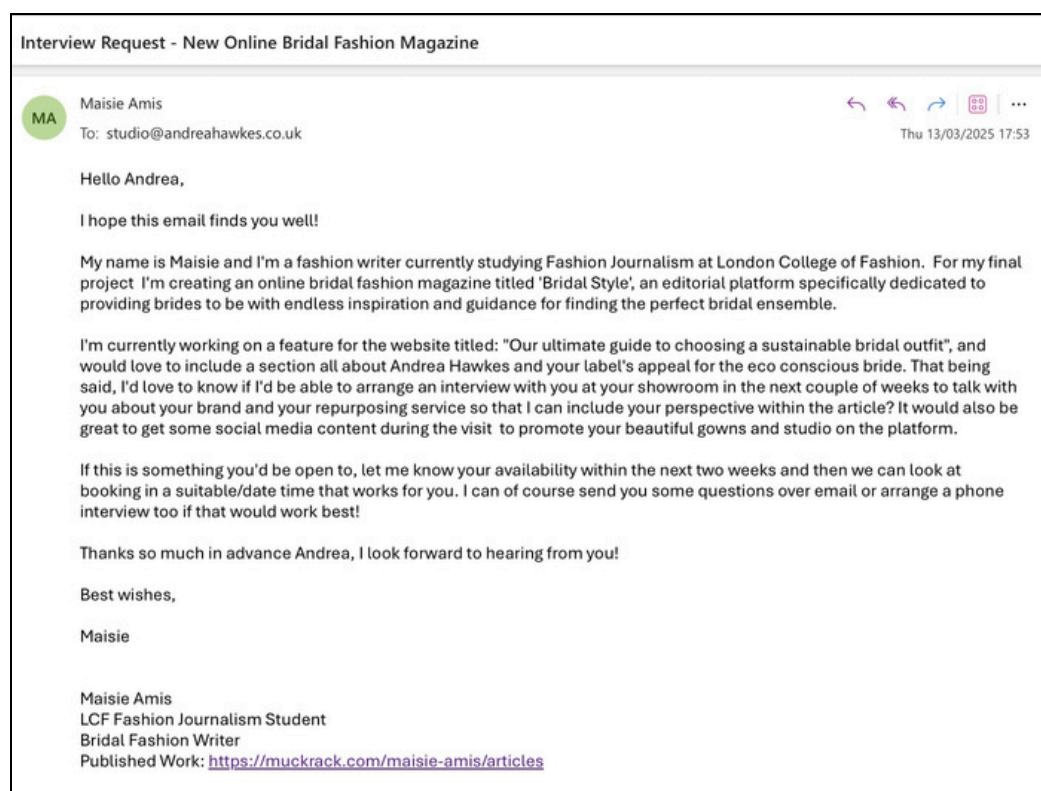
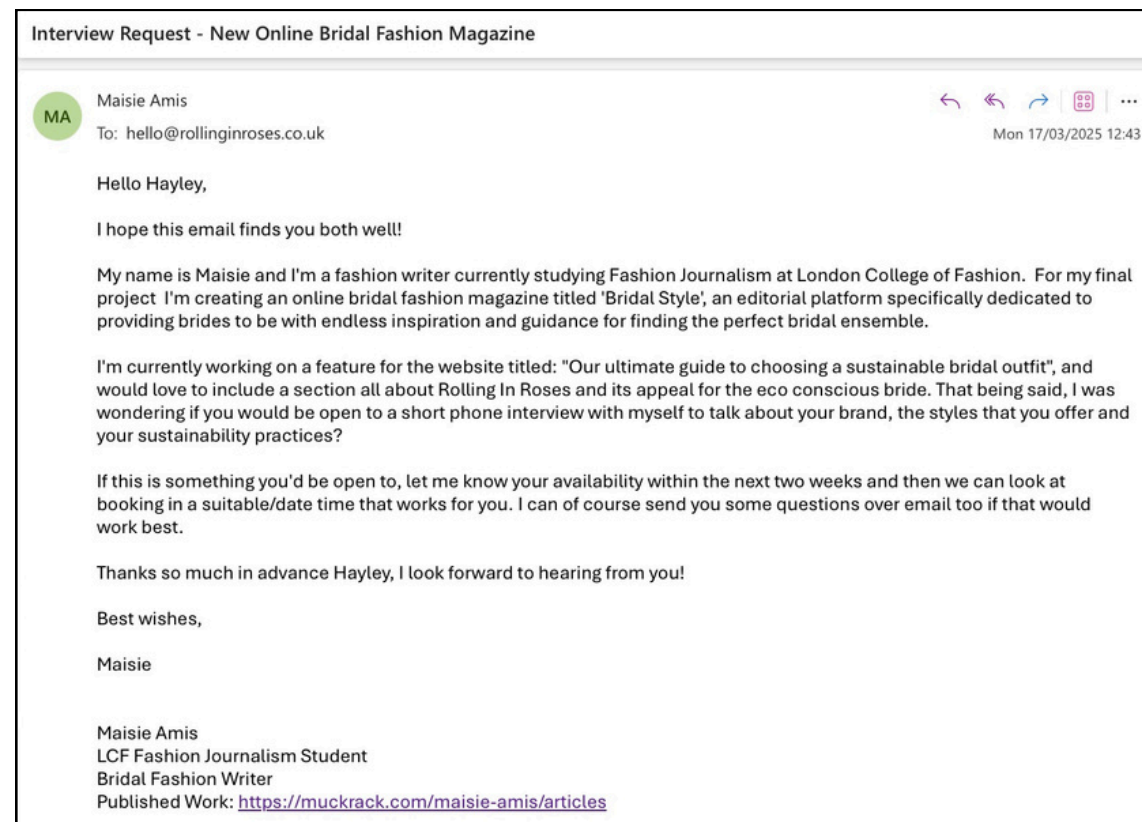
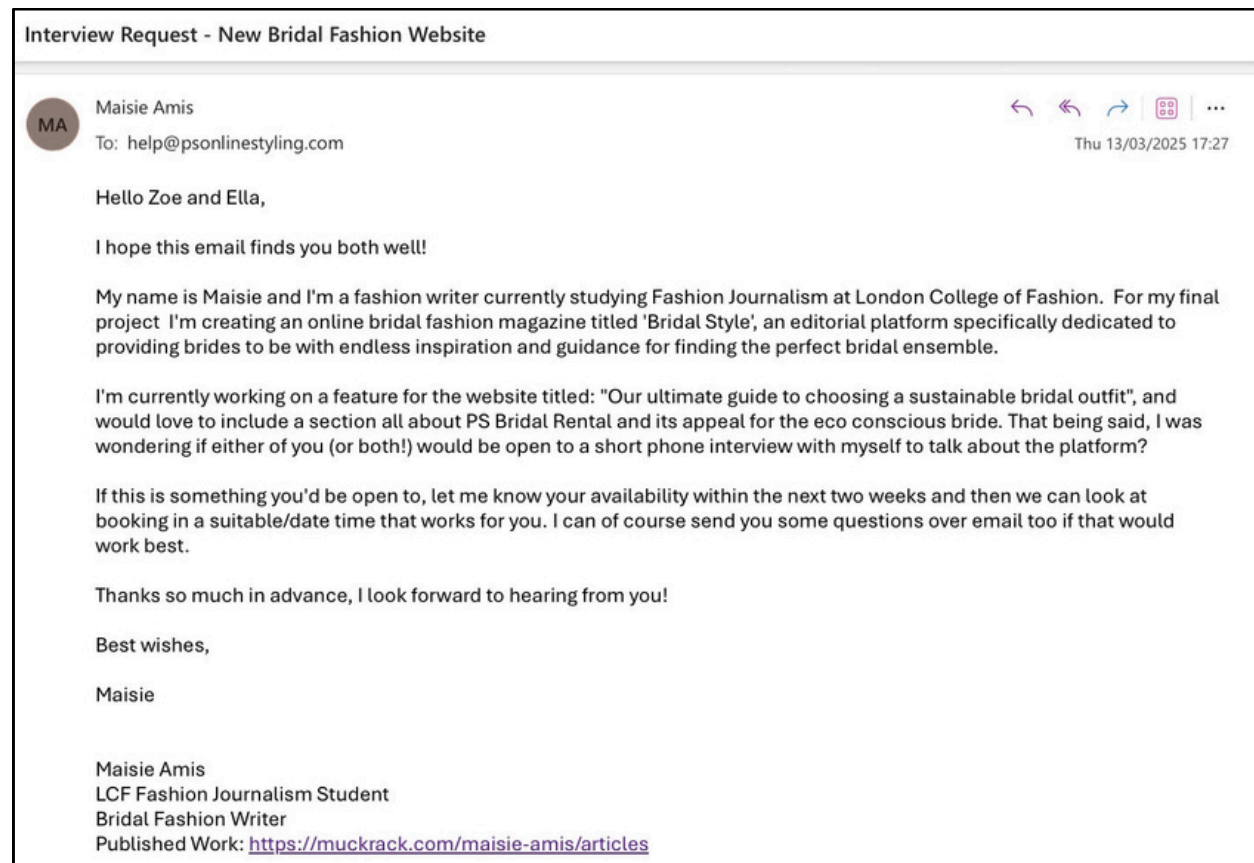
The more of these boxes your dress ticks, the more sustainable wedding dress you have chosen.



SUSTAINABILITY FEATURE

BRIDAL STYLE

Interview Requests



Before writing this feature, as displayed adjacent I have reached out to several industry experts who I believe will be able to provide insightful perspectives and advice for brides regarding sustainable bridalwear and the options available. I have reached out to the founders of bridal rental and preloved platform PS Bridal Styling, Hayley Neil, founder of sustainable label Rolling in Roses, Andrea Hawkes, founder of the eponymous sustainable label, and Michelle Miles, founder of the Sustainable Wedding Alliance.

ROLLING IN ROSES

Research

OUR ETHOS

Minimal impact, maximum love. Creating quality products and positive spaces, and generally trying to help make the world a better place. We use sustainable, ethically produced, organic and eco-friendly fabrics, and offer vegan alternatives to silk. For us, sustainability is a lifestyle, not a gimmick; we are conscious of everything we do, from using paper tape instead of sticky tape on our dress patterns, right down to the recycled paper in our ladies' room. And we recycle everything. (EVERYTHING. Even ballpoint pens, crisp packets, and the Tetra Paks from the oat milk we put in our tea. It's a bit of an obsession here.) Everyone who works here is an eco-warrior, and we are so proud of the tiny amount of rubbish we send to landfill. All our fabric offcuts are donated to crafters, makers, and artists so nothing is wasted, and we package our dresses in biodegradable bags, recycled acid-free tissue paper, and unbleached cardboard boxes. We strive to run our business as ethically as possible in every way. Pay it forward, spread the love.

From Rolling in Roses' ethos page on their website, it is clear that the label is passionate about creating bridalwear that is both ethically produced and made from sustainable fabrics. This also extends to them using paper tape instead of sticky tape in dress patterns and using recycled paper in their ladies room. Furthermore, all offcuts are donated to other artists, and all dresses are packaged in biodegradable bags. It is this attention to detail which makes Rolling in Roses the ideal sustainable label to spotlight within this feature.

ECO-FRIENDLY FABRICS

We are passionate about fabrics. We spend an insane amount of time sourcing luxury materials which are not only divine to look at and wear, but also ethically produced from eco-friendly fibres. Our commitment to lowering our impact on the environment borders on obsession; we consider every detail throughout our production methods, from the organic cotton thread we use for construction, right down to our elastic inserts made from natural biodegradable rubber and our organic cotton size tags. Quality, luxury fabrics are everything to us at RIR, and we're incredibly proud to say that 94.6% of the fabrics used in our two most recent collections have sustainable certification; whether that's organic, closed-loop, vegan, biodegradable, compostable, or recycled, meaning our materials are produced in ways that protect the environment, are low-carbon, protect natural resources like forests and water, and are cruelty-free and ethically made. So please allow us to shout loud and proud about some of our incredible new fabrics, and what makes them so desirable...

Organic. All organically certified fabrics not only guarantee a chemical-free production which protects the earth and surrounding habitats, but also a high level of water conservation and ethical production which protects workers. Factories are inspected regularly to make sure they meet the high standards required. No slave labour, and happy insects abound.

Closed-loop. Natural cellulose fibre viscose is produced using a circular system which cleans, recycles, and reuses all the chemicals and water used during the processing of the fabric. It is such a joy for us to be combining our traditional and ancient dressmaking techniques with such modern innovative technology as this.

Recycled. We are so excited whenever we find incredible, luxurious recycled fabrics. One fibre is produced using the cotton linters which are the by-products of the cotton industry which would otherwise end up in landfill, and another has fibres spun from reclaimed plastic waste taken from the oceans; so not only are these luxury fibres a dream to wear, but they are also cleaning the earth rather than polluting it. An absolute delight.

Low-impact. The viscose fabrics we use are produced using natural wood-pulp from bamboo and eucalyptus forests, which grow quickly and freely without the use of pesticides and fertilisers. These forests are also protected to ensure no over-harvesting is endangering habitats or eco-systems.

British made. Many mainstream fashion fibres are produced in one country, then spun in another, woven into fabric in another, and sewn into garments in yet another, meaning the carbon footprint of the finished pieces are incredibly high. Which means that, comparatively, our British-produced lace and silk has the lowest possible carbon footprint. Happy days.




For Bridal Style's sustainable bridalwear guide article, I am also planning to interview Hayley Claire Neil, founder of fashion forward bridalwear label Rolling in Roses. Prior to interviewing her I have taken time to understand more about the brand and why they are the ideal designer to feature in Bridal Style's eco friendly bridalwear article from a sustainability perspective.

BRIDAL STYLE

ETHICAL PRACTICES

It's fair to say that Rolling In Roses was founded for love, not money. The aim of the game is to produce the highest quality designs, do our utmost to make our brides happy, relaxed, and comfortable, and create the happiest work environment possible. And we're pleased to say we're all pretty goddamn thrilled with our work situations and actually look forward to coming to work every day. We enable and encourage our small staff to take advantage of flexitime and working-from-home options, which means happier workers and a lower carbon footprint as a result of reduced travel. Our business banking is with Starling Bank, who we chose for their ethics - they are branchless, paperless and run on renewable energy. They plant thousands of trees every month and their credit cards are made from recycled plastic, plus they're committed to employment inclusivity and aiming toward carbon neutrality. We use carbon neutral shipping options with our courier company, and we're constantly looking at ways to improve our impact on the world and the environment around us.



Not only does their website explain their eco friendly practices, it also touches upon the ethical nature of the business which is also an important consideration for modern brides when choosing their wedding day ensemble. They explain how their small team are encouraged to make the most of work from home options in order to create a work life balance and also lower carbon footprint. Furthermore, they even choose to bank with Starling Bank due to their ethics and the fact that they are paperless and run on renewable energy.

Traditional craftsmanship alongside modern design and innovative fabrics. Our little atelier is housed in our flagship boutique in York, where all our pieces are designed, drafted, cut, and constructed. This small-scale production means we can always guarantee the exceptional finish of our dresses and achieve artisan quality workmanship with all its divine hand-finished details. No production lines or faceless factories here; each dress is made from start to finish by one expert artisan who knows your name and your wedding date, and who personally takes care of every last detail.

In addition to their commitment to using sustainable fabrics, all pieces are designed, drafted, cut and constructed in their flagship boutique in York. This means that they can guarantee an exceptional finish and achieve artisan quality workmanship - differing significantly from many bridalwear labels who operate on a much larger scale. This emphasises Rolling in Roses' personal connection to the gowns they create, appealing to the modern bride to be reading Bridal Style, who desires their bridal outfit to have a sentimental meaning behind it.

This particular section of the website focuses particularly on fabrics, which are of course of huge importance for a sustainable fashion business. Rolling in Roses' attention to detail becomes particularly apparent, with them using organic cotton thread in construction and elastic inserts made from natural biodegradeable rubber. 94.6% of the fabrics used in their two most recent collections have sustainable certification, and the fabrics used include organically certified fabrics, closed loop natural cellulose fibre viscose, luxurious recycled fabrics and British produced lace and silk. The details regarding the fabrics used by Rolling in Roses will be particularly important to highlight within my feature in order to prove to readers that this sustainable supplier recommendation providing their perspective is trustworthy and without greenwashing.

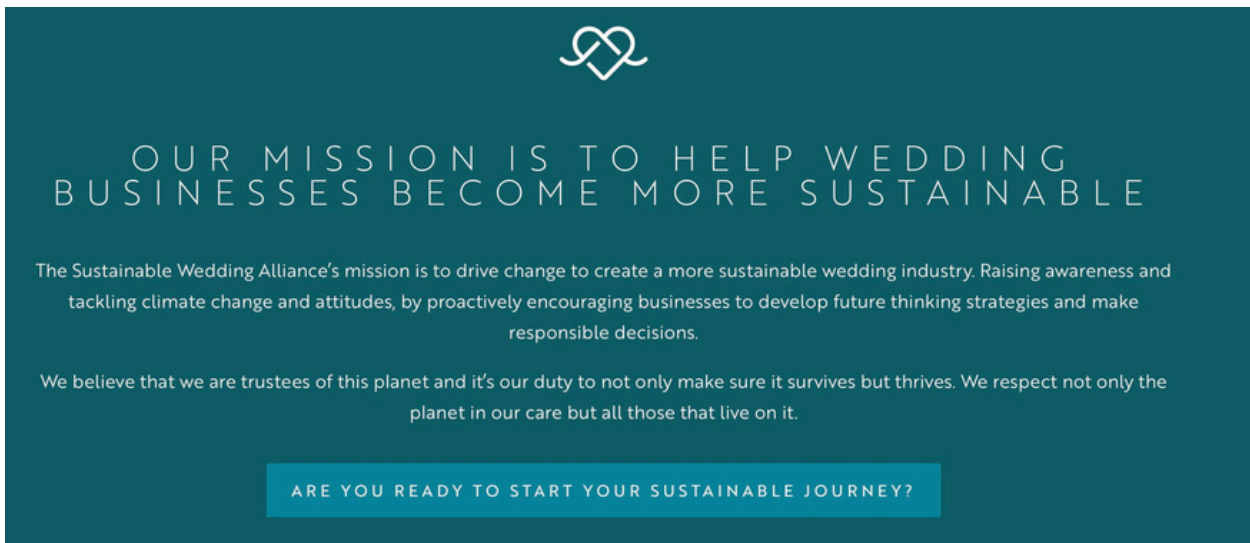
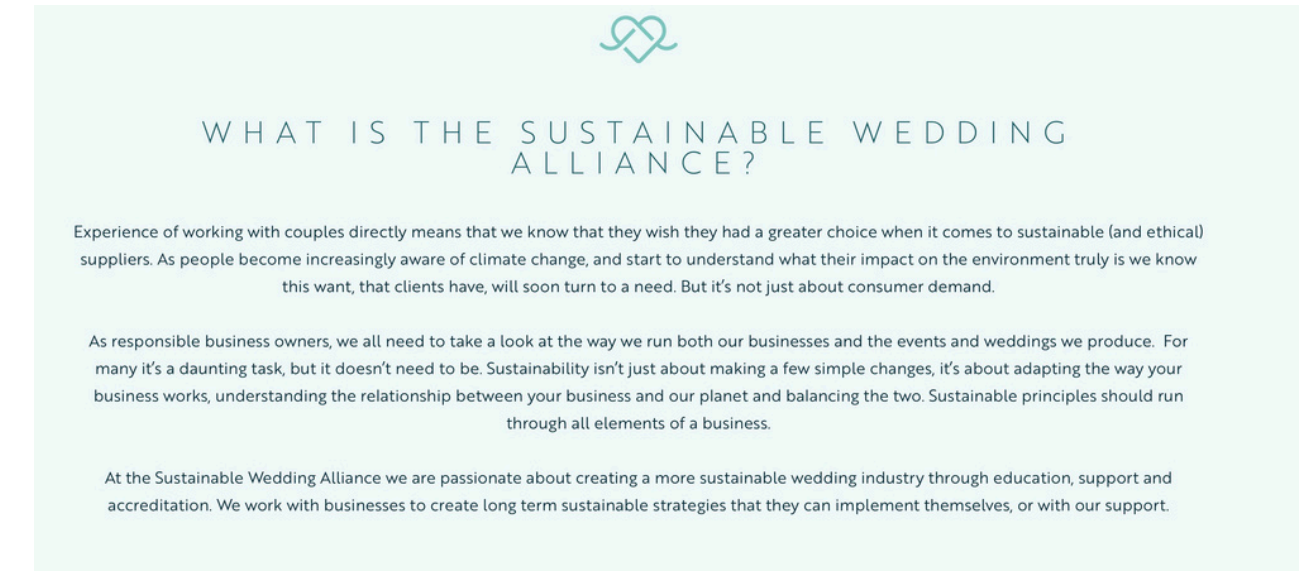
SUSTAINABLE WEDDING ALLIANCE

Research

BRIDAL STYLE

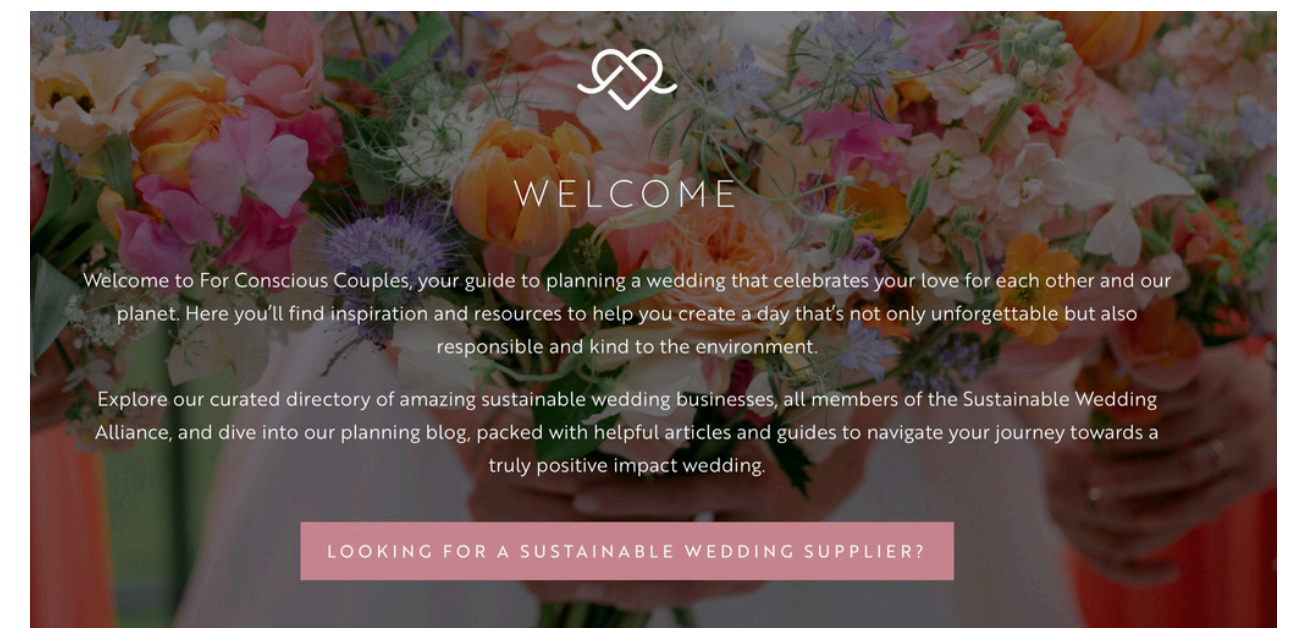
From their website, I have learned that the organisation has worked with couples directly and are therefore aware that they wish they had more choice of ethically and environmentally friendly wedding suppliers. They explain that this is especially due to increasing awareness around climate change, and that they believe this want for sustainable suppliers will eventually turn into a need as awareness grows even more. They emphasise that business owners should consider the relationship between their business and the planet, and maintain the mindset that sustainability needs to influence every aspect of their business. They focus particularly on working with businesses to create long term sustainable strategies.

For this article, I am planning to interview Michelle Miles, founder of the Sustainable Wedding Alliance, therefore prior to our conversation I have conducted some research on their website about what they do, in order to inform the questions that I ask her.



From this, I can infer that The Sustainable Wedding Alliance's overall mission is to raise awareness about sustainability within the wedding industry, and tackle climate change by starting with businesses themselves. They do this by proactively encouraging businesses to become more forward-thinking and educating them about what they can do in order to reduce their environmental impact and maintain good ethical practices.

Alongside educating businesses, the Sustainable Wedding Alliance are also deeply committed to providing ethically and environmentally friendly options for conscious couples, and they do this through their blog platform featuring articles dedicated solely to all things sustainable weddings. These posts not only educate couples about everything they can do to plan a more sustainable wedding, but they also connect them with certified sustainable businesses by including the owner's perspectives and showcasing the incredible work that they are doing.



HAYLEY NEIL

Interview transcript

BRIDAL STYLE

Rolling in Roses - Hayley Interview

Maisie: So my first question was, what inspired you to create rolling in roses, like with a focus on sustainability?

Hayley: Yeah, well, it's always been, you know, a passion of mine to try and be sustainable. But I have to admit, when I first started Rolling in Roses, it wasn't that easy. In recent years, there have been big leaps forward in sustainable fabric certification, but I started Rolling in Roses in 2016 and back then, it was quite hard to find anything that was certified, unless it was a basic organic cotton or something. So, you know, my first collection, it was all natural, biodegradable fabrics. But I didn't have, I don't think anything that had a real sort of accreditation kind of thing. But yeah, happily, over the years, it's gotten easier and easier to source those things, and it's become more and more important to me, and I've made it a priority.

Maisie: And how do you define sustainability in bridal fashion? Like, how does your brand uphold those values?

Hayley: Well, made to order bridal is inherently more sustainable than normal mass produced fashion, because things have been made individually to order so that there's no overproduction. You know, brands aren't ordering like 20 of that dress, 50 of this dress, whatever. You know that's not all bridal. There is a lot of bridal that is made like that, and there's a lot of waste, just as there is in the normal fashion industry. But made to order bridal is inherently better than the mass produced stuff. And then, you know, the other big thing is what it is made from, the materials and where it's made. So obviously, your carbon footprint depends where it's shipped from. And obviously the fabrics are the big one for me. That's, like, the three things that are the key, really.

Maisie: And can you walk us through the life cycle of one of your dresses? Like, from like, sourcing the materials to the product, the production and like, even like from delivery,

Hayley: So everything I design is made here. So for me, you know, I'll start sketching ideas, but fabrics are a really important part of the design process. So you know, I'll never finalize the design until I know what the fabric it is going to be. So yeah, obviously, I'm constantly looking at fabrics all the time, and then, you know, I'll start collecting ideas and think of which fabrics I might use for it, and then sort of finalize it like that. So, so, yeah, we're based in York. I do all the designing and all the pattern cutting, and try to make all the initial prototypes myself and all the initial samples, along with Ellis, who works here. And then, yeah, everything is made to order for individual brides here, and we do the fittings here, and everything as well.

Maisie: That's brilliant, so you kind of go on, like, the whole journey with them, so they don't have someone separate for alterations. And I can imagine, like, sourcing luxury materials that are both beautiful and ethically produced is a priority for you, but it must be quite difficult. Like, could you elaborate on the challenges and the reward of finding these types of fabrics?

Hayley: Yeah, they are quite hard to find still, not as hard as they were, like I say, but you know, there's not many fabric companies around that specialize just in sustainable fabrics. So you know, you have to trawl through all the fabric companies, and each company might have a little handful that are certified. So you know, it just takes a lot more time. And you know, some not all, but some of the more sustainable fabrics are more expensive. So obviously, you've always got to consider whether the dress is still going to be affordable to a certain extent, and you can't just use whatever you want, especially if it's a dress with loads of meterage in the fabrics. That's something you've got to consider. But yeah, it is really rewarding. And there's such amazing fabrics out there these days, you know, there's some incredible stuff. And, you know, a few years ago, I used a fabric from a guy that I met who was Indian, and it was like a cotton silk blend, an organic cotton silk blend. And he had bought a silk farm in India that had previously been commercially produced silk with pesticides and stuff, and it had just decimated the land. And they, you know, they couldn't grow crops around it and all this stuff. And he was starting to do that organically, and the land had recovered, and the villagers could grow crops around it, and completely regenerative agriculture and all. So producing this luxury, beautiful fabric, so it's hugely rewarding.

Maisie: And what kind of fabrics do you use in your collections?

Hayley: Good question. We use so many different fabrics. We use a lot of silk, but then there's vegan alternatives to silk that look like silk, but are viscose based, or I use a couple of synthetic fabrics, but they're recycled. So there's those as well. And all our linings are bamboo, organic bamboo, and which is a closed loop process bamboo. So, yeah, a big variety.

Maisie: And I noticed that as well as dresses you also offer separates, like playsuits and short dresses. What would you say are the benefits of opting for this type of style, as opposed to a traditional wedding dress, from a sustainability perspective?

Hayley: Well, from a sustainability perspective, obviously they're more likely to be worn again. The separates are much more inherently flexible in terms of what you can wear them with. So, yeah, a lot of people buy separates these days, and we do dye tests on all our fabrics, so we can sort of advise people what can be dyed afterwards. We're always trying to persuade brides to dye things and repurpose them after. So the separates are really great for that.

Maisie: Yeah, that's such a big trend as well, which I think is great because it's changing from a garment that you'd wear for one day, and integrating it into your wardrobe, which is really cool. And what steps do you take to minimize waste in the design and production process?

Hayley: So obviously, whenever you're making fashion, you sort of minimize the wastage of the fabric. It's a bit of a bugbear of mine actually, because there's a lot of green washing around, and a lot of companies say "We minimize waste when we're cutting our patterns." But everybody does that, even Shein does that, it's not, it's nothing to be proud of. Also any off cuts that we do have, we give them away to artists and makers and things like that. So

we're trying to make sure that a minimal amount goes to landfill. So that's what we're doing with our off cuts.

Maisie: And you also highlight the importance of creating a happy work environment and offering flexible working options on your website too. How have these practices influenced your team's well being and the overall quality of your gowns?

Hayley: I think massively, I think having a happy workplace is great for, you know, you read articles about all the time, you know, all these four day working week trials and stuff like that. They're always a positive result. I don't know why more people aren't doing it. And you know, for environmental impact, it means that if people can work from home, then obviously your travel is less of a carbon footprint and stuff. So that's great. People get a better work life balance. You know, Ellis, who works here, and the freelancers as well, they all love working here, and it means that you get a good commitment from your workers. And they really care about the job and really care about the work. And because, you know, the whole background to the business is from an ethical point of view, we feel really good about what we're making. And I think that really comes across face to face with our brides in our bridal appointments. And people really, really seem to get that, you know, from us, which is, which is brilliant. So, yeah, I think it definitely makes a difference.

Maisie: And lots of brides want that personal connection with the brand as well, so it's really lovely. And you mentioned as well, the concept of closed loop viscose production, that was quite intriguing. Can you explain how this process works and why it's beneficial to the environment?

Hayley: Yeah. So viscose is, like, any fabric that's made from a cellulose space, basically plant material, which is then dissolved chemically, and then they extrude it into fibers to make fabric. So this can be anything, you know, we've had a viscose that's made out of the byproducts of the cotton industry. So it's all like the cotton fluff that's left over, and they just create new fabric out of it. Like I said, the bamboo linings that we have that's made of bamboo. Not all viscose is good, because sometimes it can be the cause of deforestation. So your number one, the cellulose, needs to be certifiable that it's regenerative, and they're planting more trees and stuff. And number two, the chemicals that are used to make in the process can be polluting the environment as well. So a closed loop one, generally, they have certification that the cellulose is from a good source, and then the chemicals and water that's used to produce the fabric are then cleaned and reused. So there's no waste water and no waste chemicals. They just clean them and reuse them. And that's why it's the closed loop process.

Maisie: And with like, 94 point cent, 6% I think of your recent collections fabrics having sustainable certifications, can you discuss kind of the significance of these certifications and how they influence your material collection?

Hayley: So, yeah, it's funny. Sometimes people say, oh, you know, what's the most sustainable fabric you use? But it's not really quantifiable, because things are sustainable in different ways. Yeah, it might be the most perfect fabric that is, you know, closed loop and organic and all the wonderful things, but it might have to be shipped from China.

So, you know, there's different ways, but people have got different priorities. So, you know, there's some people, like silk, for me, is just the one that you want to be using. It just does everything you want, it's a wonderful fabric. But in certain silk production, the silkworms are killed to make it. So obviously, a lot of vegans are very uncomfortable with that. There is a thing called pea silk where they unreal the silkworms cocoons and let the worms live, which is amazing. Obviously, it's a bit more lab intensive, so it is more expensive. Nowadays we've got much more certification around, so you at least you know what you're buying. So you know, there's one silk that we use, which is, personally, I would love to use it for everything, because it's an organic silk. It's also a piece silk, so the silk runs out hand, and it's also made in Britain, which hardly anything is these days, so the carbon footprint is really low as well. So it's like all three, that's very unusual. You don't really, there's hardly anything else like that around.

Maisie: Wow, that's incredible! And what should brides look for when shopping for a sustainable wedding dress? Would you say?

Hayley: Probably back to what I said at the beginning. Actually, the big three things I would say, where is it just made? Is it made to order? And what is it made from? And that's the three, the three big ones, really. And, you know, within reason, you might have to make compromises on different parts of that. So it's, you know, if you can, I think asking questions is the key. And if you're asking questions, you know, if it's somebody who's the designer and maker, they can answer all that. If it's a shop that's stocks other designers dresses, it's going to encourage them to ask questions, which is going to hold everyone to account, you know, and it'll mean that people will try harder, to be better.

Maisie: Yeah, totally. And it's kind of hard now as well, because there's a lot of green washing going on. So it's good to ask questions. And how can a bride ensure that her dress or outfit has a life beyond the wedding day? I think we touched on that a little bit before, but can you expand on the options that you can do?

Hayley: Yeah, I mean, you know, we've shortened a lot of dresses and skirts for people to use again. And it's so nice to be able to do that. And then people have either worn them on their honeymoon or for other people's weddings or whatever. And as I say, we do dye tests on all our fabrics so that we can confidently advise people of what's possible and what's not. And some people have chosen to have their dress made in a different fabric so that they definitely can dye it after the wedding. I would just say, be confident about it, because I think people are too timid to do it, and then the dress just hangs in the wardrobe for the next 20 years, and it's a bit of a waste. And you know, if you've paid all this money and had this amazing experience, choosing a dress that you love and having it fitted perfectly to you, it's such a shame to not use it again, and it becomes more special as well. Because, you know, if you have a dress and you change it into, like a bodice and a skirt. Every time you wear that bodice, you're going to think of your special day. So it makes it something that's really kind of sentimental.

Maisie: And what advice would you give to brides who want to be more mindful but feel a bit overwhelmed by all of the options available?

Hayley: Yeah, well, again, asking questions. And if you're struggling to find anything, you know, just take time doing your research, because there are suppliers out there. There's people doing amazing stuff, you know. You just have to keep going until you find the right one for you, I suppose. And also, I would say, ask for recommendations from friends and people that have got married. Also, if you found, you know, there's loads of amazing sustainable florists out there and whatever, and if you find someone like that, some of them will know people from the industry that maybe create sustainable wedding dresses. So, yeah, ask for recommendations. Ask your venue for recommendations, because lots of different suppliers can recommend others as well. So it's always good to ask.

Maisie: And final question, what are your hopes for the future of bridal fashion, like in terms of ethics and sustainability?:

Hayley: I would say greatest transparency from everyone concerned. And also, you know, education, that sounds patronizing, but you know, people don't know what to look for, so people need to sort of talk about it more and understand more about what's available and what are the good things and what are the bad things, and be able to weigh it up. But as I say, there's more and more fabrics out there that are becoming certified, so hopefully it'll get easier for all the designers in the future to make more conscious decisions with what they use.

Maisie: Yeah, definitely. I think we're kind of headed in the right direction. I think there's a lot of work still to be done, but people like you are driving the positive change. So I think that's great. That's kind of the aim of my platform as well, highlighting sustainable designers and the great work they do. Okay, amazing. Well, that was everything, thank you so much!

= key quotes to include within the feature

My interview with Hayley took place over Zoom, and it was incredibly interesting to hear her perspective as a sustainable designer. During our discussion I focused on asking questions surrounding the inspiration behind her sustainable bridal brand, the steps she takes to reduce her environmental impact, the fabrics she uses and overall what brides can do in order to ensure they are making a sustainable bridal outfit decision. I tailored my questions specifically to prompt answers that are educational for brides who are conscious about their impact and are eager to learn more about how a sustainable bridal label operates and the steps that they can take in their bridal shopping process to avoid potential greenwashing.

SUSTAINABLE WEDDING ALLIANCE

Interview Transcript

BRIDAL STYLE

Interview Request - Sustainability Feature

MM Michelle Miles
To: You
Sat 05/04/2025 17:07

Hi Maisie,

Thank you for sending over the questions, and for your patience. I've drafted my replies below in blue.

I would suggest also reading an article that we were featured in on Bloomberg last year, that includes comments from Rolling in Roses, a sustainable dress designer, and SWA member. <https://www.bloomberg.com/graphics/2024-opinion-how-to-plan-green-wedding-carbon-footprint-calculator/>

Best wishes,
Michelle

On Wed, 26 Mar 2025 at 13:29, Maisie Amis <Maisiekathleenamis@outlook.com> wrote:
Hi Michelle,

I hope you're having a lovely afternoon,

Thank you so much for your reply, I really do appreciate you taking the time! It will be great to include your input within the feature. Here are the questions:

1. What role does a sustainable bridal outfit make in reducing a wedding's carbon footprint?
The highest carbon footprint for the majority of weddings comes from the transport, and food, which get bigger with guest numbers. Wedding dresses can be made from a wide variety of fabrics, and all fabric requires water during the manufacturing process. The environmental impact mainly comes from the production of the outfit's raw materials.
1. What are the key factors that make a bridal outfit truly sustainable that brides should look out for?
Talk to your dress designer or boutique about the fabrics, do they have sustainable certifications?
1. Are there any certifications or labels that signal ethical and sustainable bridalwear?
The certifications are for the fabrics rather than the dresses themselves. Linen, organic cotton (look for GOTS) or lyocell. For the bridal boutiques or designers, it's worth looking to see if they have any sustainable business accreditations or certifications, look for the Sustainable Wedding Alliance Accreditation or B Corp certification.
1. What are the most sustainable alternatives to buying a brand-new wedding dress?
Pre-loved dresses are popular and a great option if you're looking for a sustainable option. Rental is also on the rise with rental website like ByRotation <https://byrotation.com/collections/something-borrowed>
1. Are there any fabrics or embellishments brides should avoid if they want a sustainable dress?
1. What should brides do with their dress after the wedding to avoid waste?
Before buying a dress, think about what you will do with it after the big day. Can it be repurposed so that you can wear it again, perhaps as separates, or dyed to look like a different dress? If you don't want to keep the dress, there are many pre-loved bridal boutiques that purchase dresses from brides, one is the Bridal Reloved franchise.
1. Are there any particular brands or designers you'd recommend that align with sustainable bridal values?
[Rolling in Roses](#) and [Medusa London](#) are doing amazing things as small businesses.
1. How do you see the future of bridalwear evolving in terms of sustainability?
Small independent designers have been working sustainably for some time, and with the increase in availability of natural sustainable fabrics, we hope that more designers will develop environmentally conscious collections.



For this feature on sustainable bridalwear, I have also carried out an email interview with Michelle Miles, founder of the Sustainable Wedding Alliance, as displayed adjacent. Although Michelle's answers are less in depth in comparison to Hayley's, they include useful guidance based on her expert perspective and experience as the owner of a sustainable organisation as opposed to a brand, therefore her insights from an alternative type of sustainable businesses I believe will elevate the feature.

FEATURE DEVELOPMENT

Sustainable Bridalwear Article

BRIDAL STYLE

1st Draft:

Final piece:

Bridal Style's guide to ensuring your wedding dress is truly sustainable

Yes, it's true: your bridal outfit really doesn't have to cost the earth.

Your bridal ensemble is the most memorable outfit you will ever wear, but it's also the least worn. With many wedding gowns made from petroleum-based synthetics, shipped across continents, and destined for long-term storage, the environmental footprint of saying 'yes to the dress' is much bigger than many brides realise. But whilst the 'wear-once' principle of bridalwear is undoubtedly damaging, as mindsets change, there is ample opportunity to be sustainable in your bridal gown decision without compromising on style. The most important thing is ensuring that you are equipped with knowledge before you begin this process, and Bridal Style's sustainability guide has everything you need to know. If protecting the planet is a priority these are the most important things to keep in mind when shopping for your wedding dress:

Be finicky with fabrics

One of the most vital elements to consider when seeking a sustainable wedding ensemble is the fabric composition of the gown or outfit. "Wedding dresses can be made from a wide variety of fabrics, and all fabric requires water during the manufacturing process. The environmental impact mainly comes from the production of the outfit's raw materials," explains Michelle Miles, founder of The Sustainable Wedding Alliance. Therefore, it's exceptionally important to select a bridal ensemble made from low-impact, natural or recycled fibers. If you want to avoid synthetics totally, look out for gowns composed from organic cotton, hemp, organic linen, lyocell and cupro. For vegans, peace silk is a great option, as it is harvested without harming the silkworms. Many designers also use deadstock fabrics, providing them with a second life.

Another option for sustainable fabrics is to investigate whether the fabric was created using a closed-loop process. Designer Hayley Neil of *Rolling in Roses*, renowned for her sustainability commitments, regularly uses these within her collections whenever she can, in order to minimize waste, reduce water usage, and ensure that any chemicals used in production are safely captured and reused rather than released into the environment. "Viscose is basically any fabric that's made from a cellulose space, i.e. plant material, which is then dissolved chemically, and then extruded into fibers to make fabric. However, not all viscose is good, because sometimes it can be the cause of deforestation," explains Neil. "So your number one, the cellulose, needs to be certifiable that it's regenerative, i.e. they're planting more trees alongside production. And number two, the chemicals that are used in the process can be polluting the environment as well. So a closed loop one, generally, they have certification that the cellulose is from a good source, and then the chemicals and water used to produce the fabric are then cleaned and reused. So there's no waste water and no waste chemicals, and that's why it's the closed loop process."

It's also important to consider the origin of the fabric, as importing materials from overseas, especially by air, can significantly increase the carbon footprint. With this in mind, of course the most sustainable option is choosing a certified, closed loop fabric that is made in the country you are buying from, however it is certainly easier said than done: "Sometimes people say, what's the most sustainable fabric you use? But it's not really quantifiable, because things are sustainable in different ways," explains Neil. It might be the most perfect fabric that is, you know, closed loop and organic and all those wonderful things, but it might have to be shipped from China. So, you know, there are different ways of being sustainable, and of course people have got different priorities."

Navigating bridal fabrics can be tricky, especially when you're not a professional, as there are so many factors to consider to determine a material's environmental impact. But the best thing that you can do is be inquisitive, and ask the designer you are working with about all of the finer fabric details. If they are passionate and driven by sustainability, they will be more than happy to answer any questions you may have. Many designers will also include the fabric composition of each garment on their product pages, which is incredibly helpful when evaluating whether it's worth paying them a visit after assessing the sustainability of the fabrics that they use.

Choose your designer wisely

Before beginning your bridal outfit shopping journey, it's also essential to conduct research on the designers that you are considering buying from. As well as assessing whether their design style mirrors your desired bridal aesthetic, it's important to also read up on their sustainability efforts: most designers will have a page on their website dedicated to this, but in doubt, you can also reach out to the designer directly.

"For the bridal boutiques or designers, it's worth looking to see if they have any sustainable business accreditations or certifications, look for the Sustainable Wedding Alliance Accreditation or B Corp certification," explains Miles. If a designer or boutique has one of these credentials, it's a strong indication that they're genuinely committed to ethical practices. It's also worth noting the scale that the designer works at, and whether the gowns that they create are pre-made or made to order. Alongside allowing for greater attention to detail and craftsmanship, smaller scale, made to order production will also result in less waste: "Made to order bridal is inherently more sustainable than mass produced fashion, because things have been made individually to order so that there's no overproduction," says Neil. "There is a lot of bridalwear that is made like that, and there is a lot of waste, just as there is in the normal fashion industry. But made to order bridal is inherently better than mass produced garments." Although the lead time for your bridal ensemble will be longer, a made to order gown will certainly be worth the wait when you have that reassurance that it has been made with the health of the planet at heart.

Alongside consideration of their commitment to environmental sustainability, it's also vital to read up on a designer's ethical practices, to ensure the wellbeing of the artisans behind your gown, as well as the planet. This begins by investigating where and how their garments are made, and looking for transparency around their supply chain. The key questions to consider are: do they produce locally or outsource to factories overseas, and are the working conditions of their employees safe and fair? Ethical designers will often share information on their website about how they operate, their production partners and their commitments to ensuring that their employees have a happy work environment.

Selecting an ethically and environmentally friendly designer is certainly easier said than done, as unfortunately many brands are jumping in on the sustainability bandwagon to lure in conscious brides. This practice, known as greenwashing, can make it difficult to distinguish between genuine commitments and clever marketing. The key is to be cautious of vague language like "eco-friendly" or "sustainable" without clear explanations or proof. Instead, look for specific details, such as certifications, transparent supply chains, and thorough information about fabric sourcing and production methods, as these signal a brand's true dedication to responsible practices.

Another trick not to be fooled by is a misleading claim that sounds sustainable, but is actually just standard industry practice in disguise. "A lot of companies say that they minimize waste when they're cutting out patterns, which is a bit of a bogey of mine actually, because whenever you're making fashion, economically you aim to minimize the wastage of fabric. Everybody does that, even Shein does that, it's not something to be proud of," says Neil. Many bridal labels will also emphasise within their marketing where their garments are designed, and not mention where

they are actually manufactured. These claims are also deceiving, as after reading this brides would assume that they are created in the same place that they are designed, however this is often not quite the case. For example, a bridalwear label might claim their gowns are designed in London, but in reality, the dresses could be manufactured in China, resulting in substantial carbon emissions from international shipping and air transport. So it's vital to stay cautious, and not be afraid to look beyond the buzzwords. Genuine sustainable designers won't shy away from sharing these details: in fact, they'll welcome your curiosity and praise you for your inquisitiveness as it proves that you're also genuinely interested in making a difference.

Think about re-wearability

The idea of being able to re-wear your bridal gown after the big day is certainly an exciting style possibility, but it's also a great way to extend the life of your dress, reduce waste, and make a more sustainable fashion choice. The 'wear once' expectation of the wedding dress is swiftly becoming a thing of the past, as brands and designers are coming up with creative ideas that enable you to incorporate your bridal gown into your post-wedding wardrobe. Because let's be honest, who really wants to tuck their cherished bridal ensemble away in a box, never to see the light of day again?

The re-wearability of your bridal ensemble is something you should consider right from the beginning of your dress shopping journey. "Before buying a dress, think about what you will do with it after the big day. Can it be repurposed so that you can wear it again, perhaps as separates, or dyed to look like a different dress?" says Miles.

One of the easiest ways in which you can extend the life of your bridal ensemble without changing the original design at all is to opt for separates, as opposed to a traditional gown: "From a sustainability perspective, separates are more likely to be worn again, as the separates are much more inherently flexible in terms of what you can wear them with. That's why many brides buy separates these days," explains Neil. Whether you pair your bridal bodice with your favourite jeans for a night out on the town, or wear your tailored bridal trousers for a smart-casual office look, finding creative ways to restyle your wedding pieces adds both versatility and value to your investment. Plus, giving your wedding outfit a second life is a stylish way to embrace sustainability and reduce fashion waste.

If you're set on the idea of a traditional, full length bridal gown and are willing to get a bit more creative, there is certainly nothing stopping you from making adaptations, shall we say, to your bridal gown so that you can wear it again for future occasions. Many designers and tailors offer repurposing services, and the possibilities will of course depend on the style of gown that you choose, and you can always enquire with the designer about this in advance, before you solidify your decision of what to wear for your big day. Some brides will choose to cut their bridal gown, transforming it into a short dress that they can rewear for special occasions. You can even transform a full bridal gown into versatile separates: wear the bodice on its own for future occasions, while the skirt can be shortened for a more practical, rewearable piece.

And who says you have to stick with the initial colour of your bridal ensemble when repurposing? If you've opted for a traditional white or ivory hue, you can definitely explore the possibilities of dyeing your wedding dress or separates to make it even more rewearable. "We're always trying to persuade brides to dye things and repurpose them after. We do dye tests on all of our fabrics, so we can advise people on what can be dyed afterwards," says Neil. That being said, if you're set on the idea of dyeing your bridal ensemble after your big day, it's wise to consult with your stylist or designer about the possibility of this before you make your decision, as some fabrics take to dye more seamlessly than others.

Of course it's a risk to make adaptations to a dress that is so special, but it's certainly a risk worth taking, especially from a sustainability perspective. "I think people are too timid to do it, and then the dress just hangs in the wardrobe for the next 20 years, and it's a bit of a waste. And if you've paid all this money and had this amazing experience, choosing a dress that you love and having it fitted perfectly to you, it's such a shame to not use it again," says Neil. "If you have a dress and you change it into a bodice and a skirt, every time you wear that bodice, you're going to think of your special day. So it makes it something that's really sentimental."

Consider a rental or preloved option

If you're seeking both a sustainable and affordable alternative to buying a dress outright, the rental or preloved route could be the perfect avenue to go down. "Pre-loved dresses are popular and a great option if you're looking for a sustainable option," says Miles. "Rental is also on the rise in bridal, with rental websites like ByRotation offering bridalwear options."

These platforms allow you to rent a designer bridal gown at a fraction of the retail price, for a set period, typically a few days surrounding the wedding. With a wide range of styles, sizes and designers available, rental services make high end bridal fashion more accessible, while significantly reducing the environmental impact of single use garments. It's an ideal option for modern brides to wear their dream dress on their wedding day whilst staying [in budget](#).

Simultaneously, opting for a preloved wedding dress as opposed to a new gown offers the opportunity to reduce your environmental footprint, as well as opening up access to designer pieces at a more affordable price point. Preloved dresses can be even more special than a brand new gown, as they carry a unique history that infuses your look with a sense of story and sentiment.

As well as honing in on aesthetics, it's vital to also tap into your conscious values when wedding dress shopping, to ensure that you truly resonate with not only the outer appearance of your bridal outfit, but the story behind its creation. With the plethora of options available, the opportunities to find the perfect sustainable bridal ensemble are truly endless. The key to navigating the world of sustainable bridalwear is being informed, and paying close attention to the details that reveal a brand's true commitment to ethical and eco-friendly practices.

"I think asking questions is the key. And if you're asking questions, if it's somebody who's the designer and maker, they can answer all of that," says Neil. "If it's a shop that stocks other designer's dresses, it's going to encourage them to ask questions, which is going to hold everyone to account, and it'll mean that people will try harder, to be better."

Key changes:

- Added additional detail in some areas to explain sustainability practices more clearly so that the reader can understand
- Added outward links
- Added links to existing Bridal Style articles

Bridal Style's guide to ensuring your wedding dress is truly sustainable

Yes, it's true: your bridal outfit really doesn't have to cost the earth.

Your bridal ensemble is the most memorable outfit you will ever wear, but it's also potentially the least worn. With many wedding gowns made from petroleum-based synthetics, shipped across continents, and destined for long-term storage (or worse, landfill), the environmental footprint of saying 'yes to the dress' is much bigger than many brides realise. But whilst the 'wear-once' principle of bridalwear is undoubtedly damaging, as mindsets change and brands begin improving their efforts to reduce their carbon footprint and prioritise ethical consumption, there is ample opportunity to be sustainable in your bridal gown decision without compromising on style. The most important thing is ensuring that you are equipped with knowledge before you begin this process, and luckily for you, Bridal Style's sustainability guide has everything you need to know. If protecting the planet is a priority for you, these are the most important things to keep in mind when shopping for your wedding ensemble:

Be finicky with fabrics

Perhaps the most vital element to consider when seeking a sustainable wedding ensemble is the fabric composition of the gown or outfit that you select. "Wedding dresses can be made from a wide variety of fabrics, and all fabric requires water during the manufacturing process. The environmental impact mainly comes from the production of the outfit's raw materials," explains Michelle Miles, founder of The Sustainable Wedding Alliance. Therefore, to reduce your environmental impact, it's exceptionally important to select a bridal ensemble made from low-impact, natural or recycled fibers. If you want to avoid synthetics totally, be sure to look out for gowns composed from organic cotton, hemp, organic linen, lyocell and cupro. For vegans, peace silk is a great option, as it is harvested without harming the silkworms, offering a more ethical alternative to traditional silk. Many designers also use deadstock fabrics, derived from fashion houses or mills that would otherwise go to waste, providing them with a second life.

Another option for sustainable fabrics is to investigate whether the fabric was created using a closed-loop process. Designer Hayley Neil of *Rolling in Roses*, renowned for her sustainability commitments, regularly uses these within her collections whenever she can, in order to minimize waste, reduce water usage, and ensure that any chemicals used in production are safely captured and reused, rather than released into the environment. "Viscose is basically any fabric that's made from a cellulose space, i.e. plant material, which is then dissolved chemically, and then extruded into fibers to make fabric. However, not all viscose is good, because sometimes it can be the cause of deforestation," explains Neil. "So your number one, the cellulose, needs to be certifiable that it's regenerative, i.e. they're planting more trees alongside production. And number two, the chemicals that are used in the process can be polluting the environment as well. So a closed loop one generally will have certification that the cellulose is from a good source, and then the chemicals and water used to produce the fabric are then cleaned and reused. So there's no waste water and no waste chemicals, and that's why it's the closed loop process."

It's also important to consider the origin of the fabric, as importing materials from overseas, especially by air, can significantly increase carbon footprint due to high transportation emissions. With this in mind, of course the most sustainable option is choosing a certified, closed loop fabric that is made in the country you are buying from, however this is certainly easier said than done, for both a designer and a bride. "Sometimes people say, what's the most sustainable fabric you use? But it's not really quantifiable, because things are sustainable in different ways,"

Another trick not to be fooled by is a misleading claim that sounds sustainable, but is actually just standard industry practice in disguise. "A lot of companies say that they minimize waste when they're cutting out patterns, which is a bit of a bogey of mine actually, because whenever you're making fashion, economically you aim to minimize the wastage of fabric. Everybody does that, even Shein does that, it's not something to be proud of," says Neil. Many bridal labels will also emphasise within their marketing where their garments are designed, and not mention where they are actually manufactured. These claims are also deceiving, as naturally after reading this many brides would assume that they are created in the same place that they are designed, however this is often not quite the case. For example, a bridalwear label might claim that their gowns are designed in London, but in reality, the dresses could be manufactured in China, resulting in substantial carbon emissions from international shipping. So it's vital to stay cautious, and to not be afraid to look beyond the buzzwords. Genuine sustainable designers won't shy away from sharing these details: in fact, they'll welcome your curiosity and praise you for your inquisitiveness as it proves that you're also genuinely interested in making a difference.

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One of the easiest ways in which you can extend the life of your bridal ensemble without having to change the original design at all is to opt for separates, as opposed to a traditional gown: "From a sustainability perspective, separates are more likely to be worn again, as the separates are much more inherently flexible in terms of what you can wear them with. That's why many brides buy separates these days," explains Neil. Whether you pair your bridal bodice with your favourite jeans for a night out on the town, or wear your tailored bridal trousers for a smart-casual office look, finding creative ways to restyle your wedding pieces adds both versatility and value to your investment. Plus, giving your wedding outfit a second life is a stylish way to embrace sustainability and reduce fashion waste.

If you're set on the idea of a traditional, full length bridal gown and are also willing to get a bit creative, there is certainly nothing stopping you from making 'adaptations', shall we say, to your bridal gown so that you can wear it again for future occasions. Many designers and tailors offer repurposing services, providing brides with the opportunity to transform their bridal gown into a more wearable garment that they will treasure forever. The possibilities will of course depend on the style of gown that you choose, and you can always enquire with the designer about this in advance, before you solidify your decision of what to wear for your big day. Some brides will choose to cut their bridal gown, transforming it into a short dress that they can rewear for special occasions, such as their anniversary. You can even transform a full bridal gown into versatile separates, for instance you can wear the bodice on its own for future occasions, while the skirt can be shortened to become a more practical, rewearable piece.

explains Neil. It might be the most perfect fabric that is, you know, closed loop and organic and all those wonderful things, but it might have to be shipped from China. So, you know, there are different ways of being sustainable, and of course people have got different priorities."

Navigating bridal fabrics can be tricky, especially when you're not a professional, as there are so many factors to consider to determine a material's environmental impact. But the best thing that you can do is be inquisitive, and ask the designer you are working with about all of the finer details. If they are passionate and driven by sustainability, they will be more than happy to answer any questions you may have. Many designers will also include the fabric composition of each garment on their product pages, which is incredibly helpful in assessing the sustainability of the fabrics that they use.

Choose your designer wisely

Before beginning your [bridal outfit shopping](#) journey, it's also essential to conduct research on the designers that you are considering buying from, especially if you are keen to limit the environmental impact of your ensemble. As well as assessing whether their design style mirrors your desired bridal aesthetic, it's important to also read up on their sustainability efforts: most designers will have a page on their website dedicated to this, but if in doubt, you can also reach out to the designer directly.

"For bridal boutiques or designers, it's worth looking to see if they have any sustainable business accreditations or certifications, look for the Sustainable Wedding Alliance Accreditation or B Corp certification," explains Miles. If a designer or boutique has one of these credentials, it's a strong indication that they're genuinely committed to ethical practices. It's also worth noting the scale that the designer works at, and whether the gowns that they create are pre-made or made to order. Alongside allowing for greater attention to detail and craftsmanship, smaller scale, made to order production will also result in less waste: "Made to order bridal is inherently more sustainable than mass produced fashion, because things have been made individually to order so that there's no overproduction," says Neil. "There is a lot of bridalwear that is made like that, and there is a lot of waste, just as there is in the normal fashion industry. But made to order bridal is inherently better than mass produced garments." Although the lead time for your bridal ensemble may be extended, a made to order gown will certainly be worth the wait when you have that reassurance that it has been made with the health of the planet at heart.

Alongside consideration of their commitment to environmental sustainability, it's also vital to read up on a designer's ethical practices, to ensure the wellbeing of the artisans behind your gown, as well as the planet. This begins by investigating where and how their garments are made, and looking for transparency around their supply chain. The key questions to consider are: do they produce locally or outsource to factories overseas, and are the working conditions of their employees safe and fair? Ethical designers will often share information on their website about how they operate, their production partners and their commitments to ensuring that their employees have a happy work environment.

Selecting an ethically and environmentally friendly designer is certainly easier said than done, as unfortunately many brands are jumping in on the sustainability bandwagon to lure in conscious brides, without actually putting in the effort. This practice, known as greenwashing, can make it difficult to distinguish between genuine commitments and clever marketing. The key is to be cautious of vague language like "eco-friendly" or "sustainable" without clear explanations or proof. Instead, look for specific details, such as certifications, transparent supply chains, and thorough information about fabric sourcing and production methods, as collectively these signal a brand's true dedication to responsible practices.

And who says you have to stick with the initial colour of your bridal ensemble when repurposing? If you've opted for a traditional white or ivory hue, you can definitely explore the possibilities of dyeing your wedding dress or separates to make it even more rewearable. "We're always trying to persuade brides to dye things and repurpose them after. We do dye tests on all of our fabrics, so we can advise people on what can be dyed afterwards," says Neil. That being said, if you're set on the idea of dyeing your bridal ensemble after your big day, it's wise to consult with your stylist or designer about the possibility of this before you make your decision, as some fabrics take to dye more seamlessly than others.

Of course it's a risk to make adaptations to a dress that is so special, but it's certainly a risk worth taking, especially from a sustainability perspective. "I think people are too timid to do it, and then the dress just hangs in the wardrobe for the next 20 years, and it's a bit of a waste. And if you've paid all this money and had this amazing experience, choosing a dress that you love and having it fitted perfectly to you, it's such a shame to not use it again," says Neil. "If you have a dress and you change it into a bodice and a skirt, every time you wear that bodice, you're going to think of your special day. So it makes it something that's really sentimental."

Consider a rental or preloved option

If you're seeking both a sustainable and affordable alternative to buying a brand new gown, the rental or preloved route could be the perfect avenue to explore. "Pre-loved dresses are popular and a great option if you're looking for a sustainable option," says Miles. "Rental is also on the rise in bridal, with rental websites like ByRotation offering bridalwear options."

These platforms allow you to rent a designer bridal gown at a fraction of the retail price, for a set period, typically a few days surrounding the wedding. With a wide range of styles, sizes and designers available, rental services make high end bridal fashion more accessible, while significantly reducing the environmental impact of single use garments. It's an ideal option for modern brides, as you can wear your dream dress on their wedding day whilst staying [in budget](#) and making an eco conscious choice.

Simultaneously, opting for a [vintage](#) or preloved wedding dress as opposed to a new gown offers the opportunity to reduce your environmental footprint, as well as opening up access to designer pieces at a more affordable price point. Preloved dresses can be even more special than a brand new gown, as they carry a unique history that infuses your look with a sense of story and sentiment. [Still White](#) is an amazing platform for buying preloved and second hand bridal gowns, as well as [ES Bridal](#) and [Bridal Redwood](#).

As well as honing in on aesthetics, it's vital to also tap into your conscious values when wedding dress shopping, to ensure that you truly resonate with not only the outer appearance of your bridal outfit, but the story behind its creation. With the plethora of options available, the opportunities to find the perfect sustainable bridal ensemble are truly endless. The key to navigating the world of sustainable bridalwear is being informed, and paying close attention to the details that reveal a brand's true commitment to ethical and eco-friendly practices.

"I think asking questions is the key. And if you're asking questions, if it's somebody who's the designer and maker, they can answer all of that," says Neil. "If it's a shop that stocks other designer's dresses, it's going to encourage them to ask questions, which is going to hold everyone to account, and it'll mean that people will try harder, to be better."


STORY TWO

Bridal Shopping Guide

Research

14 Things to Know Before Trying On Wedding Dresses

Because this isn't your average shopping trip.



by [Samantha Iacia](#) · Updated Apr 18, 2025

We have included third party products to help you navigate and enjoy life's biggest moments. Purchases made through links on this page may earn us a commission.

Trying on wedding dresses is without a doubt one of the most exciting parts of being engaged. After slipping that ring onto your finger, your instinct might be to immediately start the search for your dream dress. But before you head to a bridal boutique with your besties by your side and a Pinterest board full of saved photos, there are a few things you'll want to know. After all, the wedding dress try-on process is a lot different from your typical trip to the mall. To help your experience go smoothly, we're sharing our top tips for shopping for a wedding dress. Once you've read through this list, you'll be ready to book an appointment at your local bridal salon. (Psst: [The Knot Vendor Marketplace](#) can help you do that when the time comes.)

[Discover Local Bridal Shops](#)

In this article:

- [How to Prepare for Wedding Dress Shopping](#)
- [Wedding Dress Shopping Tips](#)
- [FAQs About Trying on Wedding Dresses](#)

Tips to Know Before Dress Shopping

Don't book that dress shopping appointment without knowing these things.

HOW TO PREPARE FOR WEDDING DRESS SHOPPING

- Look for wedding dress inspiration.
- Make a bridal appointment.
- Choose your dress shopping crew.
- Finalize a wedding dress budget.

FAQS ABOUT TRYING ON WEDDING DRESSES

- How soon should I try on wedding dresses?**
Ideally, you should start trying on dresses 12 months ahead of your wedding.
- How long does it take to try on wedding dresses?**
Most wedding dress appointments last one hour.
- How many dresses does the average person try on?**
On average, brides try on 12 dresses before making a selection.
- Can you try on a wedding dress without buying it?**
Yes! But you should avoid making a dress shopping appointment if you're not serious about buying one eventually.
- Is trying on wedding dresses before you're engaged bad luck?**
Nope! That's just a common wedding superstition.

WEDDING DRESS SHOPPING TIPS

- Eat before your appointment.
- Don't forget about additional costs.
- Ask about trunk shows and sample sales.
- Shop on a weekday, if possible.
- Trust your stylist (and your instincts).

Graphic: Falak Khoja

How to Prepare for Wedding Dress Shopping

Trying on wedding dresses can be intimidating, especially if you go into it blindly. Fortunately, it doesn't have to be that way. By doing a bit of prepwork, you can go into your first bridal consultation as a pro. So, here's what to know before wedding dress shopping.




Photo: Anastasia Strate Photography

Look for wedding dress inspiration.

If you're eager to start your search for wedding attire, the good news is that you don't have to wait until you're trying on wedding dresses in person to get an idea of what you want. In fact, it's helpful to do a bit of research beforehand so that you can establish a baseline of likes and dislikes—for example, your preferred [wedding dress silhouettes](#), [neckline](#), [sleeve type](#) and [fabric](#). Start by browsing [wedding dress trends](#) on Pinterest and screenshot your faves to show your stylist during the appointment. You can also check out our [wedding dress gallery](#) to sort through a variety of gowns and wedding dress designers in one place.

Make a bridal appointment.

Before you can call to make your [wedding dress appointment](#), you'll first have to decide which [local bridal salon](#) to visit. One way to figure out which boutique is right for you is by brushing up on the [wedding dress designers](#) they carry. You'll want to choose a salon that stocks wedding gowns from designers that reflect your [wedding vibe](#) and budget. If you see a dress online that you know you want to try on in person, call the bridal salon ahead of time to confirm that they have it in the store. (Your bridal stylist might just be able to request a sample, especially for you, even if it's not a style they usually carry.)

Choose your dress shopping crew.

When scheduling your appointment, be sure to ask about the salon's guest policy and how many people you're allowed to invite to help you try on wedding dresses. One of our top bridal gown shopping tips is to avoid bringing a big group to the salon. Having your entire roster of bridesmaids with you might sound like an ideal experience, but it can quickly get out of hand with conflicting tastes and unnecessary distractions. Instead, enlist just two or three VIPs, like your maid of honor, mom, grandmother or another close family member, to help you start your search without feeling pressured by too many opinions. And if going [wedding dress shopping alone](#) is more your jam, there is nothing wrong with that either. Do what makes you feel best!

Finalize a wedding dress budget.

Once you've created a wedding budget with your partner, it's time to decide how much money you want to allot for your wedding dress. It's important to establish a [wedding dress budget](#) prior to your first appointment because it will save some effort—and potentially help you avoid disappointment—in the long run. Providing your bridal consultant with a budget will allow them to choose wedding dresses that you'll love and can afford. According to [The Knot 2025 Real Weddings Study](#), the average cost of a wedding dress last year was \$2,000. **Pro Tip:** You can explore dress pricing in your area with the help of our [free budget tool](#).

[Try Our Wedding Budget Advisor](#)

Wedding Dress Shopping Tips

You've done your research, made your appointment, invited your crew and are finally ready to shop (anyone else feeling giddy?!). Here are a few tips for wedding gown shopping to help you make the most of your appointment.

Eat before your appointment.

While we recommend saving the boozy brunch for *after* you've finished trying on wedding dresses for the day, you certainly don't want to go into your appointment with an empty stomach. One of our biggest pieces of wedding dress shopping advice is to eat a light meal ahead of time—something that will hold you over for a couple of hours (and ward off any nerves or jitters you may have). Be sure to drink plenty of water and get enough rest in the days leading up to your appointment as well so that you feel your absolute best when the day arrives.

Don't forget about additional costs.

By the time your appointment arrives, you should have an idea of how much money you're comfortable spending on your dream wedding dress, but remember that your budget shouldn't just include the gown itself. Add-ons and accessories, such as a veil, sash, jewelry, wedding shoes and undergarments, will also add to your bottom line. You'll also need to account for the [cost of wedding dress alterations](#), which range in price depending on the service. Factor in these costs before you give the salesperson your final shopping budget, or ask for their estimate during the appointment if you're not sure how much of your budget to set aside.

Ask about trunk shows and sample sales.

Whether you're looking to maximize your budget or you're on a short timeline and need a [last-minute wedding dress](#), there are plenty of perks to shopping at a [trunk show](#) or [sample sale](#). These events give you the opportunity to score a designer gown at a reduced price. Trunk shows, which are in-store showcases when the designer's entire collection is available, usually include a discount on dresses purchased during the sale. If you're interested in shopping a designer's trunk show, make an appointment with the salon as soon as possible—they're usually highly popular events with limited availability. Similarly, you can save money by purchasing the floor sample of a bridal gown you love, rather than having it made to order based on your measurements.

Shop on a weekday, if possible.

If you're someone who hates being rushed when shopping (relatable), one of our top bridal dress shopping tips is to try to make your appointment for a weekday morning or afternoon instead of a weekend. Saturday is the busiest day at bridal salons, so if you can swing something during the week, you'll thank yourself later when you're trying on wedding dresses without the crowds.

Trust your stylist (and your instincts).

We've preached about the importance of knowing what you want before heading to your first appointment, but an equally important tip for trying on wedding dresses is to trust your consultant and keep an open mind for their recommendations in the dressing room. Shopping for wedding dresses is totally different from buying clothes for your everyday wardrobe, which is why the stylist's expert opinion is so valuable. Remember: They do this all day, every day!

A professional bridal consultant will be able to suggest the best wedding dress options that capture your personal style, complement your body type and are miraculously within your price range. And if you don't find a wedding dress you love right away, remember that it's completely normal to take your time. There are hundreds of bridal designers out there with thousands (yes, thousands!) of designs, which makes the odds of finding a fantastic gown pretty darn good. We know that coming up empty-handed on your first trip can feel like a letdown, but don't give up.

Positive attributes of this feature:

- The article provides clear, actionable advice that is easy to follow. For instance, it reminds brides to eat before appointments and to consider additional costs beyond the dress itself, such as alterations and accessories. These practical pointers help brides prepare both mentally and financially for dress shopping
- Organized into digestible sections
- Balanced between realism and encouragement

FAQs About Trying on Wedding Dresses

Still have questions? We have answers. Trying on wedding dresses is a big deal, so it's understandable to want all of the information you can get. Below, we're breaking down the answers to some of the most common questions and sharing even more tips for wedding dress shopping.

How soon should I try on wedding dresses?

Wondering [when to buy your wedding dress](#)? We say the sooner, the better. Ideally, you should start shopping for dresses about 12 months before your wedding day, or shortly after you have your wedding date and venue finalized. It might take you a few appointments to find your perfect wedding dress, but ultimately, you should aim to purchase your gown about nine months before your wedding. This leaves enough time for the dress to be made, plus time for tailoring and customizations.

How long does it take to try on wedding dresses?

The standard wedding dress appointment lasts one hour. Depending on the salon, you may be able to extend your appointment for an additional fee, or you can plan to return another day if you need more time to shop. Your consultant most likely has other appointments booked before and after yours, which is why it's important to show up on time—otherwise, they might have to cut your appointment short or may not be able to accommodate you at all.

How many dresses does the average person try on?

According to The Knot 2025 Real Weddings Study, the average bride will visit two different stores before purchasing their ceremony attire. In those visits, they will try on an average of seven different dresses before making a selection. Of course, every newlywed is different, so don't get discouraged if it takes you a bit longer to find your dream dress. Alternatively, don't second-guess yourself if you fall in love with the first dress you try on.

Can you try on a wedding dress without buying it?

Yes, you can try on wedding dresses without committing to a purchase, but we don't recommend going into a bridal salon unless you're seriously looking for a gown. Bridal stylists and consultants spend an average of an hour and a half to two hours with a bride so it's important to be courteous and mindful of their time. No one expects you to find your dream dress on the first try (but if you do, congrats!), which is why you may need to schedule more than one appointment. However, if you're not prepared to actually make a purchase at some point, avoid scheduling an appointment to try on wedding dresses just for fun.

Is trying on wedding dresses before you're engaged bad luck?

Contrary to the common [wedding superstition](#), trying on dresses before being engaged is not bad luck. However, as we mentioned above, you should avoid booking a bridal consultation if you're not serious about purchasing a dress (as fun as it may sound).

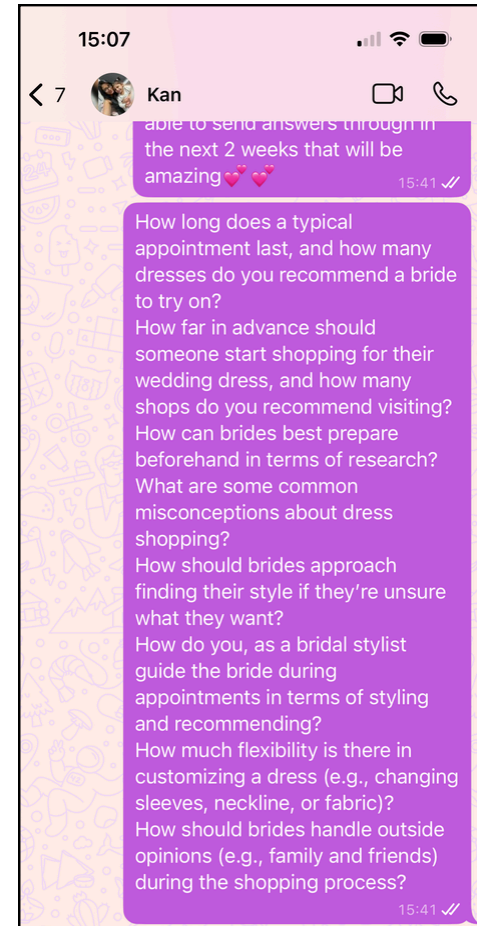
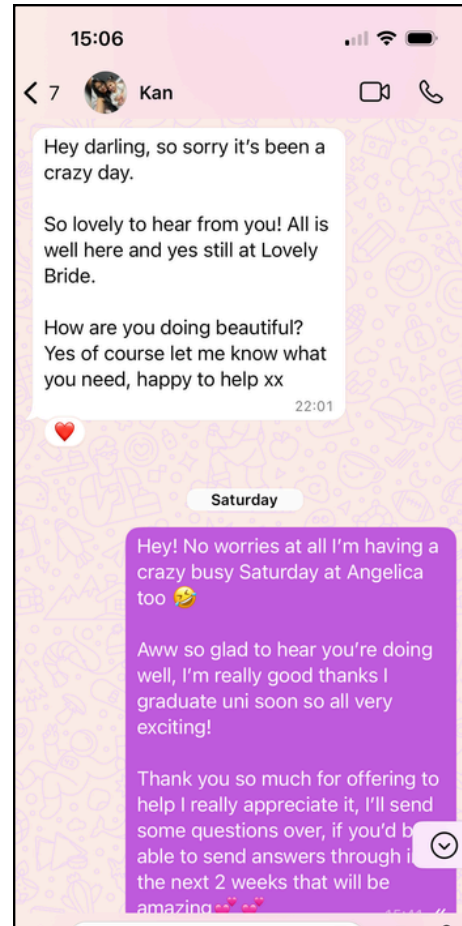
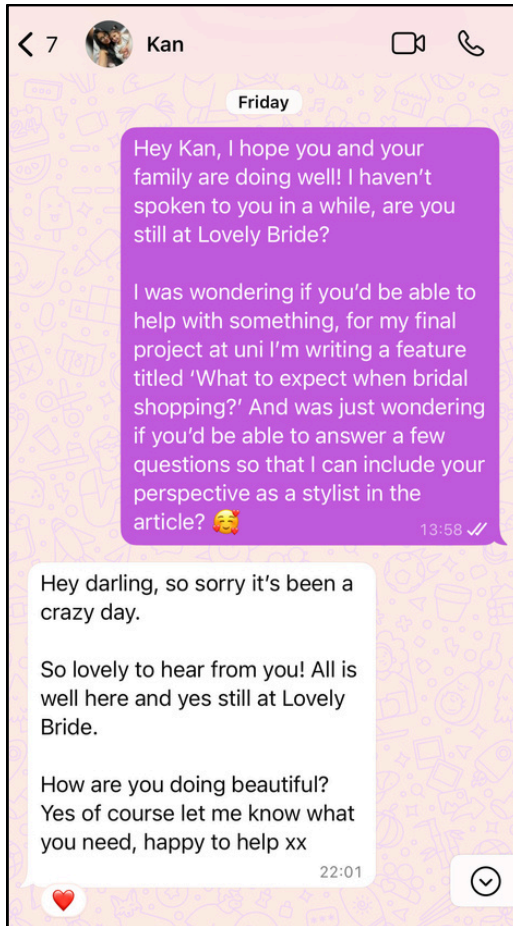
Areas of improvement – to influence my feature:

- Limited depth in certain areas: While the article covers a broad range of topics, some sections could benefit from more in-depth information. For example, the discussion on budgeting could include average costs for alterations or accessories to provide a clearer financial picture.
- Lack of expert opinions – advice isn't backed up by industry professionals

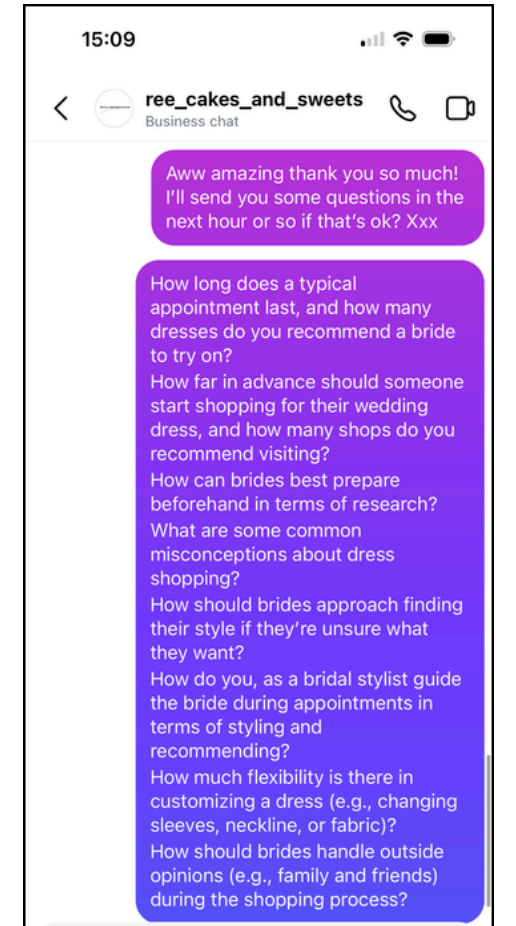
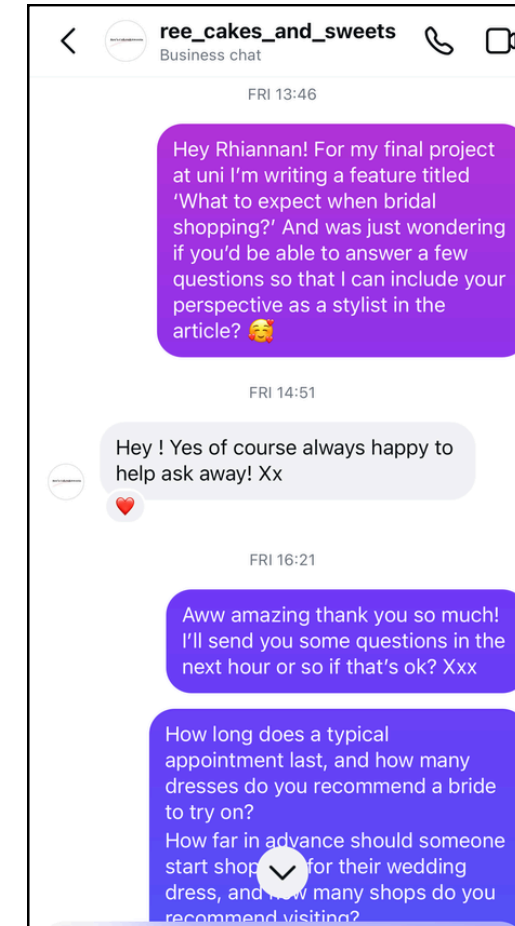
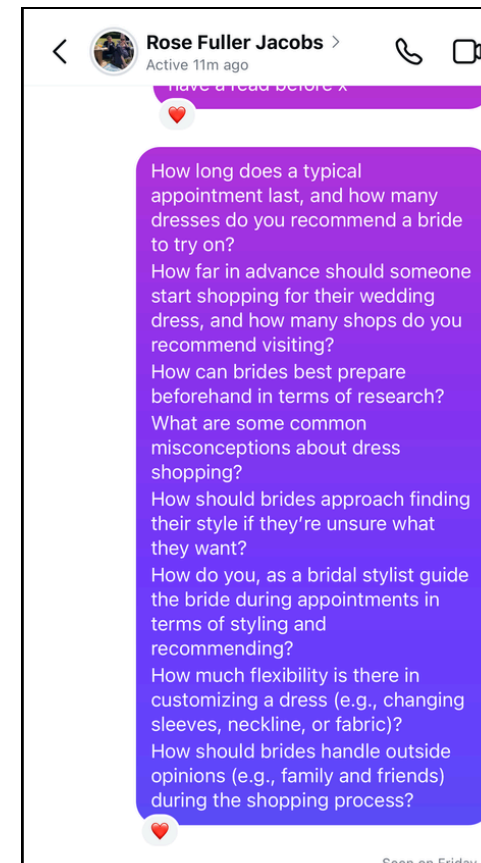
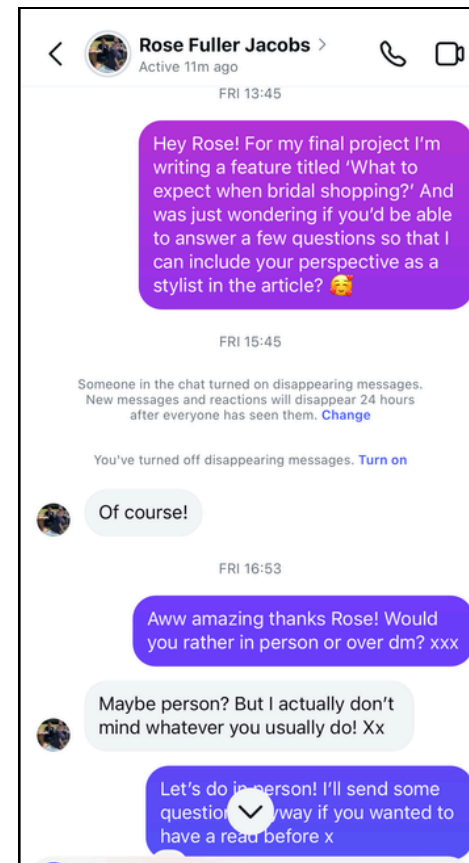
BRIDAL SHOPPING FEATURE

Interview Requests

BRIDAL STYLE



For my guide to wedding dress shopping feature, I have requested online interviews with three different bridal stylists. One is Kanwal Peters, manager of Lovely Bride London, Rose Fuller Jacobs, stylist at Angelica Bridal, and Rhiannan Shaw, stylist at London Bride UK. My aim was to gain a variety of different perspectives from stylists based at different types of boutiques with different price ranges, styles and designers.



In terms of the questions that I have asked, I have tailored them in order to encourage answers that are educational for brides, prompting descriptions of different elements of the appointment process. I have also asked questions based on the stylist's individual process of leading an appointment, so that I can include alternative perspectives within the feature.

To ensure I am including expert perspectives about the entire process of wedding dress shopping, I have also asked questions about how brides can prepare for their appointment in advance in terms of researching and narrowing down styles.

RHIANNAN SHAW

Interview Transcript

BRIDAL STYLE


How long does a typical appointment last, and how many dresses do you recommend a bride to try on?
How far in advance should someone start shopping for their wedding dress, and how many shops do you recommend visiting?
How can brides best prepare beforehand in terms of research?
What are some common misconceptions about dress shopping?
How should brides approach finding their style if they're unsure what they want?
How do you, as a bridal stylist guide the bride during appointments in terms of styling and recommending?
How much flexibility is there in customizing a dress (e.g., changing sleeves, neckline, or fabric)?
How should brides handle outside opinions (e.g., family and friends) during the shopping process?

 = key quotes to include within feature

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
Hey sorry I've been so busy!


Appointments can last anywhere between 45 minutes and 1.5 hours depending on the bride and how she would like the experience to be . I don't like to rush my appointments so this works best for me & helps me to make sure we find the right fit. Brides can try on anywhere between 3 and 15 dresses depending on what's in stock and how they would like to control the appointment.

We would like all our brides to have about 8 months - 1 year for finding the right dress and getting it in time for alterations . 


Every bride and experience is different we would recommend 2 maximum 3 shops but most brides find it first or second time.


Looking for dresses that naturally speak to them from photos even if it's not what they imagine wearing because it can give a big indication on what they are attracted too.

Some brides think they can't fall in love with the first dress they try or something better will always be out there but is it a risk you should take probably 

Probably not because what happens if that dress isn't there when you return . Some brides think the dream dress isn't possible for less then £1k but this isn't the truth you can get stunning great quality within a good budget & designer. 

I always try to go with the flow of how a bride is and how guest may come across to what will best suit the way I communicate with each of them . I will introduce myself ask everyone's names and see what time of wedding they are having . Things can generally go from there , a venue can say a lot about a brides personality and what they are into .

We have full flexibility when it comes to the brides dress our main goal is finding something they love and the rest is our job. We have a trusted team of seamstresses that work in house and a dress maker that can make any custom change that's only a call away making sure that every bride has that one of a kind unique feeling. 

I think family and friends opinions should be taking seriously as they are your trusted people when it comes to this experience and you wanted them here for a reason but I also think it shouldn't be taken at face value everyone has a personal preference and style they will prefer that's only natural so it's important for them to voice their opinion while taking the bride feeling into consideration as it's her dress. 

Sorry they are so long I hope they are okay 🙏🙏



Adjacent I have displayed the answers that London Bride UK Stylist Rhiannan Shaw provided in response to my questions about the wedding dress shopping process. Overall Rhiannan's answers are concise, informative and clearly display her level of expertise after working in the bridalwear industry for 10 years. Her answers include her opinion but she also remains balanced, especially in her last answer when referring to family and friend's opinions. She also provided an answer which explores the alterations and customisation possibilities with the help of the seamstresses at London Bride UK, which will be beneficial to include within the feature as many brides are unaware of the ways in which dresses can be personalised in order to make it feel truly unique to you. The subject of budget was also discussed within her answers, as she describes that it is absolutely possible to find a dress for under £1000 at excellent quality, which will be helpful to include in the feature to reassure the brides who may have a tighter budget. I have marked with stars the quotes that I feel have the most potential to include in the feature alongside other stylist's perspectives.

ROSE JACOBS

Interview Transcript

BRIDAL STYLE

How long does a typical appointment last, and how many dresses do you recommend a bride to try on?
How far in advance should someone start shopping for their wedding dress, and how many shops do you recommend visiting?
How can brides best prepare beforehand in terms of research?
What are some common misconceptions about dress shopping?
How should brides approach finding their style if they're unsure what they want?
How do you, as a bridal stylist guide the bride during appointments in terms of styling and recommending?
How much flexibility is there in customizing a dress (e.g., changing sleeves, neckline, or fabric)?
How should brides handle outside opinions (e.g., family and friends) during the shopping process?



1. A typical appointment lasts an hour (sometimes a little over!), and I would recommend an initial pull of around 5 dresses. I would recommend a total of between 4 and 8 during the time!



2. Around a year is pretty healthy, but it does depend on how much you enjoy shopping as to how many shops you want to do! I would say 3 max is a good balance, many more than that you can start to go blurry.

3. It can be a good idea to have a think about what shapes you think you'd feel comfortable in before you come in. Also have a think about what sort of dress you'd feel at home in during your day - you shouldn't have to match the venue as such, but you would to feel like the tone of the dress is right for the sort of day you're having. It can be a good idea to have a look at any particular designers that feel like your vibe, but it isn't essential!



4. Perhaps biggest misconception is you'll have a firework moment when it's the one. Sometimes you do, but more often not - usually you just feel content. It's also a bit of a misconception that you've got to show or bring everyone - of course you should show who you like, but the bigger the pool of opinions doesn't always make it easier - everyone brings their own personal style!



5. I would say if you're unsure try a big mixture on initially. Shapes, fabrics, necklines, then see what feels like you. Then hone in once you've figured out what is the most essential element for you. Also if you're unsure of the aesthetic start with comfort, then take it from there. Feeling comfortable in something is one of the most attractive things.

6. I try to guide the bride by getting her out of things quite quickly if they're not right. We don't want to waste time if it's not feeling good. I like to challenge the bride in terms of styling - if there's something I think she'd love but it's a little off piste I would encourage they try. Even if it's not the one, it can reconfirm what is the most important to them in a dress.



Edited

7. Flexibility somewhat depends on the designer. Some won't make any changes to their designs, some will do fully bespoke. I would say don't change a dress beyond its original shape or structure, as it's probably not the one to begin with. But things like adding sleeves, removing layers in a skirt, tweaking necklines are generally feasible, and a tailor can do a lot if the designer of the dress won't.



8. Outside opinions can be tricky. I would say listen to the ones that are really important to you, and that are relevant to you (i.e. the opinions that relate to your style, comfort, happiness) but try and pay less attention to the ones that are more relevant to that person's individual style, or their personal tastes, or what they imagine you wearing. At the end of the day it's you wearing it, and it's got to feel right you! Again don't show too many people, and if you've already made your decision, make sure you're ok with whatever they think of it.

Sorry it's so late!! I had some of it saved in notes then it slipped my mind xxx



Adjacent I have displayed the answers that Angelica Bridal Stylist Rose Fuller Jacobs has provided in response to my questions centred around the bridal shopping process. Overall, Rose's answers are more detailed than Rhiannan's, and they offer an alternate perspective based on her 6 years of experience in the bridalwear industry. She recommends for brides to think about how the dress will work with the style of wedding they are having, and if you have a particular style in mind to look at designers who may specialise in this aesthetic. She also provides excellent stylistic advice, encouraging brides to try on a mixture of silhouettes and details which will enable them to narrow it down gradually. Rose discusses the way in which she will guide the bride throughout the appointment and also challenge them in terms of styling by recommending alternative styles which she believes will work based on the bride's vision. Within her answers she also debunks misconceptions that people often have about wedding dress shopping, which I believe will be vital to include within the feature to ensure that brides reading know exactly what to expect and are less likely to feel intimidated by the prospect of a bridal appointment. I have marked with stars the quotes that I feel will be most essential to include within the feature.



= key quotes to include within the feature

FEATURE DEVELOPMENT

Appointment guide article

BRIDAL STYLE

1st Draft:

Final piece:

Your bridal appointment 101: here's how to navigate the dress selection process with confidence

Bridal Style's ultimate guide has everything you need to know before you say yes to your bridal ensemble

You've booked your first bridal appointment, your Pinterest board is overflowing, and your 'for you' page is filled with wedding dresses. With the sheer volume of choice available, it's no wonder so many brides find the mere thought of finding the perfect bridal ensemble overwhelming. It's certainly reassuring to feel that you're entering a bridal boutique for the first time knowing exactly what to expect; and our guide has got you covered so that you can focus entirely on finding a look that feels unmistakably you.

But before we get into the nitty gritty of wedding dress shopping, the first thing to remember is that shopping for your bridal outfit should be a fun experience. Your wedding ensemble is the ultimate opportunity to express your individuality, and it's vital to select an outfit that feels true to your personal style. Of course that's easier said than done when, to many, a wedding dress is so different to what you would usually wear, but it's important not to feel restrained by traditions or expectations of what a bride 'should' look like. Our platform is direct proof that there is no reason to suppress your personal style, with the plethora of designers and brands out there committed to making bridalwear more liberating and expressive. With that in mind, here's everything you need to know before you begin your journey of finding the perfect outfit:

How You Can Prepare

You will inevitably gradually narrow down your bridal style when you begin to try on, but that certainly doesn't mean that you can't get a head start by beginning with some initial research and brainstorming. There is absolutely no pressure to do this: but it can be helpful to think about how you want to feel on the day. Pinterest boards can be a great thing to show your bridal stylist, so that they are able to understand the vision for your day. From this, your stylist will then be able to pull some initial recommendations based on the overall theme of your wedding. Rose Fuller-Jacobs, Senior Stylist at Angelica Bridal, says: "It can be a good idea to think about what shapes you'd feel comfortable in before you come in. Also think about what sort of dress you'd feel at home in during your day - you shouldn't have to match the venue as such, but you want to feel like the tone of the dress is right for the sort of day you're having. It can be a good idea to have a look at any particular designers that feel like your vibe, but it isn't essential!"

That being said, it is not the end of the world if you enter the process without being totally sure of your overall vibe. There will be ample opportunity to try on a variety of silhouettes and styles at your appointment to enable you to narrow down your style. But if you're eager to get a headstart, it absolutely will not hurt to use online sources to your advantage: whether it's reading about a designer or trend on *Bridal Style* or simply scrolling through Pinterest or Instagram, some inspiration can be a great starting point.

When You Should Start Wedding Dress Shopping

The question of when to begin looking for your wedding outfit remains a grey area, as it is very much dependent on the dress designer you opt for, as well as the general avenue you go down. The amount of bridal boutiques you visit will also be highly dependent on the individual.

It's also a great idea to ensure each boutique that you are booking is worth the visit, by looking at their gowns and designers they have available in advance and identifying which one will cater to your needs the most. If you are very much unsure on style, we'd recommend visiting a boutique with a versatile selection that caters to a wide variety of contrasting bridal aesthetics.

Rhiannan Shaw, manager at bridal boutique London Bride UK, says: "We would like all our brides to have about 8 months - 1 year for finding the right dress and getting it in time for alterations. Every bride and experience is different, we would recommend 2, maximum 3 shops, but most brides find it on the first or second time."

But if your wedding is sooner, there are plenty of other options available. Alongside their made to order collections, the majority of bridal boutiques will also offer a sample sale collection, featuring ex display gowns that are available to buy off the peg. Plus, these gowns often come at a heavily discounted price, meaning that you can get the designer dress of your dreams at a fraction of the original cost. A true win-win!

Many designers will also offer what is called a 'rush' option, which means that they can reduce the regular lead time of their gowns at an additional cost.

Bridal Style's Appointment Guide

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Once you've finalised your top gown selections, it's then time to make your way into the fitting room and to begin trying them on. In each gown, your stylist will usually make some temporary fit changes by either pinning or clamping you in or panelling you out of each dress, in order to provide you with as accurate an idea of fit as possible. Whenever you feel ready, you will step outside of the changing room and showcase yourself in the gown or outfit to your entourage. Alongside hearing your entourage's opinions and reflecting upon how you feel in the outfit, your stylist will ask you a selection of questions about what you like and dislike, and if there is anything you'd change about it. Your stylist will take all of your feedback into account, and this will help them significantly in knowing which styles to select for you to try.

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Bridal appointment lengths vary depending on which boutique you are visiting. According to Shaw: "Appointments can last anywhere between 45 minutes and 1.5 hours depending on the bride and how she would like the experience to be. I don't like to rush my appointments so this works best for me as it helps me to make sure we find the right fit." The length of your bridal appointment will usually dictate how many dresses you try on: to avoid feeling overwhelmed with choice, between 5 and 7 dresses is a sensible number for one appointment.

How To Know If You've Found The One

This is the bit many brides struggle with: deciding when it is time to stop shopping. With the seemingly endless amount of choice on offer, you could go on forever trying on bridal gowns, however the reality is that you will have to come to a decision at some point. That being said, it's also vital not to rush into making such a big decision: if you feel like you need to, give yourself some time to reflect and look back at the photos of your favourites following your appointment.

A strong sign you've found the one is when every style you try on afterwards is being measured against it, and none quite live up to it. If this happens, your stylist will usually recommend trying on the favourite for a second time at the end of your appointment. If you adore the way you look, feel no urge to try any more outfits on and can envision yourself walking down the aisle in the ensemble, it's more than likely that you have definitely found it!

Another thing to remember is, don't worry if you and your entourage aren't in tears the moment you have chosen your ensemble, as emotional reactions look different for everyone. "Perhaps the biggest misconception is you'll have a firework moment when it's the one. Sometimes you do, but more often not - usually you just feel content," explains Jacobs. "Say Yes To The Dress" is largely responsible for this false expectation, but real life bridal shopping is rarely so dramatic. Instead of a cinematic moment, it's often a quiet confidence, and an inner calm that tells you you've found something that truly feels like you.

It's also a misconception that you have to visit several bridal boutiques before you finalise your outfit choice. Whilst some would prefer to shop around, it is certainly not always necessary, especially if you are visiting a boutique that offers a variety of contrasting silhouettes and styles. You may even be lucky enough to adore the first ever ensemble you put on. That being said, if you do end up having a strong reaction to the first ensemble you try on, it's also

worth trying on a few other styles just to confirm that it's the right one for you, and as previously mentioned, there's no reason why you can't retry it at the end of your appointment before you say yes!

What Happens Once You've Said Yes

Once you have finalised your choice of ensemble for your big day, it is then time to focus on sizing. If you have decided to opt for a made to order garment, your stylist will need to take your bust, waist and hip measurements, in order to figure out your closest pattern size according to the designer's size chart. It is extremely common to be in between sizes, and in this case your stylist will always recommend the size which accommodates your largest measurement, and to have other elements of the gown taken in during your fittings.

When your outfit arrives, most boutiques will require you to come in and try it on as it is, without any tailoring. This is also an opportunity to identify areas in which the outfit needs to be altered, and even to select your bridal accessories that will complete the look for the big day.

Following your try on appointment, the next (and final) step will be perfecting your dress with alterations. Your fittings process will ideally begin 6-8 weeks before your wedding, with most brides requiring 2-3 visits to ensure a great fit. If you've lost weight, please don't panic: the vast majority of bridal gowns can be altered up to two sizes down. Alternatively, if you have gained weight, many bridal gowns are created with excess fabric at the side seam, meaning that they can be let out to provide more space.

During your fitting, you can also speak with your bridal tailor about any potential changes you'd like to make to your outfit, such as adding a strap, extra embellishment or an off-the-shoulder sleeve. "We have a trusted team of seamstresses that work in-house and a dressmaker at London Bride that can make any custom change, making sure that every bride has that one-of-a-kind, unique feeling," says Shaw. That being said, it's also important to remember that you fell in love with the original design for a reason, so you definitely don't want to change it too drastically. "I would say don't change a dress beyond its original shape or structure, as it's probably not the one to begin with," explains Jacobs. "But things like adding sleeves, removing layers in a skirt, tweaking necklines are generally feasible, and a tailor can do a lot if the designer of the dress won't."

So there you have it, that was Bridal Style's ultimate guide to bridal shopping. Whether you're just starting your journey or nearing the finish line, remember to stay true to your personal style, trust your instincts, and enjoy the process. This is your moment - make it yours, unapologetically.

Key changes:

- Implementing additional quotes from interviewees
- Correcting grammatical errors
- Incorporating additional detail for each step to ensure it is clear to the reader
- Swapping the order of the first two sections

Your bridal appointment 101: here's how to navigate the dress selection process with confidence

Bridal Style's ultimate guide has everything you need to know before you say yes to your bridal ensemble

You've booked your first bridal appointment, your Pinterest board is overflowing, and your 'for you' page is filled with wedding dresses. With the sheer volume of choice available, it's no wonder so many brides find the mere thought of finding the perfect bridal ensemble overwhelming. However, it's certainly reassuring to feel that you're entering a bridal boutique for the first time knowing exactly what to expect; and our guide has got you covered so that you can focus entirely on finding a look that feels unmistakably you.

But before we get into the nitty gritty of wedding dress shopping, the first thing to remember is that shopping for your bridal outfit should be a fun experience. Your wedding ensemble is the ultimate opportunity to express your individuality, and it's vital to select an outfit that feels true to your personal style. Of course that's easier said than done when, to many, a wedding dress is so different to what you would usually wear, but it's important not to feel restrained by traditions or expectations of what a bride 'should' look like. Our platform is direct proof that there is no reason to suppress your personal style, with the plethora of designers and brands out there committed to making bridalwear more liberating and expressive. With that in mind, here's everything you need to know before you begin your journey of finding the perfect outfit:

When You Should Start Wedding Dress Shopping

The question of when to begin looking for your wedding outfit remains a grey area, as it is very much dependent on the dress designer you opt for, as well as the general avenue you go down. The amount of bridal boutiques you visit will also be highly dependent on the individual, there is certainly no right or wrong amount of wedding dresses to try on, however as a guideline it's wise not to oversaturate your mind with too many options.

It's also a great idea to ensure each boutique that you are booking is worth the visit, by looking at their gowns and designers they have available in advance and identifying which ones will cater to your needs the most. If you are very much unsure on style, we'd recommend visiting a boutique with a versatile selection that caters to a wide variety of contrasting bridal aesthetics. Who knows, you may actually find your dress first-time lucky!

Rhiannan Shaw, manager at bridal boutique London Bride UK, says: "We would like all our brides to have about 8 months - 1 year for finding the right dress and getting it in time for alterations. Every bride and experience is different, we would recommend 2, maximum 3 shops, but most brides find it on the first or second time."

But if your wedding is sooner, there is no need to panic, as there are plenty of other options available. Alongside their made to order collections, the majority of bridal boutiques will also offer a sample sale collection, featuring ex display gowns that are available to buy off the peg. Plus, these gowns often come at a heavily discounted price, meaning that you can get the designer dress of your dreams at a fraction of the original cost. A true win-win! Many designers will also offer what is called a 'rush' option, which means that they can reduce the regular lead time of their gowns at an additional cost. This could be ideal if you have fallen in love with a gown or piece that isn't available to buy as a sample.

How You Can Prepare

Before you begin browsing, your stylist will give you a tour of the boutique, explaining the format, the styles and the designers available. Most collections will be separated by style as opposed to designer in order to make it easier for the bride to navigate, however this can vary from store to store. You will then begin to select the styles that you would like to try on during your appointment, and your stylist can choose alongside you if you aren't quite sure where to start. "I would say if you're unsure try a big mixture initially. Shapes, fabrics, necklines, then see what feels like you," says Jacobs. "Then hone in once you've figured out what is the most essential element for you. Also if you're unsure of the aesthetic start with comfort, then take it from there. Feeling comfortable in something is one of the most attractive things."

Once you've finalised your top gown selections, it's then time to make your way into the fitting room and to begin trying them on. In each gown, your stylist will usually make some temporary fit changes by either pinning or clamping you in or panelling you out of each dress depending on your sizing requirements, in order to provide you with as accurate an idea of fit as possible. Whenever you feel ready, you will step outside of the changing room and showcase yourself in the gown or outfit to your entourage, or if you have chosen to attend the appointment alone you can simply focus on yourself in the mirror. Alongside hearing your entourage's opinions and reflecting upon how you feel in the outfit, your stylist will ask you a selection of questions about what you like and dislike, and if there is anything you'd change about it. Your stylist will take all of your feedback into account, and this will help them significantly in knowing which styles to select for you to try, if you haven't quite found 'the one' yet.

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A strong sign you've found the one is when every style you try on afterwards is being measured against it, and none quite live up to it. If this happens, your stylist will usually recommend trying on the favourite for a second time at the end of your appointment, to remind yourself of just how great you felt in it. If you adore the way you look, feel no urge to try any more outfits on and can envision yourself walking down the aisle in the ensemble, it's more than likely that you have definitely found it!

You will inevitably narrow down your bridal style gradually when you begin to try on, but that certainly doesn't mean that you can't get a head start by beginning with some initial research and brainstorming. There is absolutely no pressure to do this: but it can be helpful to think about how you want to feel on the day, as well as the type of bridal aesthetic you are drawn to. Despite its potential of oversaturation, Pinterest boards can be a great thing to show your bridal stylist, so that they are able to understand the vision for your day. From this, your stylist will then be able to pull some initial recommendations based on the overall theme of your wedding, so you're one step closer to finding 'the one.'

Rose Fuller-Jacobs, Senior Stylist at Angelica Bridal, says: "It can be a good idea to think about what shapes you'd feel comfortable in before you come in. Also think about what sort of dress you'd feel at home in during your day - you shouldn't have to match the venue as such, but you want to feel like the tone of the dress is right for the sort of day you're having. It can be a good idea to have a look at any particular designers that feel like your vibe, but it isn't essential!"

That being said, it is not the end of the world if you enter the process without being totally sure of your overall vibe. Having an open mind can also be extremely beneficial, and there will be ample opportunity to try on a variety of silhouettes and styles at your appointment to enable you to narrow down your style. Wedding dress shopping is certainly a 'trial and error' process, and you will discover your preferred style very naturally when you begin to try them on. But if you're eager to get a headstart, it absolutely will not hurt to use online sources to your advantage: whether it's reading about a designer or trend on *Bridal Style* or simply scrolling through Pinterest or Instagram, some inspiration (in moderation!) can be a great starting point.

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So now for the fun bit, the occasion that so many brides dream about, when finally it's time to try dresses on! Your wedding dress shopping experience will be a memory that you'll cherish forever, so the most important thing is to enjoy the process. That being said, if you are seeking a guide explaining how an appointment works, we've got all the details you need below:

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Another thing to remember is, don't worry if you and your entourage aren't in tears the moment you have chosen your ensemble, as emotional reactions look different for everyone, and that doesn't make the choice any less meaningful. "Perhaps the biggest misconception is you'll have a firework moment when it's the one. Sometimes you do, but more often not - usually you just feel content," explains Jacobs. "Say Yes To The Dress" is largely responsible for this false expectation, but real life bridal shopping is rarely so dramatic. Instead of a cinematic moment, it's often a quiet confidence, and an inner calm that tells you you've found something that truly feels like you.

It's also a misconception that you have to visit several bridal boutiques before you finalise your outfit choice. Whilst some would prefer to shop around, it is certainly not always necessary, especially if you are visiting a boutique that offers a variety of contrasting silhouettes and styles. You may even be lucky enough to adore the first ever ensemble you put on: "Some brides think they can't fall in love with the first dress they try, and that something better will always be out there. But is it a risk you should take? Probably not, because what happens if that dress isn't there when you return?" says Shaw. That being said, if you do end up having a strong reaction to the first ensemble you try on, it's also worth trying on a few other styles just to confirm that it's the right one for you, and as previously mentioned, there's no reason why you can't retry it at the end of your appointment before you say yes!

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STORY THREE

Brand Spotlight Feature

Before meeting up with Agnese for an interview and beginning to write my profile feature I have taken time to conduct some secondary research on her journey as a designer, her brand Medusa London, the story behind it, and their brand ethos. From this I have been able to build my knowledge of her unique brand and become more confident in writing a detailed and informative profile feature.

THE MEDUSA MISSION

WE CREATE WEDDING DRESSES TO HELP BRIDES EMBRACE THEIR AUTHENTIC, INDIVIDUAL, BEST SELVES.

Medusa London celebrates individuality and authenticity. We are on a mission to support brides who want to embrace their unique style and personality on their wedding day. Every bride deserves to feel perfectly unique on their wedding day and we make this possible by mixing individuality, coolness, and elegance in a seamless way, adding a touch of minimalism to bring style supremacy to any wedding dress.

Medusa London aim to challenge traditional wedding norms and create a new vision of the modern bride, while still preserving the sentimental side of classic bridal wear.

We believe that juxtaposition is human, and that weddings are one of the most human experiences we can have in our lifetime. That's why we encourage Medusa London brides to be confident in their wedding dress choices.

Agnese Petraglia

(aa-n-y-EH-s-eh) designer and founder of Medusa London.

As my name probably gave away already, I am Italian, born and raised in a small village off the Amalfi coast but I moved to London in 2014 at the age of 18. Having always had a passion for 'making things', I tried a few crafts, until I realised that I really wanted to make clothes.

I got my first sewing machine at 15, and started altering old clothes and creating my first exclusive designs.

Born and raised in Italy, I was surrounded by the romance and rich history of the country. But when I moved to London, I was struck by its modern, luxurious vibe. I was inspired to create a brand that blended my love for the old and new, and that's how Medusa London was born. Our collections feature minimalist, sleek silhouettes, beautifully accentuated by soft chiffon and organza fabrics, with delicate knots, drapes, and folds. We're all about speaking directly to the hearts of modern brides, who want to seamlessly mix their personal style with our minimal designs on their big day.

Browse our [Medusa's Muses](#) and [Metamorphosis](#) collections now to view my latest wedding dresses designs. Or check out our [wedding dress accessories](#).

Medusa London – where sustainable and couture create beautiful things.

From Medusa London's 'About us' page, it's clear that this bridal label is passionate about creating bridalwear that enables brides to express individuality and style. It discusses how Medusa London aims to challenge traditional wedding dress norms, whilst preserving its sentimental attributes. Due to Bridal Style's contemporary, forward-thinking and stylish audience, Medusa London is the ideal label to spotlight, as they are providing the unique, unconventional styles that modern brides are actively searching for.

The 'About Us' page also delves deeper into the face behind the brand, designer Agnese Petraglia. It describes the Italian designer's journey as a designer, from getting her first sewing machine at 15 and beginning by altering old clothes to moving to London and creating her brand. Furthermore, it describes how Medusa London blends Agnese's love for the old and the new, the romance of Italy and the modern luxury of London. Additionally, the styles within Agnese's collections speak to the hearts of modern brides who want to integrate their personal style into a traditional garment.

OUR WEDDING DRESSES CREDENTIALS:

100% GOTS certified organic peace silk wedding dresses

Fair pay for our skilled artisans

Silk produced by a community supporting families, women and their children.

Post consumer recycled zippers – 1 bottle makes 3

Made from sustainable materials

Minimal environmental impact from each wedding dress created

Medusa London's website also features a section explaining their sustainability practices, which are crucial considerations and an important deciding factor of a modern bride's bridalwear choice. It explains how sustainability is at the very heart of the brand, and that they are always looking for new and innovative ways to minimise their impact on the environment.

OUR PROMISE

SUSTAINABLE, ARTISANAL & ETHICAL WEDDING DRESSES
HANDMADE IN LONDON

Medusa is a brand with a difference. At the heart of our brand lies sustainability and a deep commitment to doing right by our planet and its people. Every piece we create is handmade in London with love, using only the finest sustainable luxury materials. Our pieces are made to order, which helps to minimize our environmental impact, and ensures that the people who make our garments are treated with care and respect.

Our luxurious pieces are made from 100% GOTS certified organic peace silk, which is not only cruelty-free but biodegradable as well. The silk making process is kind to both the environment and the animals involved, as the silk worms are allowed to complete their life cycle before their cocoons are used to weave the fabric.

Our silk is made by a cooperative of skilled and fairly paid artisans, who use only natural and non-toxic materials in their craft. These artisans work as a rural cooperation, which allows the silk farmers, spinners, weavers to work directly from their own areas. All these different units are well connected with centralised headquarters. This way they can have a comfortable lifestyle without having to move to bigger areas and their children can attend local schools. The women in the group are empowered to achieve social and economic self-sufficiency through their work.

We also use other materials that combine technology and sustainability such as our zippers made from recycled post-consumer plastic bottles: 1 bottle = 3 zippers. (See our [FAQs](#) for more info.)

At Medusa, we believe that fashion and sustainability can coexist. Our commitment to using sustainable materials and practices is unwavering, and we are always looking for new and innovative ways to minimize our impact on the environment. We care about our products, and we care about the people who make them. After all, there's no fashion to be made without a healthy planet to live on.

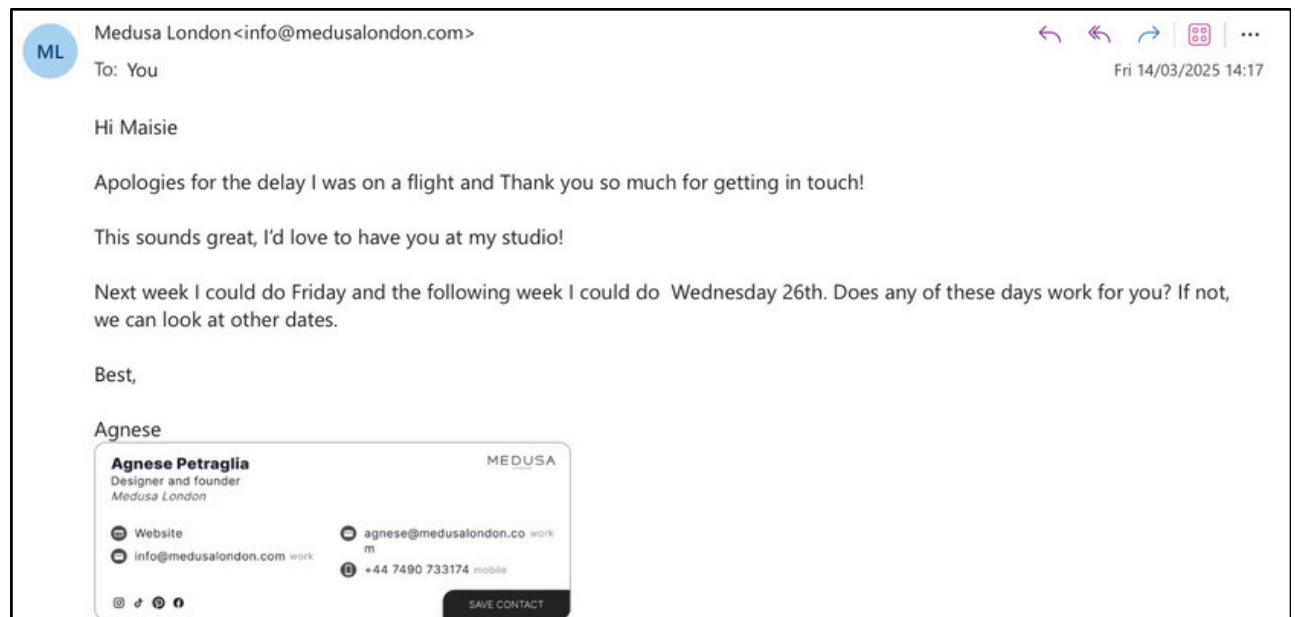
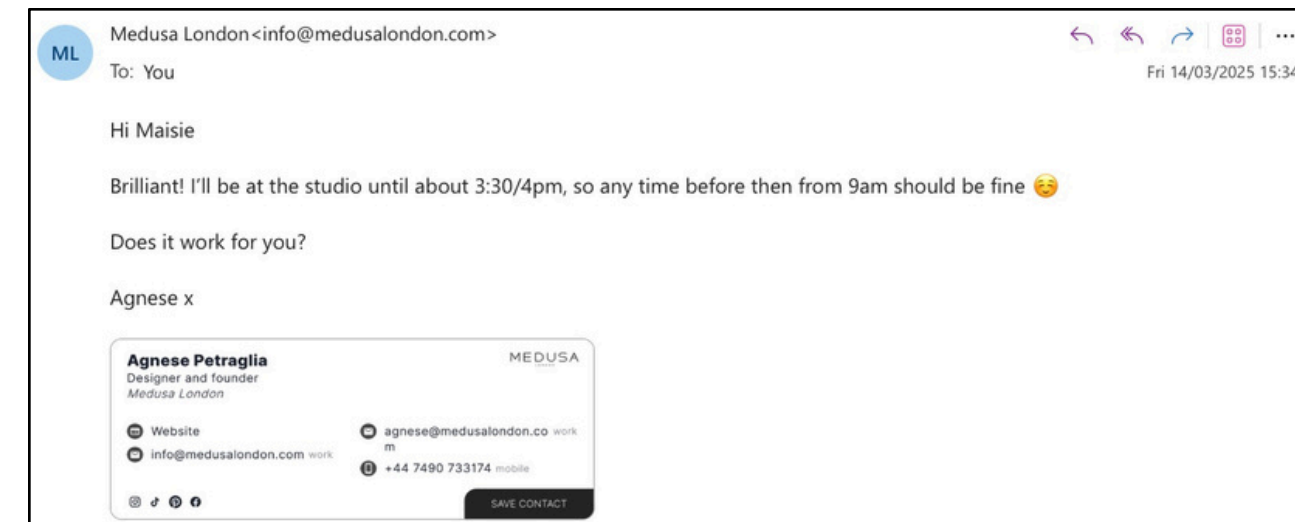
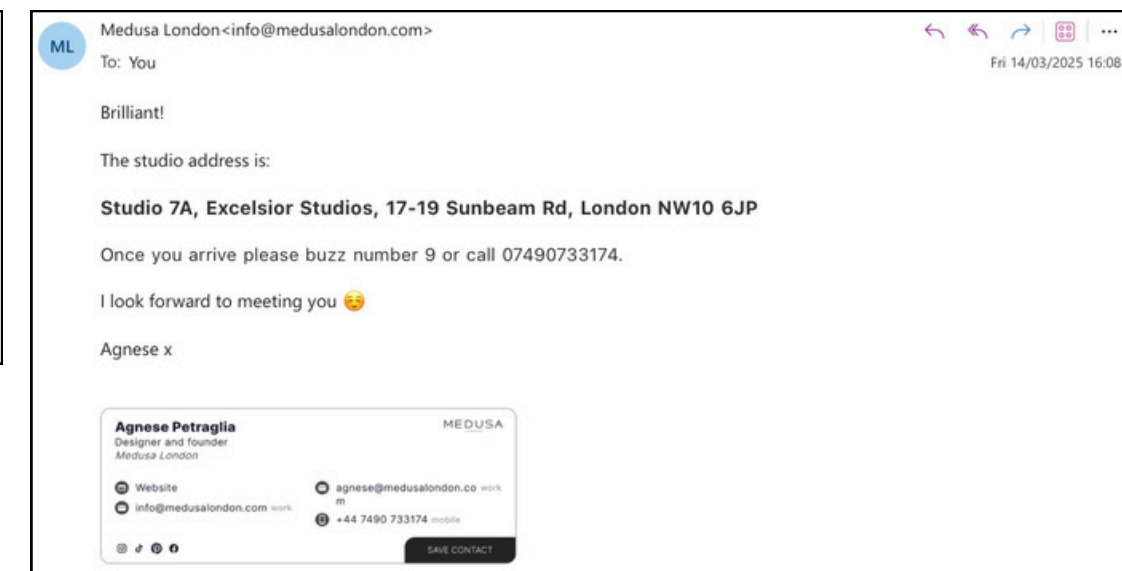
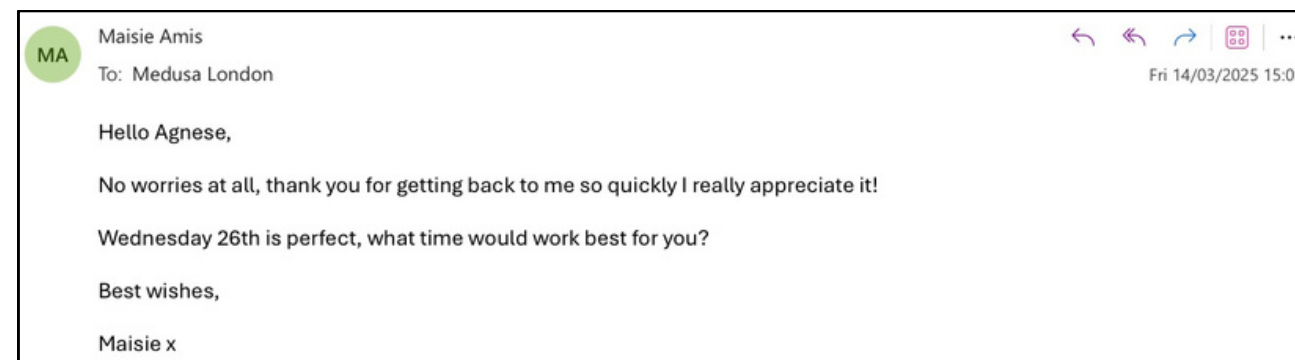
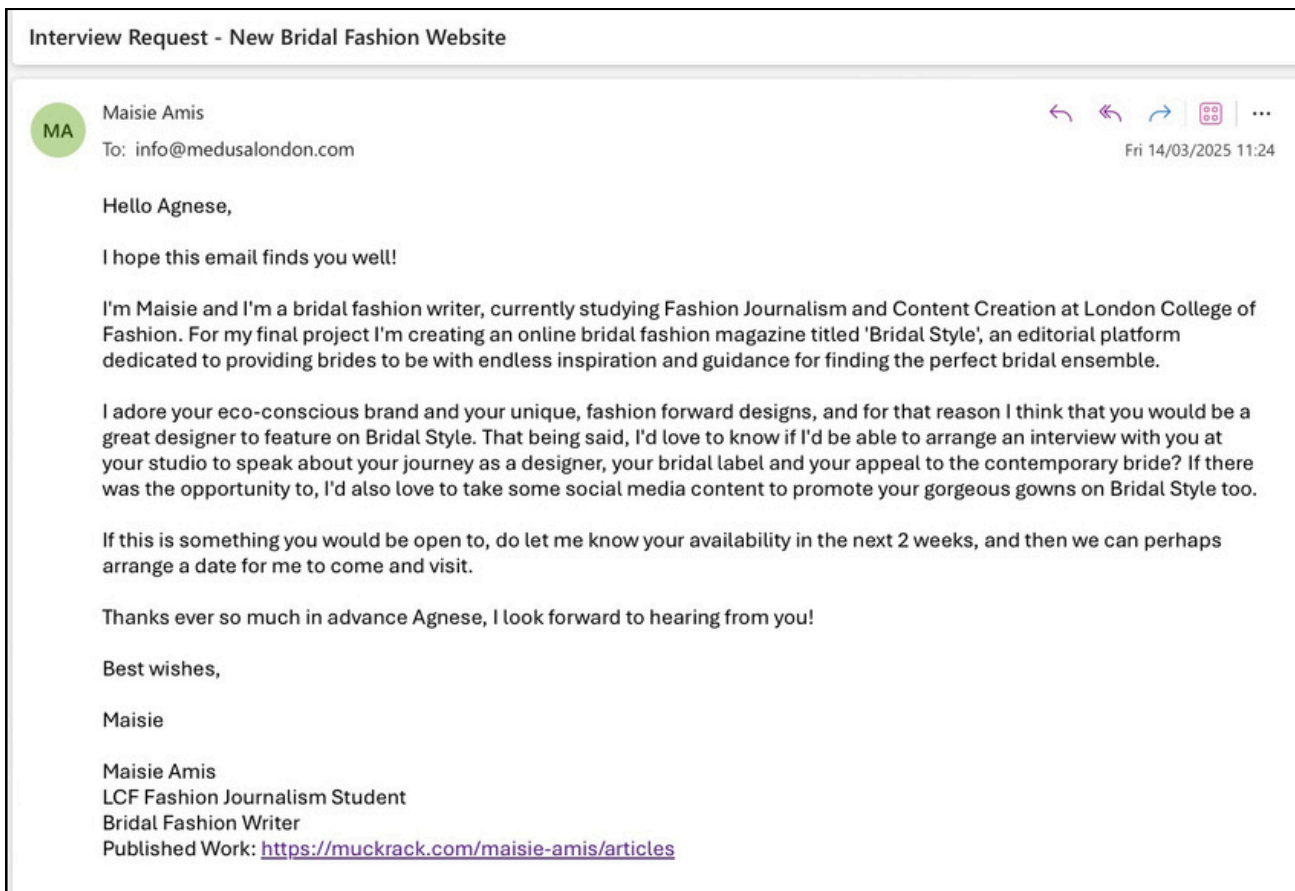
We hope that you'll fall in love with our brand and our commitment to sustainability, and [join us](#) on this journey towards a better future.

From this section, I have learned that Medusa London's sustainability commitments include handmaking each piece in London to order, which is also beneficial from an ethical perspective as well as environmental. Furthermore, each of their garments is made from 100% GOTS certified organic piece silk, which is cruelty free and biodegradable. Additionally, even Medusa London gowns' zippers are made from recycled post consumer plastic bottles, emphasising their unwavering commitment to sustainability.

MEDUSA LONDON

Interview Organisation

BRIDAL STYLE



I contacted Agnese Petraglia, founder of Medusa London via email to organise our interview. Upon emailing, I described Bridal Style's mission and why she would be a great fit for a profile feature for the platform, due to her commitment to sustainability and her unique, alternative designs that challenge conventional bridalwear. I had initially planned to visit her studio in person, however due to train issues on the day I decided to conduct the interview via Zoom instead, which still enabled me to generate insightful and in depth answers whilst also gaging Agnese's personality and style too, which will be beneficial to include in the feature so that readers can find out more about the individual behind the designs.

Interview Transcript



= key quotes to include within feature

Agnese Medusa London Interview – 26/3/25

Maisie: So what inspired you to start Medusa London, and what was the journey like from the concept to the launch?

Agnese: So what inspired me was my, so I loved fashion ever since I was a child, but I knew I was really, really attracted to, kind of, when I was a child, I knew I was attracted to like, pretty dresses. And then I started watching, like, say yes to the dress when I was younger, and I was like, I wish I could be the one that makes the beautiful dresses. I've always had this, like, big passion in me. But what really inspired me to start Medusa in the way we do so is, is two things. One of them is my love for the environment and sustainability, and the idea that I, my really strong desire to show that you can make something that cares for the planet, but is also beautiful people can wear for you know, all their life. I love quality fabric. I am really a fabric geek, so I really wanted to, like, make sure I could create something that was quality. And one of the other reasons was, when my sister got married, she had a dress made for her, and by the time it was, I don't know, after the ceremony, she was like, I want to take this dress off. It's heavy, it's annoying. And I was like, but you're not even like, the wedding has just started, and we spend months and months and months on getting this done. And I was like, I really want to create something that will make people happy and proud to wear the dress for the whole day. They'd love it so much they would want to wear it over and over again because it feels like a second skin. So that was kind of my idea. And I wanted to create, obviously, something modern, customizable, because I'm a person that I can't just stick to something the way that it is, like anything that I buy or I consume. I like to personalize it. I like to make it mine. I like to express my own personal sense of style. So I wanted to make sure I could create something as well that people could easily customize and make theirs, so sort of a blank canvas for people to express their personality on their wedding day. The way it started was very random, because I've had this idea for a very, very long time. I've always wanted to do it. It was a desire of mine. But during COVID, I was furloughed on my day job. And I was like, you know, I've got all this time. What am I going to do? So I'm just going to start designing, see what comes from it, and then it just naturally was born during COVID, like many other businesses, it's just because I actually, that was the only time that I had. All the time I needed to actually sit down plan it or express my creativity. And I was like, You know what? I've got it. Let's do it. Let's see what happens.

Maisie: Yeah, I think that was the same for a lot of people wasn't it like during COVID, lots of different things started. And can you share a little bit about your childhood, like your background in fashion, and how it led you to bridalwear?

Agnese: So my background, I've got nothing to do with fashion, because I come from a small village in the south of Italy, and it's a very, the mentality there is very much the one of, you know, fashion designers have no job. Unfortunately, it's not a place for that, for the arts to thrive. So I always did really, really well in school, because I'm like, I'm an overachiever in anything. So I always wanted to make sure I did well, and I was really good at languages. And so my English teacher, because when I was 17, I saw my English teacher and asked him to help me get into an English university. Because I wanted to

move to England. So he was like, Yeah, you're amazing at languages. And you know, it was one of the things that I loved, I enjoyed. And I was like, yeah, maybe, you know, that's what I should do. I express my idea wanting to study fashion, but everyone's like, Oh, well, you're going to do sell dresses for the rest of your life. I was like, okay, you know adults know better. Let's do what they want to do. So I moved to the UK in 2014 and I went on to study languages. And my first year was great, but then I moved because I went and studied in Essex. Then I moved to London because it was way too far, and all the loan my partner was living in London at the time, so I was like, at least, I moved closer to him. But then in my second year my university, University of Westminster, was very close to one of the locations of London College of Fashion. And I, you know, kept seeing all these fashion students. And I was like, I wish I was them. I wish I was one of them. And at some point after my second year, I was like, well, yeah, after my second year, I was like, I don't want to do this. I like, I'm studying and I'm spending so much money for something I'm driven so that I will make people happy and they won't have to ask me, because my idea was like, okay, I'm going to finish this degree and then focus on what I want to do. But I was like, I'm spending so much money on this, I really don't want to do this. And so I left university, and I mean, I learned how to sew when I was about 12, no maybe 15. I asked my mom and dad for a sewing machine for Christmas, and they bought me one. And so I kind of taught myself how to sew, and I like to fast and cut and all of that. But it was after I left university that I started kind of deep diving into fashion design and everything. And then I took a course, a very short course at Central St Martins. But I think that really, really helped me kind of give an order to all the stuff I had in my mind, because I had loads of notions, and I knew loads of things, but I never knew how to really, kind of start a collection, or plan a collection, or the steps. I felt like I didn't know what to where to start. So that really helped me with that. And then right after that course, COVID started. So I think it was just kind of a natural course of things.

Maisie: Yeah, it was just meant to be! That's amazing that you followed your dreams, though, and you just went for it. And how would you describe the signature Medusa London bride?

Agnese: So the signature Medusa London bride is someone who has a very, very strong sense of self, someone who knows what they like, what they want, and they have a very strong need for self-expression. You know, the Medusa London bride doesn't really do many trends. Or if they do trends, they really adapt them to what they like and what, you know, their personal style is. Because I feel like my brand is for people who have a very, very strong need to self-express and to express their creativity. And yeah, I always see my dresses as blank canvases. And, you know, you can either wear the blank canvas as it is, you can personalize it as much as you want.

Maisie: I think so many brides want kind of sort of like a Frankenstein dress, like, top of one, bottom of the other, like, you know, changing it all up. So I think that's really cool. And where do you find inspiration for your designs? Are there, like, any specific, I suppose it depends on the collection, but are there any specific eras, artists, or cultural influences that inspire your designs?

Agnese: Yeah, I do. I do really feel like my inspiration really comes from, like, my other passion. And one of the things I love to do as well with my brides is always to start from, like passions that are beyond fashion. So I am, you know, I love Greek and, like Roman mythology, and that's where my first collection started from. I love, you know, literature. I love poems, I love music. So it comes from, really everywhere, like my new collection is heavily inspired by medieval times, because it's also one of my favourite historical eras. So, yeah, it comes really from everything around me. Sometimes it does come from fashion, but I try not to be influenced by it so much, because I know that, again, I want to create something that is really meaningful. And again, it's still along my line, rather than, you know, when you when you start looking at what's around, especially in fashion, especially this day, and with social media, it's so easy to get influenced and, like, start thinking, or maybe you should create something that is made to sell, rather than something that is made to for the purpose of, you know, the brand itself, and for what I want to do.

Maisie: Yeah, what's really great is that you stay true to yourself and your own vision and it's just all about the bride that just wants to express herself, which I think is really great. And walk us through your design process. Like, how does your initial idea evolve into a finished gown.

Agnese: So it really depends. Sometimes, for example, I could start from a sketch. So sometimes I have, like, I'm asleep, or I'm just like, relaxing, and something comes to mind and I'm like, jot it down and then develop on it. Or sometimes, for example, I'm in the studio and I'm, for example, doing content. So one of the things that I love doing so much is kind of putting my dresses on and start playing around with like fabric. One of the things that I do is try to wear my dresses in like, the total opposite of the way they're meant to be worn. And something always comes from that. So sometimes, yeah, it is something like that. And then I take a picture, and then I go home and, like, I do a little sketch, and I start kind of creating on it. And then once, you know, I have a clear idea of what I want, I present it to my seamstress, we start working in it together. She gives me her ideas on like, the technical bits. And sometimes she knows she will say something and it will spark something else, and we'll change the design altogether. So I love working with her, because it's, it's nice, like in a job that sometimes could be very lonely and very like, you could be set in your own ideas. It's great to hear someone else's perspective. You know, someone, sometimes I speak to my partner, he doesn't understand anything about fashion, which is, I think is great, because sometimes it helps me kind of go back to Earth, because, you know, I love fashion in a very conceptual type of way. But sometimes I think as well that my brand is obviously a brand to wear. Like, unfortunately, I don't have the opportunity yet to do like, big couture collections, hopefully one day, but at the moment, I'm still having to create something that people will wear. So it's great to get kind of feedback from someone who knows nothing about it. But because my partner works in Weddings, and has been doing so for 15 years, it is good to get kind of, his perspective as well on what he also sees, like, what he sees on other people. And then, you know, with that creating, we do, like, mocks, then we try it on, and we get it changed until, like, we developed the final piece.

Maisie: Would you say you're quite like, a perfectionist with the details and things?

Agnese: Yeah, I am for sure, but I think one of the things that I am very proud that I did from the very start is not letting perfectionism, like, stop me from putting my stuff up there like I have preferred to put out. The stuff that is not perfect. So for example, I have a couple of dresses that I designed unstructured because I had an idea in mind and I wanted them to be unstructured. But then over time, after people tried it on, after, you know, people doing different things and making it for people, I've learned that actually, you know, structure works better with that, but I think I'd much prefer doing that then, you know, just not put it out until it's perfect. Because, you know, it's, it's allowed me also to learn from my clients and what their needs are, whereas if I just, like, worked towards perfection from the get-go, I might have put out something that still wouldn't, wouldn't have worked, but it would have taken me, like, twice the time to make it so it's good to not be perfect. I think it's a great opportunity for to learn new things and to grow.

Maisie: Yeah, 100% and you kind of learn from your mistakes, I guess. And like, different things are going to appeal to different people. And do you have a favourite piece that you've created just out of curiosity? And like, what makes it special?

Agnese: It's very hard to say, like, there are dresses, for example, that I prefer to other stuff, for example, I would wear if I were to get married, because I think they most represent my style. Like, from our first collection. The Aphrodite dress is one of my favourite ones because it's, you know, it's got everything that I would wear, or I tend to wear, like, on daily basis, but in a way, I'm, like, attached to every single piece, because even if not all of them are made for myself, personally, every dress has got, you know, a specific story, and you know it's made for a purpose. So you know, I'm in love with all of them. And you know they are my babies!

Maisie: Yes totally understandable! And bridal fashion is often kind of steeped in tradition, maybe less so nowadays, but it still has that traditional aspect to it. How do you see Medusa London redefining what it means to be a bride?

Agnese: So what I think is, sometimes we would think that, you know, going against tradition is simply like doing the opposite. But I do think that the only way to redefine and being a bride is kind of spreading the word that everyone should do just whatever they want, like that's kind of my philosophy and the philosophy of my brand. I think redefining bride and tradition means just allowing everyone to do whatever they want. Because we always think, you know, bridal tradition is a white dress and this kind of dress like, it's all about kind of the aesthetics of it. But I think it's pretty much to do with the wording we use, the language we use when we talk about brides, people getting married, or dresses in general. The fact, you know, I'm trying to redefine bride, like traditional bridal more in the sense of my approach. So, for example, I allow all my clients to take pictures, because I think it's very important. But at the same time, I really educate them on how to make a decision based on most pictures. Or, you know, I will never, ever say to someone, let's find a dress to suit your body type. That's not something that I would ever do, because I think that's one of the worst things of tradition, the fact that people get put in a box and you can only wear or do certain things if you fit in that box. So I think it's more about redefining the whole concept of it, rather than, you know, the actual fashion. Because, for example, in terms of fashion, it comes

My interview with Agnese took place over Zoom, and overall her answers were incredibly in depth and informative, enabling me to learn so much more about Medusa London, her journey, motivations and her goals for the brand. I feel that, after speaking with Agnese and finding out more about her as a person I will be able to effectively portray her as a designer within the feature, enabling readers to build somewhat of a connection with her as a result of reading the profile article. I started by asking her about how her design journey began and her childhood, to find out about any connections between her designs and her own personal experiences. We also discussed in detail the Medusa London bride's overall aesthetic and style, which will enable readers to identify whether the brand is right for them.

MEDUSA LONDON

Interview Transcript

BRIDAL STYLE



= key quotes to include within feature

and goes, as we've seen this year with like the 25/26 trends, you know, the kind of older, bigger party dresses are so much more in fashion. And they weren't a couple of years ago when I started. It was all about, like, slick, minimal, kind of very contained silhouettes. Now it's all about the big skirt again, and that's, you know, that's the beauty of fashion that you never know what's going to come back. But again, to me, redefining tradition is about the kind of attitude that we have towards like weddings and bridal.

Maisie: Yeah, honestly, I've been working in bridal coming up to four years now, and I've just seen so many trends come and go, it's crazy. So I think it's all about just, like, honing into your true style and just staying true to that. And sustainability, obviously, this is becoming a major focus in fashion. How do you incorporate environmentally friendly and ethical practices into your business, because I know that's quite important to you.

Agnese: So to me, it was actually the other way around. I've incorporated fashion into, like, caring for the environment, as that has always been at the forefront for me. It's just my philosophy of life. It's what I try to do in my daily life. Since the past, like five years, I've tried to make so many, many changes in my personal life to live a more sustainable life. And I know obviously the sustainability and sustainable word gets thrown around a lot, I think it's just a term to like understand, to understand what we do, the fact that we are actually caring for the planet and trying to do what we can. But for me, it starts from like big research on fabric, that's very, very heavily important for me. I spend, I want to say, 70% of my time in developing my collection, looking for fabric, more than anything else, because I knew, kind of product development, seamstresses and everything else I could always find, but I needed to find a reliable supplier I trusted and still like it's not 100% perfect, because I'm still, for example, even though my fabrics are mainly organic silks, I only work with 100% organic silk and certified black bamboo, that's kind of the main two fabrics I work with. Sometimes I have to work with, like traditional silk, for example, because I really don't have any other choice. Because, you know, the accessibility to ~~to~~ sustainable fabric, especially luxury ones, luxury sustainable fabrics are not that accessible, unfortunately. So, you know, it's a lot of work involved, a lot of money spent. You have to, you know, I'm not, I'm never afraid to say that, you know, I don't kind of get the same profits I would get if I was using different types of fabrics. But again, for me, it's always been about that. It's not performative. It's been the most important thing to my brand. So, yeah, I think sometimes, like, people think it's so difficult, but if not in like, everyday life is all about learning a little bit of basics of fabric, how fabrics are made, kind of what we should look for on a label to shop a bit more, kind of consciously. You know, I don't think anybody should feel the burden. Sometimes, that's what happened to me, like, because I'm so into it. If I, for example, end up being in a shop or somewhere where I see a big quantity of clothes, I get really, really overwhelmed, and I feel really guilty that I'm even there, like, not even if I'm not, like, shopping or anything, just because I'm there, I feel really guilty. But I feel like nobody should carry the burden, because, obviously, it's not on the individual to save the world, because there's nothing the individual can do. But I think collectively, if we all change our kind of way of living, we're not going to make a difference directly, but we will show the people that can make a difference, that people actually caring. That's what people want. Because at the end of the day, you know, supply comes from demand. So if the

demand is for more conscious kind of products and a more sustainable living, that's hopefully what we should get.

Maisie: Yeah, 100% I think it's all about reducing your consumption as well, just like doing what you can in a sense, but yeah, not carrying that burden, like you said. And what advice would you give to brides looking for a gown that truly like reflects their personality, if they're just starting in the wedding dress shopping process?

Agnese: So one of the things I always say to do is to start kind of understanding what you're like. Some people are very, very strong on their personal style, and they know exactly. Some people are still looking for their personal style. And you know, they still want something that makes them happy on their wedding day. So I always say, start from, I always ask for my brides, for example, when we work on custom dresses, to start from a mood board of things they like. That does not include clothing or fashion or wedding dresses. So just try to understand that, what's your vibe, what kind of things you're attracted to, and that's also really going to narrow down your search. And then, you know, start looking for like different types of dresses. And again, I know for some people, it's very difficult. Some people are really, really set on what they want and they know what they like, but some people are like, I don't know what they like. So the easiest way for me is always to start from things that people wear in their everyday life. So a kind of dress or a kind of neckline or cut that makes you feel good when you, for example, go out on an evening. Now, like that's one of the questions that I ask most of the time, if you go out for a nice evening with your friends or with your partner and you want to feel good about yourself, what would you wear and you know, we start from there, and then it's easier than for obviously a bridal stylist or whoever is helping them to then try different other options, and then obviously, try wild cards. And, you know, something always comes out of it. And like, one of the things that I always say is not to look around what other people do so much, because, you know, it's so easy to get influenced by what other people are doing and like, what other people are wearing, what's in right now, etc. Because I think, you know, everyone thinks we are so strong and like, we won't get affected by trends. But, you know, sometimes you hear a thing so many times you see a thing so many times your brain starts to think that's what you need. So it's very important to kind of block, block out the noise and like, stick to kind of what you like, what makes you feel good, and then, you know, you begin building your style.

Maisie: Yeah totally, and I was gonna say I saw on your Instagram something about your 'wedding dresses and yap' event that you had, talk to me about that, what's your goal for that?

Agnese: So the idea for that is to create a safe space where people can just go and just literally chat with no rules. Because I feel like it's when it comes to a wedding, there is, you know, at the end of the day when you're getting married, it's like the centre of your life for a good year or longer, it's something like, some people start planning very much ahead, you know, you sometimes just want to let it all out. Like, at the end of the day, I feel like when you plan a wedding it's like when you have a constant problem. Sometimes it could be good, sometimes it could be bad, but sometimes you just feel like chatting and letting it all out. And I do understand that some, you know, friends and

when, you know, in June, July, August, people are going to be focusing on weddings coming from holiday. So I'm launching it hopefully in October time. And earlier if I managed to. I don't really care much about, like, the bridal times of the year or whatever, like, in terms of when people launch their new collections, but definitely a new collection in the making, which I'm very, very excited about, it's going to have loads of new pieces to kind of mix and match things, which is, again, what I love to do. And I'm working on a lot of custom dresses this year, which I'm very excited about. And I'm hoping to keep doing that, because I absolutely love working on custom pieces.

family want to hear about it, but only to a certain extent. Some people struggle to relate. Because if you're not getting married, they struggle to like relate to the fact that you're, I don't know, you don't know what flowers to choose, or you're torn between two shoes that to someone can look the same. So I just wanted to create safe space, you know, there's no, when people come to the event, there's no selling involved. You know, we don't focus heavily on my dresses. I mean, we do have a section on dresses, but it's mostly to answer people's questions about wedding dresses, or anything that want to know. You know, some people that come to the event already have a wedding dress. So it's purely to create a safe space for people to just have a nice day. I'll have like, a coffee or a drink, like a little piece or a bit of cake, and just connect to other people. You know, sometimes you never know what friendships it could spark. Because I do find a lot that I get really, really close to my Brides, and sometimes we end up being really, really good friends, because we, you know, we obviously are, we connect over something, and then we build on that. So I think it's nice also to create that space for other people. I mean, the hope for me, at the moment, I've already done two, so I'm on my second one. I'm probably planning a third one. Just this morning, I was having a call with someone based on a sustainability event, and I was thinking, you know, I could do like a wedding dressing up session over there, I think that could be quite cool. My hope is to kind of keep doing it, make it a bit bigger so more people can attend, because at the moment, it's at my studio, and my studio is very small, so there's only five people at one time that can attend. And hopefully I bring it, maybe all around the UK one day, because I think, I think it's very much needed, like I feel people need that space for weddings because there is similar spaces for, like, all other topics and like, things in life, but there isn't one for weddings.

Maisie: Yeah, no, exactly. That's exactly what I thought when I first saw it. I just thought, what a good idea, and I'm sure the brides absolutely love it. And final question, if you don't mind, so what's your overall goal as a designer, would you say?

Agnese: I mean, my overall goal as a designer is just keep making people happy. You know, I always dream big, but I don't necessarily see success in the case of, like, how many stores I have, or, you know, stuff like that, it's mostly about keep doing this. Like, my personal dreams as a designer is like to be able to obviously, put maybe a bit more time in my collection and produce different types of collections at the moment, because I'm doing pretty much everything, like, I'm always short on time, so I have to think quickly and do things quite quickly. So maybe to, you know, have a team where we can work on that and create even more unique pieces. But generally, just to keep making people, making people happy. And I really, really want to make a change in the wedding industry and create that safe space where people know that they can go when they don't identify with anything else.

Maisie: I'm sure you will, and you already are! And just quickly, like, do you have any plans? Like, are you working on any future collections at all?

Agnese: Yeah, working on a new collection, which I was again working very hard to launch in April, May time. But because of, you know, I had way too much work to be able to focus on the collection. And so I think, I was like, I don't even know why I was rushing



We spent a lot of time during the interview talking about sustainability, as this is a huge part of Agnese's business and something that the Bridal Style reader is particularly conscious of. She discusses how instead of incorporating sustainability into her practice, she reverses this by incorporating fashion into caring for the environment, placing sustainability at the forefront of everything she does. She also provides advice in the interview for brides who are embarking on the wedding dress shopping process, as well as discussing the inspiration behind her 'wedding dress and yap' sessions, proving her commitment to helping brides and providing them with a safe space. This demonstrates how her process goes beyond just designing. We end by discussing Agnese's overall goals as a designer, and her future collection plans, which I will be able to hint at at the end of the feature. I have used yellow stars to indicate the areas of the interview which I feel will be the most essential to include within the feature.

MEDUSA LONDON

BRIDAL STYLE

Feature development

1st Draft:

Final piece:

The anti-bride's muse: inside Medusa London's world

We chatted with Agnese Petraglia, the creative force behind the unconventional bridalwear label

If there is any bridalwear brand that's rewriting the bridal rulebook, it's certainly Medusa London. Founded by visionary Agnese Petraglia, this brand is all about challenging traditional wedding dress norms, encouraging brides to express individuality and authenticity on their big day. Naturally, I jumped at the opportunity to speak with Agnese and hear the story behind her bold, unique bridal designs.

Our interview took place over Zoom, and despite the digital barrier I was instantly greeted by Agnese's friendly, welcoming smile, and we connected straight away over our mutual love for modern, unconventional bridalwear.

Growing up in a small village in the South of Italy, Agnese explains that the prospect of becoming a fashion designer wasn't necessarily something on the cards for her during her childhood: "The mentality there is very much the one of, you know, fashion designers have no job," Agnese explains. "Unfortunately, it's not a place for that, for the arts to thrive." But that didn't stop her from admiring the beautiful dresses she would see on 'Say Yes To The Dress', which eventually led to her falling in love with the concept of making them herself. Although Agnese remained passionate about pursuing a fashion career into adulthood, her academic talent led to her moving to the UK to study languages, though she couldn't resist returning to the creative realm for long: "In my second year, my university, University of Westminster, was very close to one of the locations of London College of Fashion. And I kept seeing all these fashion students. And I was like, I wish I was one of them. I wish I was one of them." Eventually, Agnese dropped out of university and ended up studying a short course at Central St Martins, and hasn't looked back since.

She shares that her passion for creating wearable, customizable bridalwear was first sparked by her sister's wedding dress. "After the ceremony, my sister said I want to take this dress off, it's heavy, it's annoying. The wedding had just started, and we spent months and months and months on getting this done," she says. "After that, I really wanted to create something that will make people happy and proud to wear the dress for the whole day. They'd love it so much they would want to wear it over and over again because it feels like a second skin." After being furloughed from her day job in 2020, she used the downtime designing bridalwear pieces, and this is where the journey of Medusa London began: "It just naturally was born during Covid, like many other businesses, it's just because that was the only time that I had. All the time I needed to actually sit down, plan it and express my creativity. And I was like, You know what? Let's do it. Let's see what happens."

For Agnese, bridalwear isn't just about wearing a white dress: it's an opportunity to display individual style. And that's why she has created a brand that steers away from trends and tradition, for the bride who dares to be different: "The signature Medusa London bride is someone who has a very, very strong sense of self, someone who knows what they like, what they want, and they have a very strong need for self-expression," Agnese explains. "The Medusa London bride doesn't really do many trends. Or if they do trends, they really adapt them to what they like and what their personal style is."

Agnese's capsule collection, Metamorphosis, for instance, embodies the fearless spirit of the Medusa London bride. When I ask her to name a favourite piece from the collection, she pauses, like many designers, as choosing just one feels nearly impossible. But after a moment of reflection, she lands on the Aphrodite dress: "It's got everything that I would wear, or I tend to wear, on a daily basis", she says. "But in a way, I'm attached to every single piece, because even if not all of them are made for myself, personally, every dress has got a specific story, and it's made for a purpose. So I'm in love with all of them. They are my babies!"

even if not all of them are made for myself, personally, every dress has got a specific story, and it's made for a purpose. So I'm in love with all of them. They are my babies!"

The opportunity to personalise your wedding dress alongside the designer is a major advantage, especially for brides who find themselves yearning to mix and match elements, like pairing the bodice of one gown with the skirt of another. Agnese completely relates, admitting that she often feels the same way about her everyday wardrobe. She explains that it's this instinct for customization that inspired her deeply personal, bespoke approach to bridal design: "I can't just stick to something the way that it is, like anything that I buy or I consume. I like to personalize it. I like to make it mine. I like to express my own personal sense of style," she says. "So I wanted to make sure I could create something as well that people could easily customize and make theirs. I always see my dresses as blank canvases. You can either wear the blank canvas as it is, you can personalize it as much as you want."

According to Agnese, a custom dress will usually take inspiration from your personality, lifestyle and overall aesthetic: "I always ask my brides, for example, when we work on custom dresses, to start from a mood board of things they like. That does not include clothing or fashion or wedding dresses. So just try to understand that, what's your vibe, what kind of things you're attracted to, and that's also really going to narrow down your search." She says that from there, the dress details such as the silhouette and fabric are discussed, which usually take inspiration from the bride's everyday wardrobe.

After hearing about how Medusa London emerged and its signature style, I'm eager to learn about her process of creating a collection. According to Agnese, the journey can begin in a variety of different ways, such as a sketch, the spontaneous jotting down of an idea, or when she is trying on previous collections whilst creating content in her studio: "One of the things that I do is try to wear my dresses in like, the total opposite of the way they're meant to be worn. And something always comes from that," she explains. "And then I take a picture, and then I go home and do a little sketch, and I start creating based on that. And then once I have a clear idea of what I want, I present it to my seamstress, and we start working on it together."

As well as her seamstress, Agnese also speaks to her partner about her collections: "He doesn't understand anything about fashion, which I think is great, because sometimes it helps me kind of go back to Earth, because I love fashion in a very conceptual type of way," she says. "I don't have the opportunity yet to do big couture collections, hopefully one day, but at the moment, I'm still having to create something that people will wear. So it's great to get kind of feedback from someone who knows nothing about it."

Agnese's unwavering commitment to her brand makes me come to the conclusion that she is the ultimate perfectionist. But she explains that whilst she holds herself to high design standards, it's progress, not perfection that drives her forward: "I think one of the things that I am very proud of that I did from the very start is not letting perfectionism stop me from putting my stuff out there. I think it's a great opportunity to learn new things and to grow," she says.

Agnese's liberating, fashion-forward collections show that she's on a mission to reimagine the wedding dress. But as I discover, her vision goes beyond aesthetics, as she's equally intent on challenging the way society perceives brides altogether: "Sometimes people think that going against tradition is simply like doing the opposite. But I do think that the only way to redefine being a bride is spreading the word that everyone should do just whatever they want, that's my philosophy," she says. "Because we always think that the bridal tradition is a white dress and that it's all about the aesthetics of it. But I think it's pretty much to do with the wording we use, the language we use

when we talk about brides, people getting married, or dresses in general. I'm trying to redefine traditional bridal in the sense of my approach."

I learn that her approach empowers brides to choose freely, unbound by tradition, cultural pressures or societal expectations around body image: "I will never, ever say to someone, let's find a dress to suit your body type. Because I think that's one of the worst things about tradition, the fact that people get put in a box and you can only wear or do certain things if you fit in that box," she explains. "So I think it's more about redefining the whole concept of it, rather than, you know, the actual fashion. To me, redefining tradition is about the kind of attitude that we have towards weddings and bridal."

Alongside empowering brides stylistically, a huge part of Agnese's mission as a designer is to create sustainable bridalwear for the eco conscious bride. With wedding dresses potentially being the least environmentally friendly garment a person could wear, out of curiosity I ask her how exactly she has implemented sustainability within her design process. Agnese responds in a way that flips the narrative entirely: "To me, it's actually the other way around. I've incorporated fashion into caring for the environment, as that has always been at the forefront for me. It's just my philosophy of life," she says.

As we delve deeper into her sustainability practices, it becomes clear that fabric research plays a pivotal role. "That's very, very heavily important for me. I spend, I want to say, 70% of my time in developing my collection, looking for fabric, more than anything else," she explains. "I only work with 100% organic silk and certified organic bamboo, those are the main two fabrics I work with."

I say to Agnese that I assume running a sustainable bridalwear business comes with its challenges, but she explains that because her brand revolves around this, she is unwilling to compromise on her commitments, regardless of the economical benefits of alternative options: "I'm never afraid to say that, you know, I don't kind of get the same profits I would get if I was using different types of fabrics. But again, for me, it's always been about that. It's not performative," she says.

And what resonates with me most is Agnese's overall mindset about sustainability. While it can sometimes feel disheartening when efforts to be sustainable don't immediately result in visible change, Agnese emphasizes that every small action contributes to a larger collective impact. "It's not on the individual to save the world, because there's nothing the individual can do. But I think collectively, if we all change our way of living, we're not going to make a difference directly, but we will show the people that can make a difference, that people actually care, and that's what people want," says Agnese. "Because at the end of the day, you know, supply comes from demand. So if the demand is for more conscious products and more sustainable living, that's hopefully what we should get."

And I simply couldn't finish my chat with Agnese without speaking to her about her 'Wedding Dress and Yap' events. Held at her studio in North-West London, these sessions aim to provide the ultimate space to vent about everything wedding related: "The idea is to create a safe space where people can just go and just literally chat with no rules, which I think is very much needed. I feel people need that space for weddings because there are similar spaces for all other topics and things in life, but there isn't one for weddings," Agnese explains. "Because I feel like it's when it comes to a wedding, it's like the centre of your life for a good year or longer, it's something some people also start planning very much ahead, and sometimes you just need to let it all out."

So what's next for Agnese Petraglia and Medusa London? Alongside planning future 'Wedding dress and yap' events and working on striking, unique custom bridal designs, Agnese is also in the process of creating a new collection, which she predicts will be launching in October: "I don't really care much about the bridal times of the year, in terms of when people launch their new collections, but there is definitely a new collection in the making, which I'm very, very excited about," she shares. "It's going to have loads of new pieces to kind of mix and match things, which is what I love to do."

Creating bespoke, handcrafted ethical couture. Agnese Petraglia is certainly the bridal designer to watch. Despite her promising future, her grounded and aspirational nature remains constant, as she continues to turn the dreams of unconventional brides into reality: "I always dream big, but I don't necessarily see success in the case of, like, how many stores I have, or stuff like that, I just really want to make a change in the wedding industry and create that safe space where people know that they can go when they don't identify with anything else."

To view the full Medusa London collection and book your appointment with Agnese, click [here](#)

The anti-bride's muse: inside Medusa London's world

We chatted with Agnese Petraglia, the creative force behind the unconventional bridalwear label

If there is any bridalwear brand to commemorate for rewriting the bridal rulebook, it's certainly [Medusa London](#). Founded by visionary Agnese Petraglia, this brand is all about challenging traditional wedding dress norms, encouraging brides to express individuality and authenticity on their big day, a perfect fit for the brides who want to refrain from surrendering to outdated wedding dress expectations. Naturally, I jumped at the opportunity to speak with Petraglia and hear the story behind her bold, unique bridal designs.

Our interview took place over Zoom, and despite the digital barrier I was instantly greeted by Petraglia's friendly, welcoming smile, and of course we connected straight away over our mutual love for modern, unconventional bridalwear.

Growing up in a small village in the South of Italy, Petraglia explains that the prospect of becoming a fashion designer wasn't necessarily something on the cards for her during her childhood: "The mentality there is very much the one of, you know, fashion designers have no job," she says. "Unfortunately, it's not a place for that, for the arts to thrive." But that didn't stop her from admiring the beautiful dresses she would see on 'Say Yes To The Dress', which eventually led to her falling in love with the concept of making them herself. Although Petraglia remained passionate about pursuing a fashion career into adulthood, her academic talent led to her moving to the UK to study languages, though she couldn't resist returning to the creative realm for long: "In my second year, my university, University of Westminster, was very close to one of the locations of London College of Fashion. And I kept seeing all these fashion students. And I was like, I wish I was them. I wish I was one of them." Eventually, Petraglia dropped out of university and took the deep dive into fashion, studying a short course at Central St Martins, and hasn't looked back since.

She shares that her passion for creating wearable, customizable bridalwear was first sparked by her sister's wedding dress. "After the ceremony, my sister said I want to take this dress off, it's heavy, it's annoying. The wedding had just started, and we spent months and months and months on getting this done," says Petraglia. "After that, I really wanted to create something that will make people happy and proud to wear the dress for the whole day. They'd love it so much they would want to wear it over and over again because it feels like a second skin." After being furloughed from her day job in 2020, she used the downtime to her advantage and decided to begin designing bridalwear pieces, and this is where the journey of Medusa London began: "It just naturally was born during Covid, like many other businesses, it's just because that was the only time that I had. All the time I needed to actually sit down, plan it and express my creativity. And I was like, You know what? Let's do it. Let's see what happens."

For Petraglia, bridalwear isn't just about wearing a white dress: it's an opportunity to display individual style and to feel like the very best version of yourself. And that's why she has created a brand that steers away from trends and tradition, for the bride who dares to be different: "The signature Medusa London bride is someone who has a very, very strong sense of self, someone who knows what they like, what they want, and they have a very strong need for self-expression," Petraglia explains. "The Medusa London bride doesn't really do many trends. Or if they do trends, they really adapt them to what they like and what their personal style is."

not letting perfectionism stop me from putting my stuff out there. I think it's a great opportunity to learn new things and to grow," she says.

Petraglia's liberating, fashion-forward collections make it clear that she's on a mission to reimagine the wedding dress. But as I discover, her vision goes beyond aesthetics, as she's equally intent on challenging the way society perceives brides altogether: "Sometimes people think that going against tradition is simply like doing the opposite. But I do think that the only way to redefine being a bride is spreading the word that everyone should do just whatever they want, that's my philosophy," Petraglia says. "Because we always think that the bridal tradition is a white dress and that it's all about the aesthetics of it. But I think it's pretty much to do with the wording we use, the language we use when we talk about brides, people getting married, or dresses in general. I'm trying to redefine traditional bridal in the sense of my approach."

We discuss how this mindset shapes the way she works with brides. I learn that Petraglia's approach empowers them to choose freely, unbound by tradition, cultural pressures or societal expectations around body image: "I will never, ever say to someone, let's find a dress to suit your body type. Because I think that's one of the worst things about tradition, the fact that people get put in a box and you can only wear or do certain things if you fit in that box," she explains. "So I think it's more about redefining the whole concept of it, rather than, you know, the actual fashion. To me, redefining tradition is about the kind of attitude that we have towards weddings and bridal."

Alongside empowering brides stylistically, a huge part of Petraglia's mission as a designer is to create [sustainable bridalwear](#) for the eco conscious bride. With wedding dresses potentially being the least environmentally friendly garment a person could wear, out of curiosity I ask her how exactly she has implemented sustainability within her design process. Petraglia responds in a way that flips the narrative entirely: "To me, it's actually the other way around. I've incorporated fashion into caring for the environment, as that has always been at the forefront for me. It's just my philosophy of life," she says.

As we delve deeper into her sustainability practices, it becomes clear that fabric research plays a pivotal role, as it allows Petraglia to craft each collection with intention, while keeping environmental responsibility at the forefront. "That's very, very heavily important for me. I spend, I want to say, 70% of my time in developing my collection, looking for fabric, more than anything else," she explains. "I only work with 100% organic silk and certified organic bamboo, those are the main two fabrics I work with."

I express to Petraglia that I assume running a sustainable bridalwear business comes with its challenges, but she explains that because her brand revolves around this, she is unwilling to compromise on her commitments, regardless of the economical benefits of alternative options: "I'm never afraid to say that, you know, I don't kind of get the same profits I would get if I was using different types of fabrics. But again, for me, it's always been about that. It's not performative."

And what resonates with me most is Petraglia's overall mindset about sustainability. While it can sometimes feel disheartening when efforts to be sustainable don't immediately result in visible change, she emphasizes that every small action contributes to a larger collective impact. "It's about embracing this mindset and demonstrating to those in power that sustainability is a priority for consumers. It's not on the individual to save the world, because there's nothing the individual can do. But I think collectively, if we all change our way of living, we're not going to make a difference directly, but we will show the people that can make a difference, that people actually care, and that's what

Petraglia's capsule collection, Metamorphosis, for instance, embodies the fearless spirit of the Medusa London bride. Integrating sky-high hemlines, bold organza ruffled detailing and contemporary two pieces, this assortment epitomises her bold reimagining of bridalwear, with drama and individuality taking centre stage. When I ask Petraglia to name a favourite piece from the collection, she pauses, like many designers, as choosing just one feels nearly impossible. But after a moment of reflection, she lands on the Aphrodite dress: "It's got everything that I would wear, or I tend to wear, on a daily basis", Petraglia says. "But in a way, I'm attached to every single piece, because even if not all of them are made for myself, personally, every dress has got a specific story, and it's made for a purpose. So I'm in love with all of them. They are my babies!"

The opportunity to personalise your wedding dress alongside the designer is a major advantage, especially for brides who find themselves yearning to mix and match elements, like pairing the bodice of one gown with the skirt of another. Petraglia completely relates, admitting that she often feels the same way about her everyday wardrobe. She explains that it's this instinct for customization that inspired her deeply personal, bespoke approach to bridal design: "I can't just stick to something the way that it is, like anything that I buy or I consume. I like to personalize it. I like to make it mine. I like to express my own personal sense of style," Petraglia says. "So I wanted to make sure I could create something as well that people could easily customize and make theirs. I always see my dresses as blank canvases. You can either wear the blank canvas as it is, you can personalize it as much as you want."

According to Petraglia, a custom dress will usually take inspiration from your personality, lifestyle and overall aesthetic, but outside of fashion and bridal: "I always ask my brides, for example, when we work on custom dresses, to start from a mood board of things they like. That does not include clothing or fashion or wedding dresses. So just try to understand that, what's your vibe, what kind of things you're attracted to, and that's also really going to narrow down your search." Petraglia says that from there, the dress details such as the silhouette and fabric are discussed, which usually take inspiration from the bride's everyday wardrobe, so that in their wedding dress they are able to feel totally themselves.

After hearing about how Medusa London emerged and its signature style, I'm eager to learn about her process of creating a collection. According to Petraglia, the journey can begin in a variety of different ways, such as a sketch, the spontaneous jotting down of an idea, or when she is trying on previous collections whilst creating content in her studio: "One of the things that I do is try to wear my dresses in like, the total opposite of the way they're meant to be worn. And something always comes from that," she explains. "And then I take a picture, and then I go home and do a little sketch, and I start creating based on that. And then once I have a clear idea of what I want, I present it to my seamstress, and we start working on it together."

As well as her seamstress, Petraglia also speaks to her partner to hear an outsider's perspective on her collections: "He doesn't understand anything about fashion, which I think is great, because sometimes it helps me kind of go back to Earth, because I love fashion in a very conceptual type of way," she says. "I don't have the opportunity yet to do big couture collections, hopefully one day, but at the moment, I'm still having to create something that people will wear. So it's great to get kind of feedback from someone who knows nothing about it."

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And I simply couldn't finish my chat with Petraglia without speaking to her about her 'Wedding Dress and Yap' events, which from the name are pretty much self-explanatory. Held at her studio in North-West London, these sessions aim to provide the ultimate space to vent about everything wedding related: "The idea is to create a safe space where people can just go and just literally chat with no rules, which I think is very much needed. I feel people need that space for weddings because there are similar spaces for all other topics and things in life, but there isn't one for weddings," Petraglia explains. "Because I feel like it's when it comes to a wedding, it's like the centre of your life for a good year or longer, it's something some people also start planning very much ahead, and sometimes you just need to let it all out."

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To view the full Medusa London collection and book your appointment with Agnese, click [here](#)

Key changes:

- Integrating additional details, such as describing the key design features of her latest collection
- Ensuring second name is used after quotes to match house style
- Incorporating outbound links and links that lead to other articles

BRIDAL STYLE

STORY FOUR

Short Dress Feature

SHORT DRESS TREND

Catwalk Research

BRIDAL STYLE

Veni Infantino



Vivienne Westwood



Wona



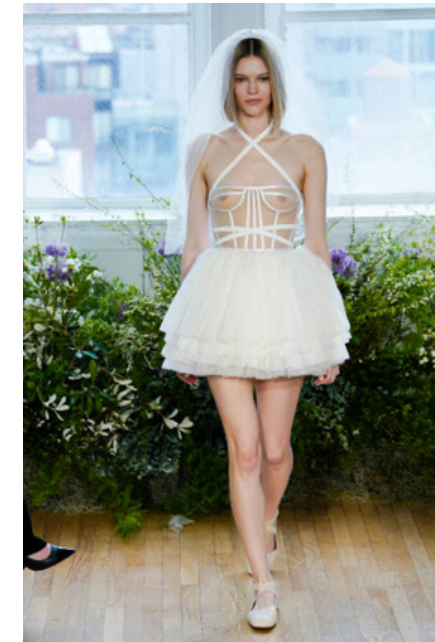
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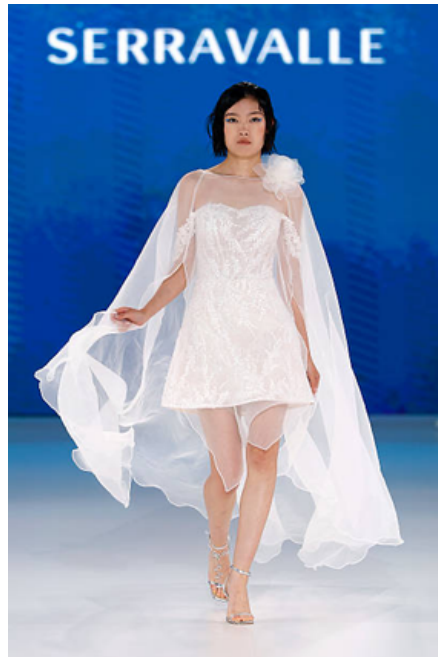
Bronx & Banco



Isabella Kristensen



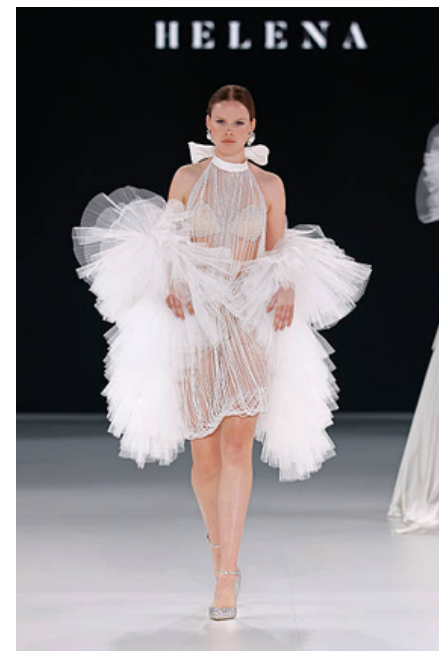
Serravalle



Isabel Sanchis



Helena



Ricca Sposa



Jesus Peiro

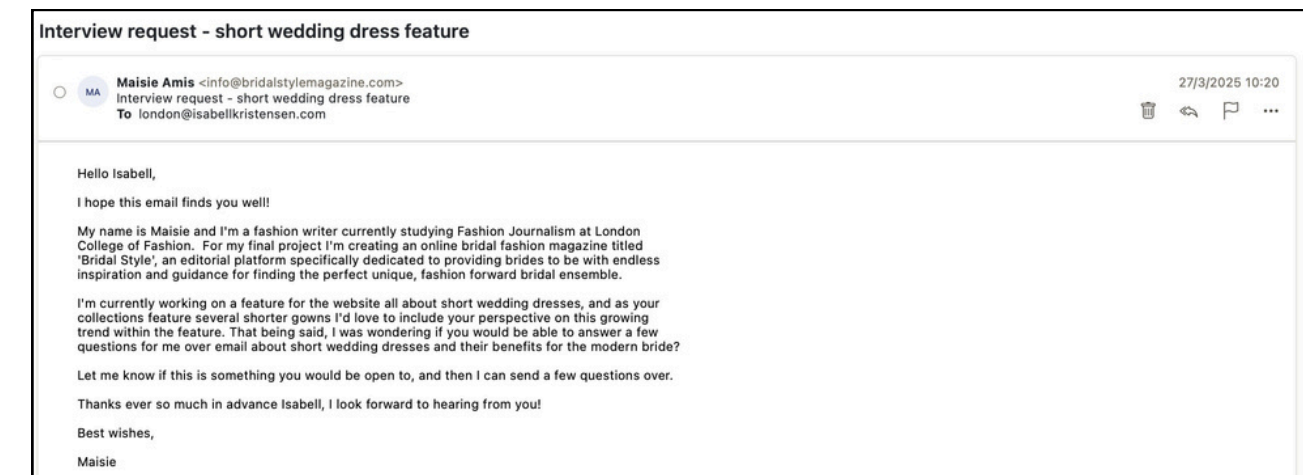
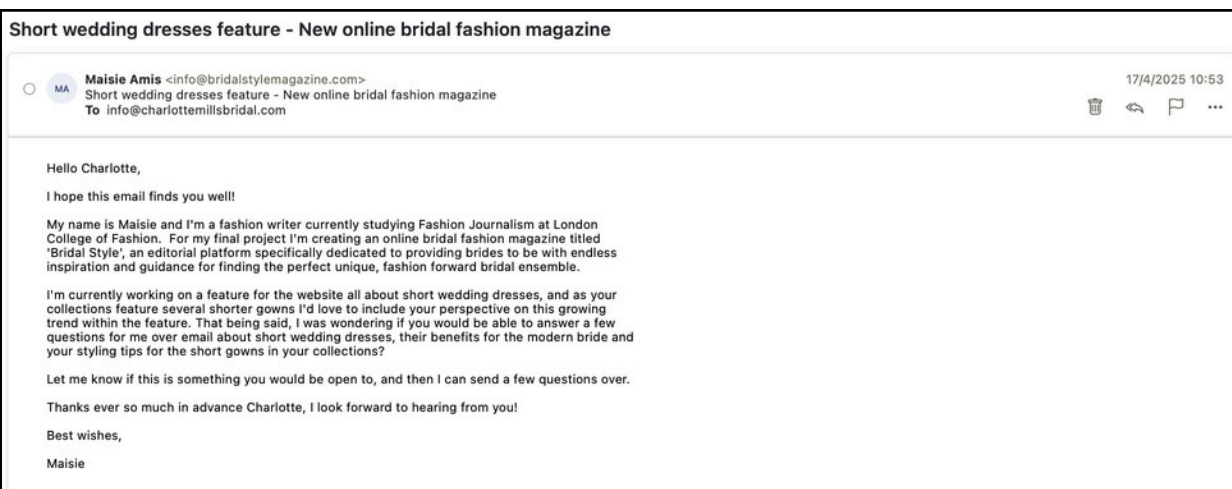
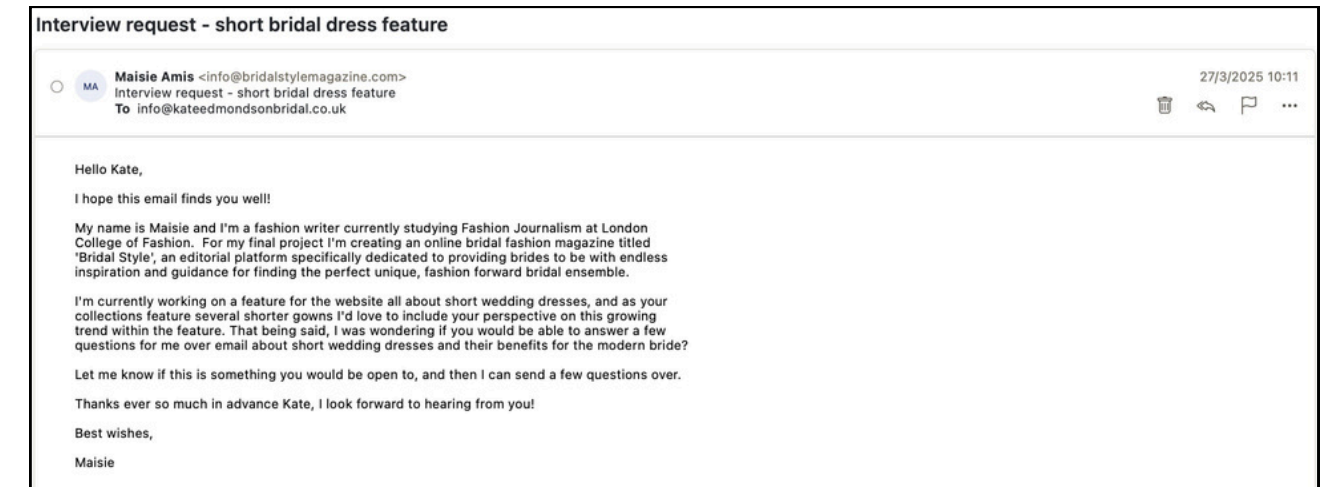
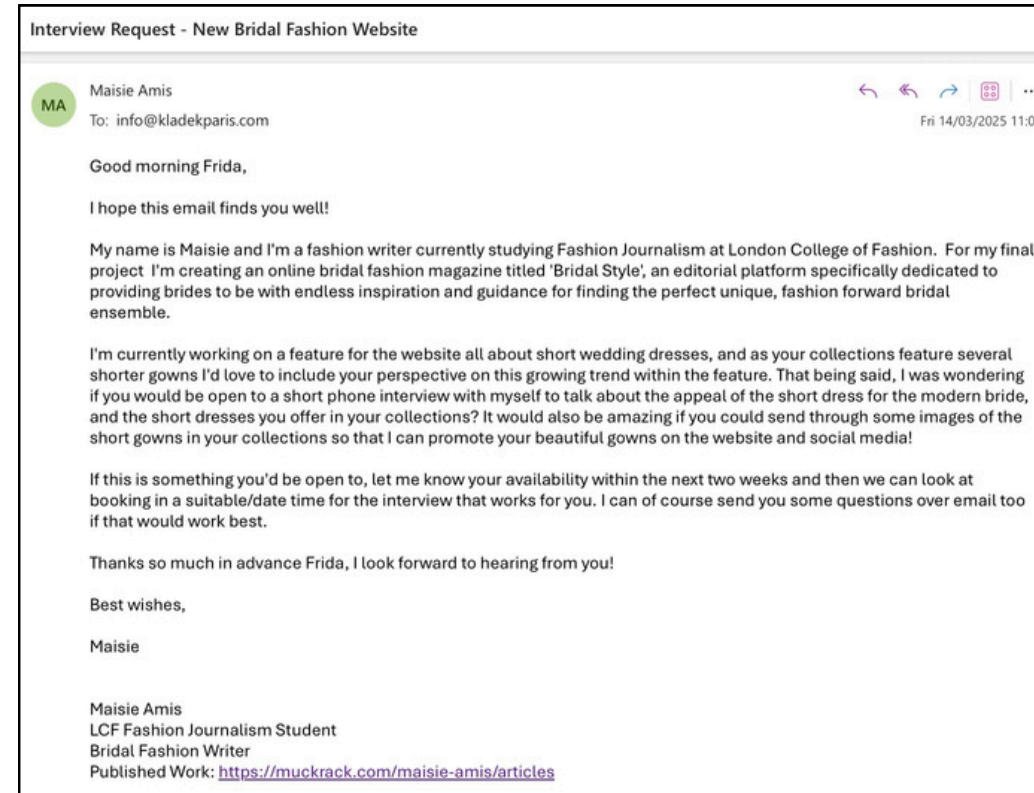
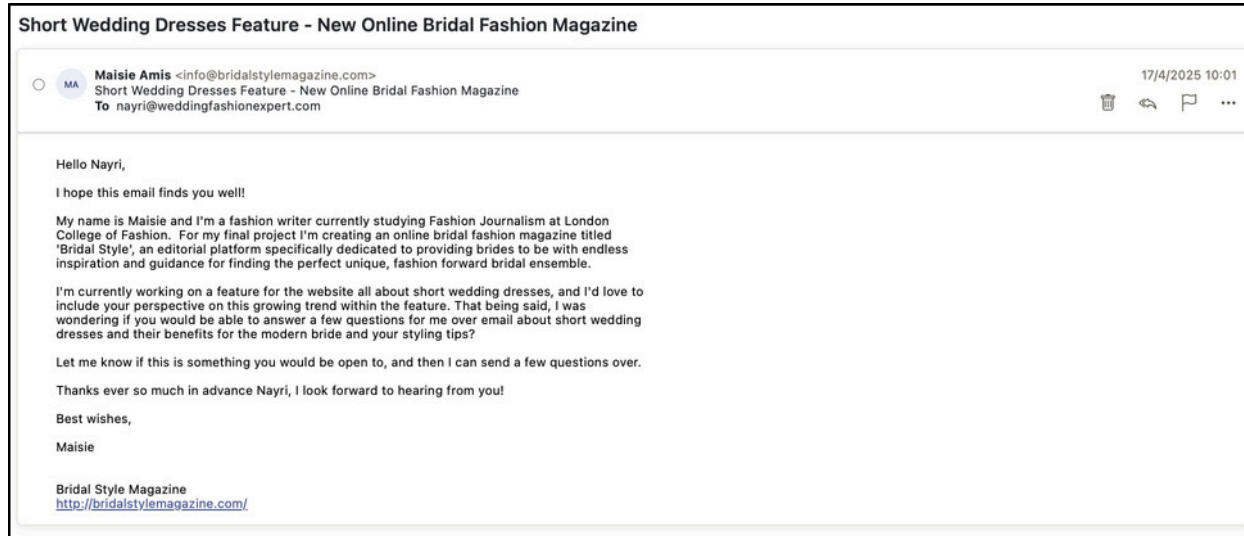


Adjacent I have showcased a range of contrasting iterations of the short wedding dress trend, presented at Barcelona and Milan Bridal Week in 2024 and 2025. This highlights the versatility of the trend, and the fact that it can cater to a wide variety of bridal styles according to silhouette and detail, which is an important element of the trend to discuss within my feature.

SHORT DRESS FEATURE *Interview Requests*

Before beginning to write my feature centred around the short wedding dresses trend, I contacted several bridalwear experts asking for an interview in order to ensure I was including a range of contrasting perspectives. These included wedding fashion expert Nayri Kalayjian, bridal designer and founder of Kladek Paris Frida Hoffman-Clark, bespoke bridal designer Kate Edmondson, bridal accessories and mini dresses designer Charlotte Mills, Luxury Bridal Stylist Gabrielle Hurwitz and bridal designer Isabell Kristensen.

BRIDAL STYLE





= key quotes to include within my feature

KATE EDMUNDSON

Interview transcript

BRIDAL STYLE

The first bridalwear expert that I interviewed for my short dress feature piece is Kate Edmundson, founder of Kate Edmundson Bridal. I decided to interview Kate in particular due to the plethora of short dresses within her collection, and their unique, fashion forward appearance which will appeal to Bridal Style's reader. Overall, although Kate's answers were the least extensive in comparison to other interviewees, they nevertheless provided some intriguing insights and offered helpful information for Bridal Style's readers such as styling advice and venue suggestions.

She then goes on to describe her favourite short dress within her collection, offering examples of how to style it, which could also be beneficial to include within the feature to provide brides with styling and accessorizing inspiration, which will be especially valuable coming from an expert.

1. Traditionally, long gowns dominate bridalwear, why do you think short dresses are gaining popularity?

Short dresses are fun and not all brides want to go traditional on the wedding day, Short dresses are great for partying in and brides can wear the dress again. Its increasing popular for brides having more than one bridal dress destination brides needing more than one dress. Also bride having 2-3-day weddings, requiring more than one bridal look. ★

2. What are some of your favourite fabrics or embellishments to use for shorter silhouettes?

I love beaded textured fabrics are really great for evening party dresses, For the civil wedding dress look I love Mikado, for the more tailored sculptured look

3. Do you see short dresses as a statement piece for the ceremony, or do most brides opt for them as a second look?

I give a bit of both, more of a statement dress if the bride opts for one bridal style. For brides having more than one bridal look shorter styles are popular as a party dress. Shorter styles are also great for pre wedding celebrations parties.

4. Are there particular wedding settings, like city hall weddings, destination elopements, or garden ceremonies, where short dresses shine the most?

Yes most definitely Chelsea Old town hall, Marylebone Old Town Hall, The city London vibe work. Carlton House Terrace works really well. Small garden settings like Chelsea Physic Garden, Paris is a great location Italy Mykonos Blu in Greece. ★

5. What kind of veils or headpieces work best with short bridal gowns? Are there any unexpected styling choices you love?

With short dresses you can really be playful, you can wear a statement veil, most lengths look great!! or go for a birdcage veiling. Another option would be to go for a statement wedding headpiece. ★

6. Which short dress in your collection is your favourite, and why?

My favourite short dress is my Mikado dress with the puff statement sleeves, it's really versatile in terms of how you can style and wear the dress. You can really go for a long or short veil, or statement headpiece. This dress is also the perfect party evening dress which can also be styled with statement jewellery earrings neck piece.

One particularly interesting insight of Kate's was that short dresses are becoming increasingly popular for brides planning to wear more than one wedding dress, as well as those planning multi-day weddings, which is a huge wedding trend especially amongst younger couples.

Kate also provided recommendations for wedding venues and setting styles that would work well with a short wedding dress, which could be beneficial to include within the article to help brides in deciding whether this particular look will work with their day.


Interview transcript

 = key quotes to include within my feature





The next bridalwear expert that I conducted an interview with for my short wedding dress feature was Luxury Bridal Fashion Stylist Gabrielle Hurwitz. I decided that it would be great to include Gabrielle's perspective within my feature due to her social media presence and extensive experience in both editorial styling and personal bridal styling. I have displayed the answers that she provided for me over email adjacent.

Overall I was extremely happy with the answers that Gabrielle provided, as she showcased her expertise by offering several styling suggestions, and also demonstrated her bridal fashion catwalk knowledge by mentioning examples of designers who have presented short dresses at bridal fashion weeks this season. She also describes how the pandemic provoked an increased longing of expression amongst couples, which could potentially be responsible for the rise in people willing to take risks with their wedding attire.

Re: Short Wedding Dresses Feature - New Online Bridal Fashion Magazine

 **Gabrielle Hurwitz** <gabrielle@gabriellehurwitz.com>
 Re: Short Wedding Dresses Feature - New Online Bridal Fashion Magazine
 To: Maisie Amis

21/4/2025 15:20


   

External images are not shown to avoid potential tracking
[Always show images from gabrielle@gabriellehurwitz.com](#)


Hi Maisie,

I hope you had a wonderful weekend! Please see below for answers to your questions and let me know if you have any follow-up questions for me. Thank you for including me!

Best,
 Gabrielle

Traditionally, long gowns have dominated bridalwear, why do you think short dresses are gaining popularity?
 I think for a long time, people getting married felt beholden to certain rules, traditions, and norms. During the pandemic, a lot of couples bucked traditions (whether out of necessity or choice) and found a lot of freedom in being able to express themselves how they wanted on their wedding day. As couples are making more mindful and authentic choices around their wedding planning, I think we're seeing that translate into wedding fashion, too, with more and more couples willing to take risks with their wedding attire, including wearing short dresses. 


Could you name some examples of how different bridal designers incorporated short dresses within their most recent collections?
 Almost every major designer incorporated at least once short dress in the most recent Spring 2026 Bridal Collections. I think a lot of them are designed with the intention that they'll be "second looks," after party dresses, or for auxiliary events, but there's no reason why a bride couldn't choose to wear a shorter gown for her ceremony. We saw shorter dresses from designers like Monique Lhuillier, Oscar de la Renta, Markarian, Amsale, Dana Harel, Francesca Miranda, and Danielle Frankel to name a few.

What types of brides typically gravitate toward shorter gowns? Is there a common thread in their style or mindset?
 I think the bride who gravitates towards a shorter gown is typically a bride who wants to make a bit of a statement with her wedding fashion. She's fashion-forward and wants her wedding dress to be a "moment," not necessarily something she's seen hundreds of other brides wear. 

How can short dresses be incorporated into multi-look wedding days?
 For someone who doesn't want to commit to a short wedding dress for their ceremony, a short wedding dress is a fabulous option for a rehearsal dinner, welcome party, after party, or even farewell brunch. For a bride doing a weekend full of events, it's the perfect opportunity to express the range in her personal style and a short dress is a great way to do that.

Are there particular wedding settings, like city hall weddings, destination elopements, or garden ceremonies, where short dresses shine the most?
 I think that as long as you carry yourself with confidence, anyone can pull off a short wedding dress. That said, I do think they lend themselves well to more intimate settings like a city hall ceremony, or a small celebration at the couple's favorite restaurant.

What add ons would you recommend integrating into short bridal gown looks, and how do these add interest and versatility to the look? (bows, detachable sleeves etc)
 If you're looking for a little drama with a shorter dress, additional details like a detachable overskirt, bow, shoulder ribbons, or removable sleeves can add a touch of drama and fun.

What is the rewearing potential of a short bridal gown? How does this compare to a full length gown?
 I think this ultimately will depend on someone's lifestyle and social calendar, but for most people, they're more likely to rewear a shorter cocktail dress than a full-on evening gown. Dyeing the dress a different color is always an option with both, of course, but it's often easier to rewear a cocktail dress. 

What kind of veils or headpieces work best with short bridal gowns? Are there any unexpected styling choices you love?
 I love the drama of a long veil with a short dress, but there's something really chic about pairing a short dress with a shorter fingertip or birdcage veil, too. I think it really depends on the event itself.

What would you say to a bride who's intrigued by the idea of a short wedding dress but feels unsure about going non-traditional?
 I think if you're going to buck tradition and choose a short dress, you should be 100 percent confident with the choice. If there's any part of you that's waffling over the decision, consider wearing a shorter dress to one of your other wedding events, or consider doing a short dress with a full-length overskirt, which gives the best of both worlds.



= key quotes to include within my feature

KIM MEADE

Interview transcript

BRIDAL STYLE

Re: Short dress feature - interview questions

Kim Meade <kim@charlottemills.com>
Re: Short dress feature - interview questions
To Maisie Amis

22/4/2025 10:53



2 attachments [View](#) [Download](#)

Hi Maisie,

Thanks for your email.

Please note the following replies to your questions:

- 1) There are a few reasons why we've noticed a change in dress trends. Some brides are opting for shorter dresses for their town hall or registry office ceremony to feel more relaxed. We also see brides buying a second dress for their reception because they want to move around more comfortably. And I think there's a greater acceptance of non-traditional choices these days, so brides can wear whatever makes them feel confident and happy. ★
- 2) We recently attended national wedding shows in Birmingham and London and noticed that a diverse range of brides were interested in shorter dresses. The reason for their preference varied from bride to bride. Some wanted to wear a mini for their hen party, while others planned to wear it again on their wedding day. Interestingly, some brides even wanted to get multiple wears from the same dress. ★
- 3) As I mentioned before, this is a common reason why brides choose shorter dresses. They want to be able to switch into something more comfortable for the rest of the night, but still look like the beautiful bride they are!
- 4) Short dresses are a fantastic choice for many wedding settings, especially if you're traveling to a warmer place where a traditional gown might feel too hot and stuffy.
- 5) We currently offer two different sleeve designs and an oversized bow belt, which can be worn with a variety of our dresses to switch up their look.
- 6) We've designed our collection of Bridal minis with multiple occasions in mind with the hopes that they can receive multiple wears throughout our brides journey. We feel that introducing accessories like sleeves, veils and belts mean that different looks can be achieved from one dress. ★
- 7) Again, we offer a few veil options that work beautifully with our dresses - these are shorter-length veils that finish around the shoulder so as not to overwhelm the dress itself and to be more in-keeping with the more laid-back look our brides are wanting to achieve. We also offer a pearl-embellished headband at a really great price point that looks great with our bridal minis!
- 8) One of the team's favourite in the Ciara lace mini dress - it's incredibly chic and looks great styled with the matching Cece lace sleeves or the Carly bow belt! As well as being visually stunning, it's incredibly supportive and features a boned bodice, elasticated waist-stay and built-in bra cups.
- 9) Try not to let what other guests think be a deciding factor for your big day - whilst short dresses aren't necessarily the most traditional choice, it is your big day and the most important thing is feeling comfortable in what you are wearing. If you would feel more yourself in a shorter dress, then just go for it!

The next interview that I carried out for Bridal Style's article centred around short wedding dresses was with Kim Meade, head of design at Charlotte Mills, a bridalwear label specialising in short dresses, footwear and accessories. Similarly to Kate Edmundson, I thought that Kim would be a great designer to interview due to her focus on short dresses and also the variety of styles within her collections.

Overall her answers were very informative and she provided some interesting insights alongside styling advice which will be essential to include within the feature. Kim referred to Charlotte Mills' range of detachable elements available to buy alongside their short dresses, enabling brides to change up their look, which as Kate previously mentioned ties in nicely with the concept of a multi-day wedding as it allows the bride to achieve multiple contrasting looks without buying several separate garments.

SHORT WEDDING DRESSES

BRIDAL STYLE

Feature development

1st Draft:

Final piece:

Minimal hemline, maximum impact: say 'I do' to a little white dress

If you want a playful, unique bridal look, this is the unconventional silhouette you must consider

Commonly associated with the swingin' sixties, the mini skirt is undoubtedly making its mark in the world of bridalwear. Following countless Bridal Fashion Week appearances, it's clear from the daring hemlines designers unveiled within their S/S 26 assortments that this trend certainly won't be leaving the runways anytime soon. There is no doubt that mini dresses are having a mega fashion moment, but as well as their stylish and playful qualities, they are also incredibly practical and rewearable, so it's no wonder that so many people can't get enough of them. They also provide a platform for a liberating display of personal style, an ideal option for the expressive nearbywed who doesn't love the idea of sticking to a traditional option. Whether you choose to style your mini with glamorous stilettos and a cathedral length veil or some trusty bridal trainers, this cool girl bridal trend is guaranteed to bring an effortlessly chic edge to any bridal ensemble.

But like practically every fashion trend, the bridal mini isn't a new concept. Of course it made plenty of aisle appearances during the 1960s, with icons such as Yoko Ono and Audrey Hepburn embracing higher hemlines within their bridal looks. The resurgence is majorly down to changing mindsets within bridalwear, as modern brides see their wedding dress as an opportunity to showcase their personal style and identity, instead of conforming to tradition. "For a long time, people getting married felt beholden to certain rules, traditions, and norms. During the pandemic, a lot of couples bucked traditions (whether out of necessity or choice) and found a lot of freedom in being able to express themselves how they wanted on their wedding day," says Luxury Bridal Fashion Stylist Gabrielle Hurwitz. "As couples are making more mindful and authentic choices around their wedding planning, I think we're seeing that translate into wedding fashion, too, with more and more couples willing to take risks with their wedding attire, including wearing short dresses."

So many brides desire to go 'all out' for their ceremony gown, but are put off due to their lack of practicality. The bridal mini offers the perfect solution: enabling you to dance the night away surrounded by everybody you love without a care in the world. For the bride embracing a multi-day celebration, a short dress offers a playful yet polished counterpoint that complements the drama of a full-length gown. Plus, if you're looking for the perfect rehearsal dinner outfit, the playful nature of the mini dress makes it an effortlessly modern statement: bold yet romantic, with just enough drama to steal the spotlight before the big day. "Not all brides want to go traditional on their wedding day: short dresses are fun, they are great for partying in, and they're increasingly popular among brides who want more than one bridal dress, especially for destination weddings or multi-day celebrations. Brides hosting two- or three-day weddings often need more than one bridal look," explains Bridal Designer Kate Edmondson. Short wedding dresses aren't strictly reserved for the afterparty either: many brides are also wearing them for their ceremony, and they are proving to be especially popular for chic city nuptials, urban elopements and destination weddings.

If you need any proof that short dresses are this season's most in-vogue bridal trend, just look at the collections presented by designers at New York Bridal Fashion Week. Each label showcased their own take on the trend: couture designer Prina Tornai displayed breathtaking beaded creations adorned with 1920s style tassels, whilst Rime Arodaky stayed true to her signature bold, fashion forward aesthetic with show stopping satin bubble hem

silhouettes. Khya studios dazzled the catwalks with a glistening sequined mini in a statement silver hue, and Margot Bridal revealed a contemporary basque waist mini two piece decorated with romantic floral lace, further elevated with a unique, ethereal hooded tulle cape. "Almost every major designer incorporated at least once short dress in the most recent Spring 2026 Bridal Collections," says Gabrielle. "I think a lot of them are designed with the intention that they'll be second looks, after party dresses, or for auxiliary events, but there's no reason why a bride couldn't choose to wear a shorter gown for her ceremony. We saw shorter dresses from designers like Monique Lhuillier, Oscar de la Renta, Markarian, Amsale, Dana Harel, Francesca Miranda, and Danielle Frankel to name a few." So if you want your bridal look to appear as though it was retrieved straight from the runways, this is the trend to watch.

The short wedding dress isn't restricted to any specific bridal aesthetic either, as there are so many variations out there, and ways of accessorising to ensure the look feels truly unique to you. If you're seeking a glam ensemble, you can dial up the drama with lace, beads and sequins galore. For the more minimalist brides out there, a simple satin short dress is effortlessly striking, and leaves ample space for statement jewellery and footwear. The possibilities for accessorising a bridal short are truly endless: whether you are set on a veil for perhaps a headband or a flower crown, the right headpiece can finish off a short dress look beautifully. Kim Meade, Design Manager at Charlotte Mills, says: "We offer a few veil options that work beautifully with our dresses - these are shorter-length veils that finish around the shoulder so as not to overwhelm the dress itself and to be more in-keeping with the more laid-back look our brides are wanting to achieve. We also offer a pearl-embellished headband at a really great price point that looks great with our bridal minis." Plus, because of the whimsicality and unconventional nature of a short wedding dress, there's no need to be afraid to go bold with your accessories: "With short dresses you can really be playful, you can wear a statement veil, most lengths look great, or you can go for a birdcage veil. Another option would be to go for a statement wedding headpiece," says Kate.

Many celebrities have opted to wear a short wedding dress: one of the most notable looks being Sofia Richie's tweed embellished Chanel mini which she wore during her wedding weekend in the South of France. Richie's short dress look epitomised contemporary elegance, and created the perfect contrast with her lace halter neck gown worn for her ceremony. And of course, we can't forget Sophie Habbou's pearlescent silk mini number by Vivienne Westwood, worn at her civil ceremony with Jamie Laing, a look that sparked the modern bride's obsession with blending vintage glamour with sleek, sculpted silhouettes.

Alongside the effortlessly stylish edge it creates, the increased re-wearability of a short bridal gown in comparison to its full length counterpart makes it an ideal sustainable option. "I think this ultimately will depend on someone's lifestyle and social calendar, but for most people, they're more likely to rewear a shorter cocktail dress than a full-on evening gown", explains Gabrielle. "Dyeing the dress a different color is always an option with both, of course, but it's often easier to rewear a cocktail dress." Knowing that you can easily rewear your wedding dress also makes the investment feel more worthwhile from an economical perspective, because let's face it, who wants to store their wedding dress away in a box forever, when you can revisit it in years to come to remind you of your special day? For brides planning a multi-event celebration while staying mindful of sustainability and environmental footprint, there isn't always a need to invest in multiple gowns, as many designers now offer versatile short dress options that can be styled differently throughout the day: "We've designed our collection of bridal minis with multiple occasions in mind with the hopes that they can receive multiple wears throughout our brides journey", says Kim. "We feel that introducing accessories like sleeves, veils and belts mean that different looks can be achieved from one dress."

Minimal hemline, maximum impact: say 'I do' to a little white dress

If you want a bridal look that takes you from aisle to afterparty, this is the unconventional silhouette you must consider

Synonymous with the swingin' sixties, the mini skirt is undoubtedly making its mark in the world of bridalwear. Following countless Bridal Fashion Week appearances over the last three years, it's clear from the daring hemlines designers unveiled within their S/S 26 assortments that this trend certainly won't be leaving the runways anytime soon, and is set to dominate modern weddings for the foreseeable. There is no doubt that mini dresses are having a mega fashion moment, but as well as their stylish and playful qualities, they are also incredibly practical and rewearable, so it's no wonder contemporary brides can't get enough of them. What's more is that they provide a platform for a liberating display of personal style, an ideal option for the expressive nearbywed who doesn't quite resonate with the traditional bridal ball gown thing. Whether you choose to style your mini with glamorous stilettos and a cathedral length veil or some trusty bridal trainers, this cool girl bridal trend is guaranteed to bring an effortlessly chic edge to any bridal ensemble.

But like practically every fashion trend, the bridal mini isn't a completely new concept. Of course it made plenty of aisle appearances during the 1960s, the decade of the mini skirt's reign, with icons such as Yoko Ono and Audrey Hepburn embracing higher hemlines within their bridal looks. The resurgence is majorly down to changing mindsets within bridalwear, as modern brides perceive their wedding dress as an opportunity to showcase their personal style and identity, as opposed to conforming to tradition. "For a long time, people getting married felt beholden to certain rules, traditions, and norms. During the pandemic, a lot of couples bucked traditions (whether out of necessity or choice) and found a lot of freedom in being able to express themselves how they wanted on their wedding day," says Luxury Bridal Fashion Stylist Gabrielle Hurwitz. "As couples are making more mindful and authentic choices around their wedding planning, I think we're seeing that translate into wedding fashion, too, with more and more couples willing to take risks with their wedding attire, including wearing short dresses."

So many brides desire to go 'all out' for their ceremony gown, but are put off due to their lack of practicality. The bridal mini offers the perfect solution: enabling you to dance the night away surrounded by everybody you love without a care in the world. For the bride embracing a multi-day celebration, a short dress offers a striking sartorial shift: a playful yet polished counterpoint that complements the drama of a full-length gown. Plus, if you're looking for the perfect rehearsal dinner, pre wedding photoshoot or hen party outfit: the playful nature of the mini dress makes it an effortlessly modern statement: bold yet romantic, with just enough drama to steal the spotlight before the big day. "Not all brides want to go traditional on their wedding day: short dresses are fun, they are great for partying in, and they're increasingly popular among brides who want more than one bridal dress, especially for destination weddings or multi-day celebrations. Brides hosting two- or three-day weddings often need more than one bridal look," explains Bridal Designer Kate Edmondson. Short wedding dresses aren't strictly reserved for the afterparty or pre-wedding events either: many brides are also wearing them for their ceremony, and they are proving to be especially popular for chic city nuptials, urban elopements and destination weddings.

If you need any proof that short dresses are this season's most in-vogue bridal trend, just take a look at the assortments presented by designers at New York Bridal Fashion Week earlier this month. Each label showcased their own take on the trend: couture designer Prina Tornai displayed breathtaking beaded creations adorned with

1920s style tassels, whilst Rime Arodaky stayed true to her signature bold, fashion forward aesthetic with show stopping satin bubble hem silhouettes. Khya studios dazzled the catwalks with a glistening sequined mini in a statement silver hue, and Margot Bridal revealed a contemporary basque waist mini two piece decorated with romantic floral lace, further elevated with a unique, ethereal hooded tulle cape. "Almost every major designer incorporated at least once short dress in the most recent Spring 2026 Bridal Collections," says Hurwitz. "I think a lot of them are designed with the intention that they'll be second looks, after party dresses, or for auxiliary events, but there's no reason why a bride couldn't choose to wear a shorter gown for her ceremony. We saw shorter dresses from designers like Monique Lhuillier, Oscar de la Renta, Markarian, Amsale, Dana Harel, Francesca Miranda, and Danielle Frankel to name a few." So if you want your bridal look to appear as though it was retrieved straight from the runways, this is the trend to watch.

The short wedding dress isn't restricted to any specific bridal aesthetic either: there are so many variations out there, and ways of accessorising to ensure the look feels truly unique to you. If you're seeking a glam ensemble, you can dial up the drama with lace, beads and sequins galore which work perfectly in tandem with the playful short dress silhouette. For the more minimalist brides out there, a simple satin short dress is effortlessly striking, and leaves ample space for statement jewellery and footwear. The possibilities for accessorising a bridal short are truly endless: whether you are set on a veil for perhaps a headband or a flower crown, the right headpiece can finish off a short dress look beautifully, and the finishing touch that you opt for will often be dependent on the style of gown you choose, as well as the overall aesthetic of your day. Kim Meade, Design Manager at Charlotte Mills, says: "We offer a few veil options that work beautifully with our dresses - these are shorter-length veils that finish around the shoulder so as not to overwhelm the dress itself and to be more in-keeping with the more laid-back look our brides are wanting to achieve. We also offer a pearl-embellished headband at a really great price point that looks great with our bridal minis." Plus, thanks to the whimsicality and unconventional nature of a short wedding dress, there's no need to be afraid to go bold with your accessories: "With short dresses you can really be playful, you can wear a statement veil, most lengths look great, or you can go for a birdcage veil. Another option would be to go for a statement wedding headpiece," says Edmondson.

Many celebrities have opted to wear a short wedding dress: one of the most notable looks being Sofia Richie's tweed embellished Chanel mini which she wore during her wedding weekend in the South of France. Richie's short dress look epitomised contemporary elegance, and created the perfect contrast with her lace halter neck gown worn for her ceremony. And of course, we can't forget Sophie Habbou's pearlescent silk mini number by Vivienne Westwood, worn at her civil ceremony with Jamie Laing, a look that sparked the modern bride's obsession with blending vintage glamour with sleek, sculpted silhouettes.

Alongside the effortlessly stylish edge it creates, the increased re-wearability of a short bridal gown in comparison to its full length counterpart makes it the ideal option for the eco conscious bride. "I think this ultimately will depend on someone's lifestyle and social calendar, but for most people, they're more likely to rewear a shorter cocktail dress than a full-on evening gown", explains Hurwitz. "Dyeing the dress a different color is always an option with both, of course, but it's often easier to rewear a cocktail dress." Knowing that you can easily rewear your wedding dress also makes the investment feel more worthwhile from an economical perspective, because let's face it, who wants to store their wedding dress away in a box forever, when you can revisit it in years to come to remind you of your special day? For brides planning a multi-event celebration while staying mindful of [sustainability](#) and environmental footprint, there isn't always a need to invest in multiple gowns, as many designers now offer versatile short dress options that can be styled differently throughout the day: "We've designed our collection of

bridal minis with multiple occasions in mind with the hopes that they can receive multiple wears throughout our brides journey", says Meade. "We feel that introducing accessories like sleeves, veils and belts mean that different looks can be achieved from one dress."

Versatile, statement-making, and refreshingly non-traditional, the bridal mini is a silhouette that celebrates individuality without sacrificing style. Whether you're planning a chic London registry office wedding or a dreamy beachside celebration, a modern bridal mini will look nothing "short" of phenomenal (pun fully intended).

Versatile, statement-making, and refreshingly non-traditional, the bridal mini is a silhouette that celebrates individuality without sacrificing style. Whether you're planning a chic London registry office wedding or a dreamy beachside celebration, a modern bridal mini will look nothing "short" of phenomenal (pun fully intended).

Key changes:

- Adaptation of standfirst
- Enhancement of vocabulary
- Addition of link to sustainability article

BRIDAL STYLE

STORY FIVE

Colourful Dresses Feature

COLOURFUL DRESS TREND

Research

BRIDAL STYLE

Amarca



Serina



Veni Infantino



Jimmy Choo



Lorena Panea



Before beginning to write my feature on the colourful wedding dresses trend, I firstly conducted some research on how different bridal designers have interpreted the trend on recent runways.

Adjacent I have displayed a selection of examples from Barcelona Bridal Fashion Week last month, which reaffirms both the popularity and also the versatility of the trend. Designers displayed their own take on integrating colour into the traditionally white wedding gown: some through prints, some with floral applique and some with colour throughout the gown.

Vivienne Westwood



Morilee



Marylise



Demetrios



Badgley Mischka



COLOURFUL DRESS TREND

Research

ROCK MY WEDDING



FASHION, 01/12/2024



Colourful Wedding Dresses: Best Coloured Wedding Dresses for a Stand-Out Bridal Look

Written by [Shona Ezimogho-Moran](#)
Photography by [Dominika Mlechowaska Photography](#)

Who says bridal style has to be wrapped in white? Whether you're considering soft pastels, jewel tones, or even metallics, **coloured wedding dresses** are redefining bridal fashion, and there's no better time to break from tradition.

If you've had a chance to explore our roundup of the **best alternative wedding dresses** and **best black wedding dresses**, you'll know that opting for something a bit different is more popular than ever. According to [Glamira.co.uk](#), "Embracing alternative wedding dress colours allows brides to express their individuality and personal style on their special day. From black to deep reds to soft pastels, these vibrant hues reflect the unique love stories of each couple, transforming tradition into a beautiful celebration of identity." Their research shows that black wedding dresses have come out on top in popularity, with pink and blue wedding dresses following.

From subtle blush to bold, striking hues, today's coloured gowns make just as powerful a statement for a black-tie affair as they do for an intimate outdoor celebration. We've curated **20 breathtaking coloured wedding dresses** to inspire your aisle style.

The 22 Best Coloured Wedding Dresses for Brides Exploring Alternative Wedding Dress Colours

The Best of Coloured Wedding Dresses: Millia London

Millia London redefines bridalwear with its ethereal, hand-dyed designs that celebrate colour, texture, and individuality. Renowned for its dreamy layered tulle creations and fashion-forward aesthetic, the brand offers a fresh take on wedding dresses for the modern bride who dares to be different. Rooted in craftsmanship and artistry, each Millia London gown is a statement piece, making it the perfect choice for those seeking a distinctive, fashion-led **colourful wedding dress**.

BLACK WEDDING DRESSES

Why not rewrite tradition in black? A **black wedding dress** offers elegance with an edge, perfect for those who stray from tradition. From a clean, modern silhouette to an intricately detailed gown, black lends itself to striking, unforgettable style statements. This isn't about a switch to the darker side; it's about turning heads with a timeless hue that's effortlessly chic for evening receptions, moody landscapes, or any setting that calls for a unique, dramatic touch.

PINK WEDDING DRESSES

Pink wedding dresses bring irresistible charm—from soft, romantic blushes to head-turning fuchsias. Pink is endlessly versatile, with each shade setting a specific vibe and tone for your big day. Delicate baby pinks lend a gentle, fairy-tale touch, while peach and rose tones warm up any outdoor setting, reflecting golden sunsets and lush landscapes beautifully. For those with a bolder style, opting for deeper or hot pinks is perfect for making a statement.

BLUE WEDDING DRESSES

Why settle for a hidden 'something blue' when your entire dress can steal the show? Blue wedding dresses span from airy baby blues to stormy indigos, offering a fresh, unique twist on tradition. Light blue tulle gowns bring an ethereal, seaside feel, perfect for coastal celebrations, while deeper shades mirror dramatic skies for a moody, romantic vibe. The versatility of blue suits any setting and aesthetic, blending beautifully with both natural and formal backdrops. It's an unexpected choice, yet unforgettable—effortlessly blending whimsy and elegance for a bride looking for something different.

BRIDAL STYLE

Considering a Colourful Wedding Dress? It's the Best Way to Brighten Your Big Day

If you're not one to stick to traditions, you're in the right place. While white and all the various off-white tones are naturally stunning choices for your wedding, don't forget to think outside the box. After all, traditions exist to be broken, right?

Whether you're choosing your wedding dress colour based on seasonality, cultural traditions, or something as simple as your favourite colour, a non-traditional, alternative gown is the best way to set a unique and striking tone for your big day.

Let's be real - for the most part, people wear white to their wedding, so if memorable and personal is what you're aiming for, a **coloured wedding dress** is the best way to achieve it, ensuring your wedding is remembered in the best way possible.

Positive attributes of feature:

- **Practical information:** Each dress featured includes details such as the designer and where to purchase, making it easier for interested readers to take the next steps.
- **Description of the aesthetic and vibe of each colour** – helping brides determine which will best suit them

Areas for improvement:

- **Lack of expert opinions**
- **Limited contextual guidance:** While the article showcases various dresses, it could benefit from additional context or guidance on how to choose a coloured wedding dress that complements different wedding themes, skin tones, or seasons.

COLOURFUL DRESS FEATURE

BRIDAL STYLE

Interview Requests



Maisie Amis
To: lucy@lucycantdance.com
Fri 14/03/2025 17:07

Hello Lucy,

I hope this email finds you well!

I'm Maisie, a bridal fashion writer currently studying Fashion Journalism at London College of Fashion. For my final project I'm creating an online bridal fashion magazine titled 'Bridal Style', an editorial platform specifically dedicated to providing brides to be with endless inspiration and guidance for finding the perfect unique, fashion forward bridal ensemble.

I'm currently working on a feature for the website all about colourful wedding dresses, and as you specialise in this I'd love to include your perspective on this growing trend within the feature. That being said, I was wondering if you would be open to a short phone interview with myself to talk about the appeal of a colourful wedding dress and how your brand caters specifically to the modern, alternative bride who wants a gown that is bold and unique. It would also be amazing if you could send through some images of the colourful gowns in your collections (with photographer credits) so that I can promote your beautiful gowns on the website and social media!

If this is something you'd be open to, please let me know your availability within the next two weeks and then we can look at booking in a suitable/date time for the interview that works for you. I can of course send you some questions over email too if that would work best.

Thanks so much in advance Lucy, I look forward to hearing from you!

Best wishes,
Maisie

Maisie Amis
LCF Fashion Journalism Student
Bridal Fashion Writer
Published Work: <https://muckrack.com/maisie-amis/articles>

Colourful wedding dress feature

Maisie Amis <info@bridalstylemagazine.com>
Colourful wedding dress feature
To contact@altacostura.co.uk

Good morning Alta Costura team,

I hope this email finds you well!

My name is Maisie and I'm a bridal fashion writer currently studying Fashion Journalism at London College of Fashion. For my final project I'm creating an online bridal fashion magazine titled 'Bridal Style', an editorial platform specifically dedicated to providing brides to be with endless inspiration and guidance for finding the perfect unique, fashion forward bridal ensemble.

I'm currently working on a feature for the website all about colourful wedding dresses, and as your collections feature several coloured gowns I'd love to include your perspective on this growing trend within the feature. That being said, I'm wondering if you'd be able to answer a just a few questions for me over email about colourful wedding dresses, the benefits of these for the modern bride and your favourite colourful dress styles included in your collection?

Do let me know if this is something you would be open to, and then I can go ahead and send a few questions over.

Thank you so much in advance, I look forward to hearing from you!

Best wishes,
Maisie

Interview request - colourful wedding dresses feature

Maisie Amis <info@bridalstylemagazine.com>
Interview request - colourful wedding dresses feature
To HELLO@FLORAANDLANE.COM

Hello Catherine,

I hope this email finds you well!

My name is Maisie and I'm a bridal fashion writer currently studying Fashion Journalism at London College of Fashion. For my final project I'm creating an online bridal fashion magazine titled 'Bridal Style', an editorial platform specifically dedicated to providing brides to be with endless inspiration and guidance for finding the perfect unique, fashion forward bridal ensemble.

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Do let me know if this is something you would be open to, and then I can go ahead and send a few questions over.

Thank you so much in advance Catherine, I look forward to hearing from you!

Best wishes,
Maisie

Colourful Wedding Dresses Feature - New Online Bridal Fashion Magazine

Maisie Amis <info@bridalstylemagazine.com>
Colourful Wedding Dresses Feature - New Online Bridal Fashion Magazine
To london@sassiholford.com

Hello Sassi,

I hope this email finds you well!

My name is Maisie and I'm a bridal fashion writer currently studying Fashion Journalism at London College of Fashion. For my final project I'm creating an online bridal fashion magazine titled 'Bridal Style', an editorial platform specifically dedicated to providing brides to be with endless inspiration and guidance for finding the perfect unique, fashion forward bridal ensemble.

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Do let me know if this is something you would be open to, and then I can go ahead and send a few questions over.

Thank you so much in advance Sassi, I look forward to hearing from you!

Best wishes,
Maisie

Bridal Style Magazine
<http://bridalstylemagazine.com/>

Interview request - colourful wedding dresses feature

Maisie Amis <info@bridalstylemagazine.com>
Interview request - colourful wedding dresses feature
To hello@fairythemoth.co.uk

Hello Fairy Gothmother team,

My name is Maisie and I'm a bridal fashion writer currently studying Fashion Journalism at London College of Fashion. For my final project I'm creating an online bridal fashion magazine titled 'Bridal Style', an editorial platform specifically dedicated to providing brides to be with endless inspiration and guidance for finding the perfect unique, fashion forward bridal ensemble.

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Do let me know if this is something you would be open to, and then I can go ahead and send a few questions over.

Thank you so much in advance, I look forward to hearing from you!

Best wishes,
Maisie

Colourful wedding dress feature - interview request

Maisie Amis <info@bridalstylemagazine.com>
Colourful wedding dress feature - interview request
To enquiries@millialondon.com

Good morning Millia London team,

I hope this email finds you well!

My name is Maisie and I'm a bridal fashion writer currently studying Fashion Journalism at London College of Fashion. For my final project I'm creating an online bridal fashion magazine titled 'Bridal Style', an editorial platform specifically dedicated to providing brides to be with endless inspiration and guidance for finding the perfect unique, fashion forward bridal ensemble.

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Do let me know if this is something you would be open to, and then I can go ahead and send a few questions over.

Thank you so much in advance, I look forward to hearing from you!

Best wishes,
Maisie

Adjacent I have displayed how I reached out to several bridalwear experts to request an interview to obtain quotes for my colourful wedding dress feature. Amongst those I reached out to included Lucy Spragg, founder of alternative bridalwear label Lucy Can't Dance, bridal designer Sassi Holford, who is renowned for her inclusion of colour in her collections, and Alta Costura Bridal, a boutique featuring several colourful wedding dresses. The contrasting styles and aesthetics of each designer/boutique I reached out to shows that my aim was to include a variety of different perspectives on the coloured wedding dress trend, as it can be interpreted in a variety of contrasting ways.

LUCY CAN'T DANCE

BRIDAL STYLE

Interview Transcript

= key quotes to include within feature

Interview with Lucy Roe – 25/3/25

Maisie: So my first question was, what inspired you to start Lucy can't dance as a brand, and why did you decide to focus on colourful wedding dresses in particular?

Lucy: Well, I started the business doing kind of everyday wear, so it was all kind of colourful 60s and 70s inspired normal dresses, jumpsuits and things like that. And I always loved bold colours and prints and things like that anyway. And then someone asked me to make a wedding dress for a photo shoot, and then someone asked me to make one for them, and then we turned into just bridalwear, which is mad as if you'd asked me 10 years ago what I'd be doing in my life, I wouldn't have thought bridalwear would be what I'd be doing. So I've always loved bright colours, and I never like to wear full white. So I kind of tried to integrate the two things together, and because it just adds so much more fun and joy to an outfit, I think if it's got a big splash of colour, because no one really likes wearing a white, so it's quite daunting to try and find a pure white dress.

Maisie: Yeah, I think colour just means that you can add your personality into it. And how would you describe the Lucy can't dance bride?

Lucy: She's someone that wants to stand out from the crowd, someone that wants to feel like the best version of themselves, whatever they want to be, and someone that just wants to showcase their personality.

Maisie: Yeah, I think what really came through when I was looking at your website, it's really unique styles that are really gorgeous yet stand out, enabling the bride to express that individuality.

Lucy: Thank you!

Maisie: And what are the benefits would you say of wearing a colourful wedding dress, as opposed to sticking to a traditional ivory or white?

Lucy: I'd say sometimes if you've got a colour under lace, it can bring out the details of the lace print a lot more than just having ivory under ivory. Also, we found that getting dresses dirty on the floor shows up a lot less on dip dye dresses, which is great! And then we also do a thing where we shorten our dresses and dye them more and everything after the wedding, so they get put in the main wardrobe instead of never being worn again.

Maisie: Yes, so your pieces can be, like, integrated into, like a post wedding wardrobe as well. |

Lucy: Exactly!

Lucy: Also, if you're setting a theme for your wedding, why not get properly involved and extend it to the colour of your wedding dress? White quite simply doesn't suit everyone.

Most people have 'their colour', the shade that they feel best in, the one that makes them look their very best. So why not be a colourful bride?

Maisie: And do you have a favourite colourful dress that you have created, if so, why?

Lucy: I would say our Tutti Frutti, which is one of our mix & match slip dresses. This beautiful lace overlay dress has lots of different coloured slip options for you to choose from including our famous dip dye colours. Brides can pick one of over 25 sample colours or we can source even more colours just for you.

Also our show stopping opal dress, which can be worn by itself or with any of our lace tops. It features a V neck front and open back with a two-button fastening at the neck. The stunning dip dye has 3 colours to create a gorgeous 'opal' style colour!!! It also boasts a big statement train and pockets!

Maisie: I love both of those! Okay, and how would you say that the bridal wear industry has become more focused on expressive styles and individual individuality story, as opposed to tradition, in recent years?

Lucy: Yeah, I feel like there's so much more choice out there now, from just not wanting a normal thing, and I think especially with COVID and things like that, I think a lot of people are focusing on kind of smaller weddings now as well, and more like pub weddings and things like that. And so they don't tend to really want the giant kind of ball gown dress. They want something a bit easier. They can dance or moving and nothing too, too crazy.

Maisie: Yeah, it's more about like, practicality now, isn't it?

Lucy: Yes, definitely.

Maisie: And what customization of options do you offer?

Lucy: We do everything in house so we can make any changes to people's dresses. So we can, we kind of do mash ups of a few of them, making like a Frankenstein style, taking the sleeves from one dress, lace from the other one, the back of another one, and then kind of making it so it's completely personalized for each bride. And then all colours can be changed and things like that. So you can kind of pick everything to be especially for you.

Maisie: Yeah, and I think that's really nice, and it allows you the bride to feel like it's more kind of special

Lucy: Yeah, because I've worked in bridal shops, and sometimes brides really love, like, the front of a dress, but the back isn't, like, perfect, and a lot of designers will not change anything. So it's nice to, I think to give them that option, and it makes our job more exciting as well, because when we make the dresses, they're all kind of quite different, so not just making the same thing over and over again.

Maisie: And what are some of the dyeing techniques you use to create such rich colours in your dresses?

Lucy: We use acid dyes to dye with, and we've tested and dyed things hundreds of times, so we've kind of got the technique down to a T because we've got to be really careful not to like, cause lines, you have to do it very smoothly. But we use a lot of hot, hot water, and two pairs of hands, is usually the best thing. So one is like dunking. And one is going through the dress, folds of spoons, making sure the dye reaches every bit, because it's very dangerous. Like, a lot of things can go wrong. If there's a random splash, it can splash up the dress, or dots can appear. It's a lovely thing, but also very annoying.

Maisie: And how do different like, fabrics take on colour differently?

Lucy: So we only use 100% silk fabrics to dye with, because obviously a lot of different fabrics dye in different ways. Polyester fabrics don't really dye very well. Or you have to use a completely different technique: you can dye polyesters if you just dunk them in a whole bucket for a long time. But to do the dip dye effect, it really does need to be a natural fibre. So because we get asked all the time and people, people can send in their wedding dresses for us to dye, but we always say no, because we've got none of their fabrics to test with. So we know the ones we use are very vibrant, and take the colour well.

Maisie: Yeah, that's fair enough, isn't it? It's better to be safe.

Lucy: Yeah, you definitely don't want to ruin someone's wedding dress!

Maisie: And what are your favourite colours to work with in bridal wear? And do you have, like, a best-selling or most requested shade?

Lucy: To be honest, at the beginning, probably three, four years ago, grey was probably the most popular, but the most popular thing in the last year has been kind of citrus tones. We've got our yellows, oranges, and then we've got one of our popular sides of Tequila sunrise, which lots of brides are doing, which really nice and bright for the summer. So those are the, probably the main ones. And we've been trying to test with triple colours and things like that. And I do want to make, well try and make a rainbow dress this year, going from one end to the other. It's gonna be tricky, but I'd like to try and make one of those. Yeah, so our Tequila Sunrise and citrus tones are probably what is most popular at the moment.

Maisie: And how are people like styling them for different weddings as well, like with shoes, accessories and things like that?

Lucy: Yeah, I think when you have lots of colours, you have got a bit more to choose from. Some people like to match the bottom colours of the dress with the shoes. Or some people like to go for a completely different primary colour to it. But I find that a lot

of colours and a lot of bright shoes work really well, as well as white shoes, to be honest with a bright coloured skirt because it kind of matches the top of the dress.

Maisie: And each dress is like, handmade in your studio, isn't it? So can you walk us through the typical journey of creating the gown from scratch?

Lucy: Yeah, of course. So the bride comes in and picks the dress, and then we get them back for measurements. And then they can choose between if they want a made to order dress or a made to measure address, made to measure is where I hand craft the pattern for their particular measurements. So if that's the case, then I do that from scratch, and then we cut everything out, and then sew the skirt together, and then we dye that first, just in case there's any issues, we don't want to make a whole dress, and then dye it then have to remake the whole thing again. So we do the skirt, dye the skirt first, and then once we're happy with the colour and everything, then we set it all together. And then we get our brides back into the fittings, and then we see if there needs to be any adjustments or anything like that. And then we can do alterations afterwards.

Maisie: And you do those all-in house as well, like all the fittings and things?

Lucy: Yes!

Maisie: That's really nice. So it's like you go on the whole journey with them.

Lucy: exactly. We've become really good friends with some of the brides, I think, because we're quite a relaxed brand, we attract relaxed and friendly brides. We don't deal with too many bridezillas or anything like that. So everyone's really nice when they come in. So yeah, so it's nice to see them for the whole time.

Maisie: And how do you help brides choose the right shade or dye effect for their gown? Do you kind of go with, their initial vision, or do you provide guidance for that?

Lucy: We have a load of different samples in our studio of colours, but quite often, some people want to match them to the colour schemes of their wedding or bridesmaid's dresses or things like that. So often we ask people to send in some colour swatches, like paint swatches and things like that, or bits of fabric and things, and then we can do lots of different tests of colours and then show them and see which one colour works best with their scheme.

Maisie: And do you find that choosing colourful dresses helps to extend the wearability, like beyond the wedding day?

Lucy: Yeah, I think so. I mean, some people, if they've got, like, a blue dip dye dress, then we can dye the whole thing blue afterwards, and then they can wear it again. But I do think it adds a bit more choice for after and because they are kind of a relaxed style instead of, like a big strapless princess kind of dress, it'll be hard to kind of change that into something you could wear every day, but like ours, we've got little lace tops that

people wear with jeans and things afterwards. And, yeah, they're very wearable afterwards.

Maisie: And how do you say that colourful wedding dresses change the way a bride feels on her wedding day?

Lucy: I think it makes them more confident. I think as white doesn't tend to make, well some people obviously look good in white, but obviously I'm pale, so white on my skin makes me feel a bit drowned out! So just having that bit of colour can really kind of brighten you up and make you feel more confident and like yourself. Because I feel like, if you go to a bridal shop and try a wedding dress on you can kind of feel like you're in a bride costume, sort of not feeling like yourself. So having colour can kind of make you feel a bit more like if yourself. If your favourite colour's blue, and you wear blue all the time, why wear a white dress on your wedding day when you love wearing blue, when you can have a hint of colour that makes you feel more comfortable, more yourself?

Maisie: Yeah, it's just encouraging brides to express their true self in the day as well. And have you had brides share stories about how choosing a colourful gown made their day more special?

Lucy: I'd say not in particular about the colour, I guess just about the whole dress in general. We do get a lot of brides saying that people stop them in the street and everything because they've never seen dresses like it.

Maisie: And what's your response to people who say that colourful wedding dresses aren't bridal enough?

Lucy: Well, wedding dresses weren't always white. Back in the day they were blue, and there were lots of different colours. So it's only been, I can't tell you exactly how many years, but white has been a relatively new thing. So, and I think wedding dress is whatever you want it to be, if you want to wear a dinosaur outfit, if you want to wear black, if you want to wear white, it just depends on you and what you want to wear. You shouldn't listen to anybody else.

Maisie: Very very true! So next question, what's your overall goal as a brand?

Lucy: We're here to rewrite the bridal rulebook. Your wedding day is a celebration of you, and your dress should reflect that. We do it by working with bold laces and colourful details to give you a unique dress to compliment your individual style.

Maisie: And what advice do you have for brides considering a colourful gown, but are feeling hesitant for a few different reasons?

Lucy: Oh, I always say, just go and try things on. I think you don't know what you want until you put one on, and then you can, kind of, you can tell exactly, as soon as you put a dress on, whatever colour, you can tell if it's something that you want or something you don't want. But I always say, try them on first.

The first interview that I carried out for this feature was with Lucy Spragg, founder of Lucy Can't Dance. The interview took place over the phone, and overall I was able to learn a lot more about her process of integrating colour within her collections, and also the reasoning behind why she decided to take a more alternative approach to bridal design. Lucy also discussed her in-house creation process, and emphasised that brides can choose from a variety of hues according to their desired style, and also have the option of opting for a dip-dyed gown, for a more unique and alternative look.

An interesting point that Lucy explores in one of her answers relating to colourful gowns gravitating away from tradition is that wedding dresses never used to be white, and that before the 19th century brides would opt to wear their favourite colour, or whichever colour their best dress was on their wedding day, and this debunks the myth that a coloured wedding dress isn't as 'bridal' an option. Furthermore, she also discusses how they actively encourage many brides to shorten their gown after their big day, or to dye it so that it can be worn again, which demonstrates her innovative and sustainable approach.

Also, if you're sold on going off white for your wedding gown, you don't have to go totally off spectrum. Blended, dip-dyed colour is just as bold a statement, if not even more so.

Maisie: And looking ahead, are there any new colour palettes, fabrics or design techniques you're excited to incorporate into future collections?

Lucy: We have always wanted to decide on some different looks and some different colour options, like airbrushing and things like that, to use different ones, or looking at more prints with colour. So maybe not going towards dip dyes much, but yeah, I want to do a few more full dip dyes and some more complete colour book dresses as well that aren't dip dyes for something that isn't white at all, I think we're going to look into doing.

Maisie: And do you think that bridal fashion will continue to move away from traditional white in the future?

Lucy: I think so. It's hard to really pinpoint what will happen, but I think people will continue to branch out and try and find different things to wear. I think people are kind of becoming a bit more like, experimental, especially for weddings and things like that.


 = key quotes to include within feature

ALTA COSTURA BRIDE

Interview Transcript

BRIDAL STYLE

Re: Colourful wedding dress feature

 **Alta Costura Bride** <contact@altacostura.co.uk>
Re: Colourful wedding dress feature
To Maisie Amis


19/4/2025 11:14




 2 attachments  View Download


Hello Maisie

Hope you're having a good week! Here are the answers to your questions.

1. My favourite coloured dress is Zephyrine by Maggie Sottero. This is an ivory dress with colourful embroidered florals all over it. A matching veil is also available. This soft tulle ballgown has an ivory base, so still a strong traditional element, but the coloured flowers bring a vibrant and playful vibe. (I have attached some pictures). The neckline is open and summery, and this would really suit a spring or summer wedding. It would be beautiful in an outdoor setting, maybe a garden or barn wedding with an outdoor ceremony. We would recommend styling it with a soft, natural look - a soft hairstyle with maybe a hairvine to compliment the floral theme. The matching full length veil adds vibrancy and drama, and can be taken off for the dancing later on. 

2. We find that many of our brides opt for a coloured wedding dress, maybe not having considered one before seeing them in the shop, because they are just so different. They are all a classic wedding dress silhouette, but the colour is a real statement. Many brides want their gown to stand out amongst other wedding dresses, and colour in the wedding dress is a lovely way to express personality and to create that 'wow' moment walking down the aisle. Brides want a wedding dress that will get their guests talking, and be very Instagrammable! 

Bridesmaids dresses need to be considered carefully when choosing a coloured wedding gown, or one with colour in it. Our brides usually pick out a shade for their bridesmaid dresses that is in the coloured embroidery, or for an all-over coloured wedding dress, one that harmonises with the colour palette, but lets the bride stand out. The bride can also be really creative when choosing her flowers, incorporating the theme, or creating a dramatic contrast. For example, an ivory bouquet set against a black wedding dress looks amazing.

3. The main ways that designers incorporate colour into wedding dresses is with embroidery, coloured embellishment such as organza flowers, or coloured beadwork. Sometimes they combine more than one of these in the same dress. We have a couple of wedding dresses that are made in printed voile fabric, with a coloured floral all-over pattern. There are also solid-colour wedding dresses, and black wedding dresses have been particularly popular in our boutique over the last three years. However this year coloured embroidery and 3D flowers on an ivory gown is by far the most popular. 

4. We have found that a few brides have asked about making their wedding dress shorter after the wedding, in order to be worn again. This works well with dresses with colour, as it's not so obviously a wedding dress. However, the majority of brides still view their gown as a single-wear item, and I wouldn't say that sustainability is a swaying factor in choosing a wedding dress with colour. One of our best-selling coloured gowns is pink with pastel embroidery and beading. This dress comes in a tea-length version, which has actually been more popular than the full-length version. I thought this might be because it can be easily worn again in the shorter length, but on speaking to the brides who have chosen this dress, it's more about feeling comfortable without a large train to carry out on the wedding day.

I hope that helps, Maisie. If you need more information, or more images, just let me know.

Kindest,

Alta

The next bridal professional that I conducted an interview with for my article on colourful wedding dresses was Alta Ruaux, founder of Alta Costura Bridal. I was thrilled to hear back from Alta due to her wide range of colourful gowns at her boutique, and overall I felt that her answers were very insightful and educational which will be a perfect addition to the feature,

Alta discusses the contrasting ways in which designers integrate colour into gowns, such as embroidery, all over prints, embellishment and organza flowers. She also mentions the fact that a colourful wedding dress is a real statement and a form of self expression, which will definitely resonate with Bridal Style's readers.

She even provides advice for picking bridesmaid's dresses and flowers if you choose a colourful wedding dress, which will be helpful for brides also in the midst of planning other elements of their day and considering how this will work with a colourful gown.

COLOURFUL DRESSES

Feature development

BRIDAL STYLE

1st Draft:

Final piece:

Bridal, but make it colourful: How to nail this non-traditional wedding trend

Because who says that your wedding dress has to be white?

After Queen Victoria married her beloved Prince Albert in a white lace ball gown back in 1840, the white wedding dress became the default tradition for Western brides. But with contemporary bridal designers incorporating increasingly diverse palettes within their collections, it's clear that colour is having a moment in wedding-wear, and it's the perfect alternative for the expressive bride who dares to be different. Regardless of whether you embrace head to toe colour or opt for subtle coloured floral embroidery, wearing a hue other than the traditional white for your bridal ensemble can create real impact. From jewel tones to pastels and painterly prints, today's bridal landscape is bursting with colour, and we're diving into the most striking ways to make this trend your own.

But first, let's talk about how designers are rewriting the colour rulebook this bridal season. At Ines Di Santo, fanciful coloured tulle ball gowns turned heads on the catwalks, whilst Nicole and Felicia pushed the boundaries of bridal dressing with show-stopping sculptural designs in alluring rose tones. Claire Pettibone's assortment was truly fit for a fairytale, showcasing fanciful creations adorned with delicate coloured appliques. Monique Lhuillieur's Layla gown resembled an enchanting piece of art: with the hand-painted floral motifs appearing like a watercolor garden blooming across the structured ivory satin. Galia Lahav's Fiori gown was a testament to the house's talent for fusing theatrical flair with modernity, taking centre stage with its layered architectural silhouette in a bold floral printed silk organza.

But let's be clear, this certainly isn't the first time that colourful wedding dresses have been a popular choice. Coloured wedding dresses were actually the norm prior to the Victorian era, and it was the ivory gown that we all associate with bridalwear today that was the rare choice. The majority of the time, brides opted to wear whatever colour their best dress was, and even if they were wealthy enough to buy a new gown for the day they would opt for one in their favourite colour. So steering away from the white dress tradition certainly shouldn't make your wedding day [look feel any](#) less bridal: in fact, choosing a coloured gown can be a powerful nod to centuries of bridal history.

And now, almost two centuries after the birth of the white bridal gown, coloured wedding dresses are making a comeback, with many brides ditching white and instead beginning to explore a vibrant range of hues. Alta Ruau, owner of Alta Costura Bridal says: "We find that many of our brides opt for a coloured wedding dress, maybe not having considered one before seeing them in the shop, because they are just so different. They are all a classic wedding dress silhouette, but the colour is a real statement. Many brides want their gown to stand out amongst other wedding dresses, and colour in the wedding dress is a lovely way to express personality and to create that 'wow' moment walking down the aisle. Brides want a wedding dress that will get their guests talking, and be very Instagrammable!"

There are a few different ways you can go about incorporating colour into your bridal ensemble, and the route you go down will really depend on your overall vision for your day. If you don't feel ready to completely abandon the white wedding dress, there is certainly nothing stopping you from simply reimagining it by integrating hints of colour into your look. "The main ways that designers incorporate colour into wedding dresses are with embroidery,

coloured embellishment such as organza flowers, or coloured beadwork," explains Alta. "Sometimes they combine more than one of these in the same dress."

As well as intricate embellishment and romantic florals, another way to incorporate colour into your bridal look is to opt for a printed fabric, usually in the form of organza, tulle or voile. If you desire a dreamy, romantic effect that still feels modern, these are great: floral motifs, watercolor washes, or abstract patterns can add personality and a unique edge without overwhelming the overall bridal vibe. Opting for a solid colour is a gorgeous option for the unconventional bride, offering a platform for self-expression and individuality. "We have a couple of wedding dresses that are made in printed voile fabric, with a coloured floral all-over pattern," says Alta. "There are also solid-colour wedding dresses, and black wedding dresses have been particularly popular in our boutique over the last three years. However this year coloured embroidery and 3D flowers on an ivory gown is by far the most popular."

Dip dyeing is also an option to consider, which will add an artistic flair to your bridal look, making it feel more unique and expressive. Lucy Spragg, founder of alternative bridalwear label Lucy Can't Dance, says: "If you're sold on going off white for your wedding gown, you don't have to go totally off spectrum. Blended, dip-dyed colour is just as bold a statement, if not even more so." However, before you take the plunge, it's important to ensure that the fabric your gown or outfit is made of is able to be dyed: "We only use 100% silk fabrics to dye with, because a lot of different fabrics dye in different ways," explains Lucy. "Polyester fabrics don't really dye very well. Or you have to use a completely different technique: you can dye polyesters if you just dunk them in a whole bucket for a long time. But to do the dip dye effect, it really does need to be a natural fibre." So if you're considering a dip-dyed gown, it's worth discussing your options with your bridal designer or stylist, to ensure that you can achieve the look that you are envisioning.

For a bridal ensemble that fuses tradition with an alluring twist, opting for a coloured lining underneath a lace overlay or tulle skirt with appliques adds beautiful dimension, creating depth and adding personality whilst also enabling the intricate detailing to truly pop. "If you've got a colour under lace, it can bring out the details of the lace print a lot more than just having ivory under ivory," explains Spragg. It's a subtle way to introduce colour without overpowering the classical elements, making it ideal for brides who want something a little unexpected while still feeling timeless.

So you've decided that you definitely want a coloured wedding dress: but how do you choose which hue to incorporate into your look? The way to begin is by experimenting with different colours at your bridal appointment, so you'll want to ensure that the boutique you are visiting has a good range of colourful samples to try on. "We have lots of different samples in our studio of colours, but quite often, people want to match them to the colour schemes of their wedding or bridesmaid's dresses or things like that," says Lucy. "So often we will ask you to send in some colour swatches, like paint swatches or bits of fabric and things, so we can do lots of different tests of colours and then show you them to help decide which colour works best with your scheme."

Many brides believe that coloured wedding dresses are more difficult to coordinate and style, however this could not be further from the truth. When it comes to selecting the shade of your wedding dress, it's helpful to think about your bridal party, and your overall colour theme for the day, as well as of course the hue that resonates with your style and personality the most. "Our brides usually pick out a shade for their bridesmaid dresses that is in the coloured embroidery, or for an all-over coloured wedding dress, one that harmonises with the colour palette, but

Bridal, but make it colourful: How to nail this non-traditional wedding trend

Because who says that your wedding dress has to be white?

After Queen Victoria declared her wedding vows to Prince Albert in a white Honiton lace ball gown back in 1840, the white wedding dress gradually became the default tradition for Western brides. But with contemporary bridal designers incorporating increasingly diverse palettes within their collections, it's clear that colour is having its moment in wedding-wear, and it's the perfect alternative for the expressive bride who dares to be different. Whether you embrace head to toe colour or opt for subtle coloured floral embroidery, wearing a hue other than the traditional white for your bridal ensemble can create real impact: the first step is getting over the initial fear of doing it. From rich jewel tones to soft pastels and painterly prints, today's bridal landscape is bursting with colour, and we're diving into the most striking ways to make this trend your own.

Firstly, let's talk about how couture designers are rewriting the colour rulebook this bridal season. At Ines Di Santo, fanciful tulle ball gowns hand-painted with multicoloured flowers turned heads on the catwalks, whilst Nicole and Felicia pushed the boundaries of bridal dressing with show-stopping sculptural designs in alluring rose hues. Claire Pettibone's assortment was truly fit for a fairytale, showcasing vintage-inspired, fanciful creations adorned with delicate coloured appliques. Marrying minimalism with a touch of romance, Monique Lhuillieur's Layla gown resembled an enchanting piece of art: with the hand-painted floral motifs appearing like a watercolor garden blooming across the structured ivory satin. Galia Lahav's Fiori gown was a testament to the house's talent for fusing theatrical flair with modernity, taking centre stage with its layered architectural silhouette in a bold floral printed silk organza.

But let's be clear, this certainly isn't the first time that colourful wedding dresses have been popular. Believe it or not, coloured wedding dresses were the norm prior to the Victorian era, and it was in fact the ivory gown that we all associate with bridalwear today that was a rarity. Before the 19th century, white garments were incredibly difficult to maintain, so coloured and patterned fabrics were the more practical option for many brides. The majority of the time, brides opted to wear whatever colour their best dress was, and even if they were wealthy enough to buy a new gown for the day they would opt for one in their favourite colour. So steering away from the white dress tradition certainly shouldn't make your wedding day [look feel any](#) less bridal: in fact, choosing a coloured gown can be a powerful nod to centuries of bridal history, while also offering a bold, personal expression that feels entirely your own.

And now, almost two centuries after the birth of the white bridal gown, coloured wedding dresses are gradually making a comeback, with many brides ditching the default option and instead beginning to explore a vibrant spectrum of hues. Alta Ruau, owner of Alta Costura Bridal says: "We find that many of our brides opt for a coloured wedding dress, maybe not having considered one before seeing them in the shop, because they are just so different. They are all a classic wedding dress silhouette, but the colour is a real statement. Many brides want their gown to stand out amongst other wedding dresses, and colour in the wedding dress is a lovely way to express personality and to create that 'wow' moment walking down the aisle. Brides want a wedding dress that will get their guests talking, and be very Instagrammable!"

There are a few different ways you can go about incorporating colour into your bridal ensemble, and the route you go down will really depend on your overall vision for your day, as well as the level of drama you desire. If you don't feel ready to completely abandon the white wedding dress, there is certainly nothing stopping you from simply reimagining it, perhaps by integrating hints of colour into your look. "The main ways that designers incorporate colour into wedding dresses are with embroidery, coloured embellishment such as organza flowers, or coloured beadwork," explains Alta. "Sometimes they combine more than one of these in the same dress." So a more subtle yet striking coloured look is still totally achievable, if you don't want to make too much of a statement.

Alongside intricate embellishment and romantic florals, another way to incorporate colour into your bridal look is to opt for a printed fabric, which will usually come in the form of organza, tulle or voile. These are great if you desire a dreamy, romantic effect that still feels modern: floral motifs, watercolor washes, or abstract patterns can add personality and a unique edge without overwhelming the overall bridal vibe. Opting for a solid colour is a gorgeous option for the unconventional bride, offering the ultimate platform for self-expression and individuality. "We have a couple of wedding dresses that are made in printed voile fabric, with a coloured floral all-over pattern," says Ruau. "There are also solid-colour wedding dresses, and black wedding dresses have been particularly popular in our boutique over the last three years. However this year coloured embroidery and 3D flowers on an ivory gown is by far the most popular."

Dip dyeing is also a striking and unique option to consider, which will add an artistic flair to your bridal look, making it feel more unique and expressive. Lucy Spragg, founder of alternative bridalwear label Lucy Can't Dance, says: "If you're sold on going off white for your wedding gown, you don't have to go totally off spectrum. Blended, dip-dyed colour is just as bold a statement, if not even more so." However, before you take the plunge, it's important to ensure that the fabric your gown or outfit is made of is able to be dyed: "We only use 100% silk fabrics to dye with, because a lot of different fabrics dye in different ways," explains Spragg. "Polyester fabrics don't really dye very well. Or you have to use a completely different technique: you can dye polyesters if you just dunk them in a whole bucket for a long time. But to do the dip dye effect, it really does need to be a natural fibre." So if you're considering a dip-dyed gown, it's worth discussing your options with your bridal designer or stylist, to ensure that you can achieve the look that you are envisioning.

For a bridal ensemble that fuses tradition with an alluring twist, opting for a coloured lining underneath a lace overlay or tulle skirt with appliques adds beautiful dimension, creating depth and adding personality whilst also enabling the intricate detailing to truly pop. "If you've got a colour under lace, it can bring out the details of the lace print a lot more than just having ivory under ivory," explains Spragg. It's a subtle way to introduce colour without overpowering the classical elements, making it ideal for brides who want something a little unexpected while still feeling timeless.

So you've decided that you definitely want a coloured wedding dress: but how do you choose which hue to incorporate into your look? The best way to begin is by experimenting with different colours at your bridal appointment, so you'll want to ensure that the boutique you are visiting has a good range of colourful samples to try on. "We have lots of different samples in our studio of colours, but quite often, people want to match them to the colour schemes of their wedding or bridesmaid's dresses or things like that," says Spragg. "So often we will ask you to send in some colour swatches, like paint swatches or bits of fabric and things, so we can do lots of different tests of colours and then show you them to help decide which colour works best with your scheme."

allows the bride to stand out," explains Alta. "The bride can also be really creative when choosing her flowers, incorporating the theme, or creating a dramatic contrast. For example, an ivory bouquet set against a black wedding dress looks amazing."

If you love the idea of being able to rewear your wedding dress, a colourful bridal ensemble is also much easier to incorporate into your post-wedding wardrobe. The versatility of colour opens up a plethora of styling possibilities beyond the aisle, whether you choose to shorten your gown for everyday wear or keep it exactly as is and save it for the most special of occasions. According to Spragg, there is also the option to get even more creative with colour after the wedding: "If the bride has chosen a blue dip dye dress, we can dye the whole thing blue afterwards, and then they can wear it again. A coloured wedding dress adds a bit more choice for after, because they are generally a relaxed style in comparison to a big strapless ivory princess dress, it'll be hard to change that into something you could wear every day," she says. "We also offer a service where we shorten our dresses after the wedding, so they get put in the main wardrobe instead of never being worn again."

Whether it's just incorporating a hint of your 'something blue' or going all out with vibrant florals and beads, if you're a bride seeking an opportunity to embrace your individuality through your wedding ensemble, opting for a coloured wedding dress could be the perfect way to do so.

"If you go to a bridal shop and try a wedding dress on, you can kind of feel like you're in a bride costume, but having colour can make you feel a bit more like yourself," says Spragg. "If your favourite colour is blue, and you wear blue all the time, why wear a white dress on your wedding day when you love wearing blue, when you can have a hint of colour that makes you feel more comfortable, more yourself? Most people have 'their colour', the shade that they feel best in, so why not be a colourful bride?"

On that note, here are our 10 favourite colourful wedding dresses for the unconventional, expressive brides out there:

- ## Key changes:
- Incorporating additional historical context about coloured wedding dresses
 - Adding copy after quotes that transform the perspective more seamlessly back to the writer
 - Rewording certain sentences to improve flow
 - Ensuring that external opinions are referred to by surname
 - Replacing the word dress with outfit and ensemble in some cases

Many brides believe that coloured wedding dresses are more difficult to coordinate and style, however this could not be further from the truth. When it comes to selecting the shade of your wedding dress, it's helpful to think about your bridal party, and your overall colour theme for the day, as well as of course the hue that resonates with your style and personality the most. "Our brides usually pick out a shade for their bridesmaid dresses that is in the coloured embroidery, or for an all-over coloured wedding dress, one that harmonises with the colour palette, but allows the bride to stand out," explains Ruau. "The bride can also be really creative when choosing her flowers, incorporating the theme, or creating a dramatic contrast. For example, an ivory bouquet set against a black wedding dress looks amazing."]

If you love the idea of being able to rewear your wedding dress, or elements of your outfit after your special day, a colourful bridal ensemble is also much easier to incorporate into your post-wedding wardrobe. The versatility of colour opens up a plethora of styling possibilities beyond the aisle, whether you choose to shorten your gown for everyday wear or keep it exactly as is and save it for the most special of occasions. According to Spragg, there is also the option to get even more creative with colour after the wedding: "If the bride has chosen a blue dip dye dress, we can dye the whole thing blue afterwards, and then they can wear it again. A coloured wedding dress adds a bit more choice for after, because they are generally a relaxed style in comparison to a big strapless ivory princess dress, it'll be hard to change that into something you could wear every day," she says. "We also offer a service where we shorten our dresses after the wedding, so they get put in the main wardrobe instead of never being worn again."

Whether it's just incorporating a hint of your 'something blue' or going all out with vibrant florals and beads, if you're a bride seeking an opportunity to embrace your individuality through your wedding ensemble, opting for a coloured wedding dress could be the perfect way to do so, however you decide to do it.

"If you go to a bridal shop and try a wedding dress on, you can kind of feel like you're in a bride costume, but having colour can make you feel a bit more like yourself," says Spragg. "If your favourite colour is blue, and you wear blue all the time, why wear a white dress on your wedding day when you love wearing blue, when you can have a hint of colour that makes you feel more comfortable, more yourself? Most people have 'their colour', the shade that they feel best in, so why not be a colourful bride?"

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BRIDAL STYLE

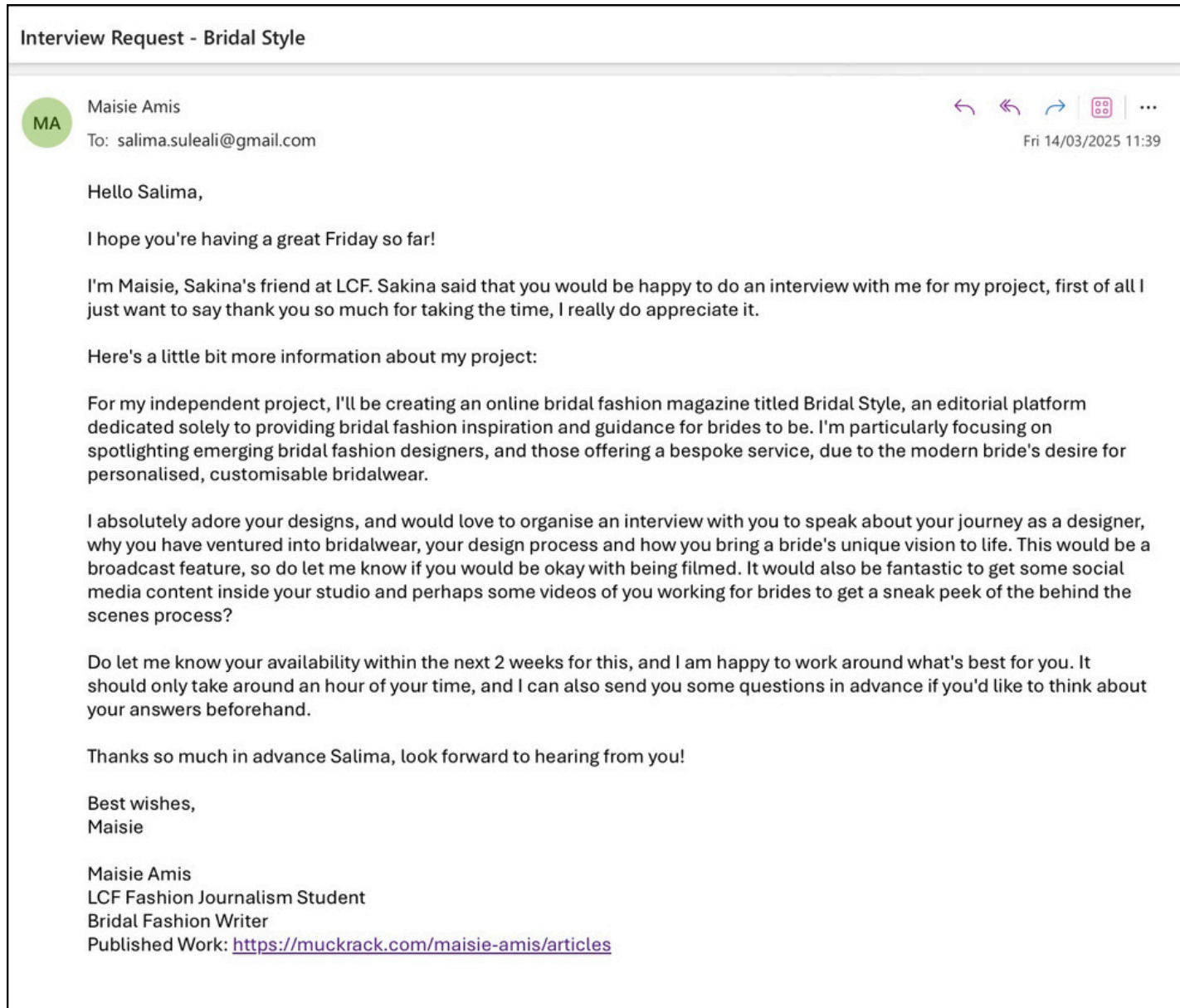
STORY SIX

Salima Ali Broadcast

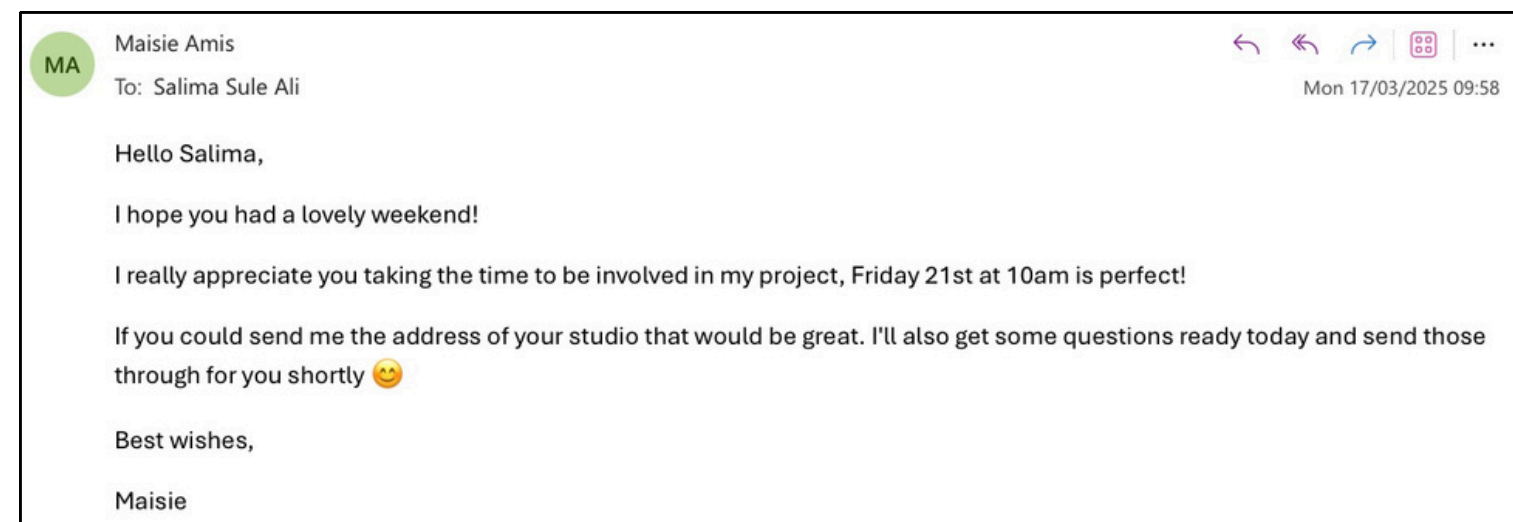
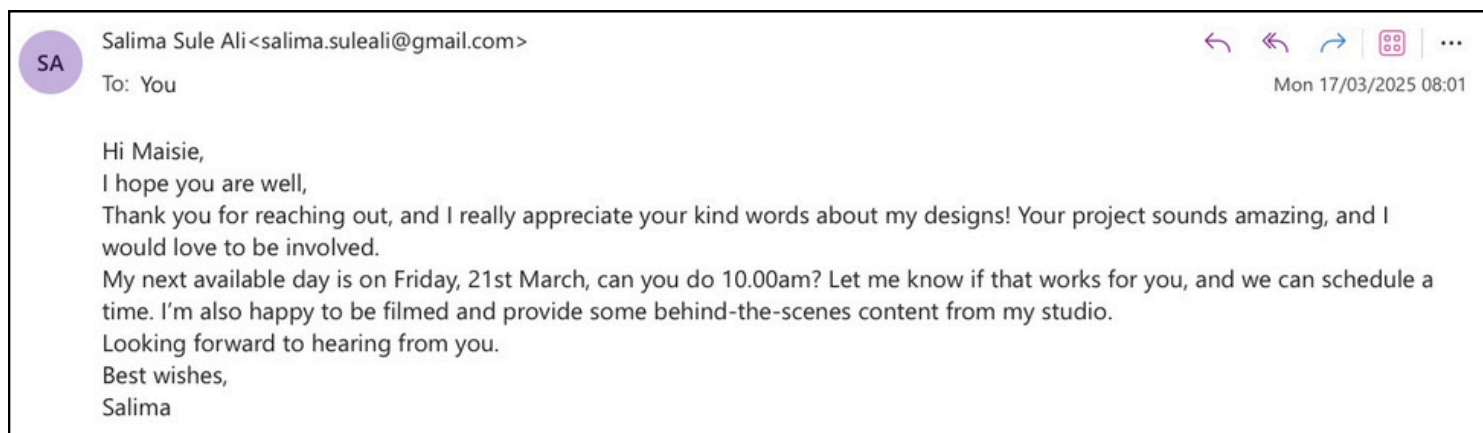
SALIMA ALI

Interview Organisation

BRIDAL STYLE



For the broadcast element of my project, I decided that I wanted to conduct an interview with Salima Ali, founder of her eponymous bespoke eveningwear and bridalwear label. I decided that Salima would be the perfect designer to interview due to her more bespoke and personal approach to bridalwear, which will appeal to Bridal Style's audience who are seeking more of a personal connection with their gown and the person behind the creation of it. I also have seen Salima participate in interviews in the past and was impressed by her detailed answers and natural confidence on camera, which made her even more of a perfect fit. I reached out to Salima via email, and arranged to interview her in person at her studio in Hackney Wick.



SALIMA ALI

Research

BRIDAL STYLE

Examples of Salima's bespoke bridal clients:



Before carrying out my interview with Salima, I firstly conducted some initial research on her brand, her process and what sets her apart from other designers. I found out that each piece is handmade to order in Salima's studio in order to prevent unnecessary waste, demonstrating her commitment to sustainability. What sets her eveningwear designs apart is that each piece is a timeless, investment garment made to last, which also applies to her bespoke bridal creations which can be passed down to future generations.

SALIMA.ALI is an independent London based non-seasonal brand creating luxury garments for the woman who wants to make a statement. We create quality statement pieces for every special occasion in a women's life, and every piece is handmade to order in London, UK. As a brand we take special attention to details and are committed to producing sustainably, therefore we create every garment on a made to order basis, meaning no garments are pre-made and little to no waste is produced. If you are seeking well designed, well-crafted luxury pieces that have a long life in your wardrobe you have come to the right place.

At SALIMA.ALI our design approach is a carefully considered approach to form, design and fabrication. We design our garments to allude a feminine elegance influenced by culture, architecture and the women we dress. All our pieces are handmade to order to be a timeless investment piece, that will elevate your style and wardrobe for more than just a season. We release small timeless collections, that are unique in their design and made to order to help minimise our waste as much as possible. Luxury fabrics define our aesthetic with impeccable couture finishes. We aren't fast fashion. We do things slowly and mostly by hand which takes quality time.

The founder Salima established and built this brand from her love for craftsmanship, her penchant for quality construction in garments and her pride in the special attention to details especially those that are hidden.

The Bespoke Process...

When commission a SALIMA.ALI bespoke garment, you discuss your idea with creative director Salima Ali, who will work towards creating a unique statement piece suitable for your event. We advise clients to allow a minimum of 4-8 weeks (subject to appointment availability and style choice) and 3-6 months for bridal in order ensure the best experience.

Design Consultation

First Fitting

Production

Final Fitting

Are you ready to make a statement at your next event? Begin your bespoke journey with us, which involves an intimate collaboration between you and the designer to create a unique garment that will mark this significant moment or chapter in your life.

We can't wait to indulge you in the SALIMA.ALI Bespoke experience.

Fill in the form below or email Info@salimaali.co.uk to get started.

BOOK YOUR CONSULTATION

Of course one of the main elements of Salima's practice which sets her apart is her bespoke approach. According to her website, brides will firstly come to her studio for a design consultation, where they can discuss their vision with Salima and hopefully finalise a design that brings this to life. They will then come in to try on the first toile of their chosen design, and then confirm fit and fabric. Production will then commence following this, and during this process 2-6 fittings may be needed to confirm progress. Finally, brides will come in for their final fitting, where brides try their garment on in the real fabric, and any final adjustments are made.



★ = key, impactful quotes

SALIMA ALI

Broadcast Transcript

BRIDAL STYLE

Salima Sule Ali Broadcast Transcript – 21/3/25

Maisie: So talk to me about your journey as a designer, like what made you first realize that you wanted to pursue this career?

Salima: I think what made me realize that I wanted to pursue fashion was when I was in, well I've always loved fashion. I've always loved dressing up, especially for special occasions, when it was like a family wedding or any sort of special occasion where we had to get dressed, we always had to go and find a garment. And most times you go to the stores and you can't find what you want to wear, or it's not long enough, or it's not the right colour, and I had ideas of what I wanted to look like, but couldn't find a dress or a garment that suits that style. So my mom was a seamstress, and she would make our garments if we had, like, a family wedding or something. So it got to a point where we could design like, what the ideas that we had in our head, and my mom could make it for us. And then I think what made me really think that I wanted to go into this is when it came to designing my prom dress, and I literally designed it exactly how I wanted it, and the reception that that dress got, and also the fact that I didn't have a dress I didn't have to worry about wearing a dress that someone else would have. ★

Maisie: Exactly, so it's more personal to you in that sense.

Salima: Yeah, on my prom day, there was about five girls that wore the same dress. Everyone got it from Missguided, and everyone had, like, similar dresses. And no one had the same dress as mine, because it was literally original and custom made. And yeah, it felt so special. And when I on my prom, it was actually the same day as my 16th birthday. It was like a double special day, and that everyone kept asking me where to get your dress from and I said I made it, and the way I felt special on that day, I wanted to make other women feel that way. So that's when I decided to start thinking about, how can I do this for other people? I think at that point, I didn't necessarily think about making it a business, but I was just designing and then making a few people here. Some people would see things I would wear, they would ask me to make it. ★

Maisie: Well, that's amazing though, that you can make like people feel like that. And you know, it was inspired by how you felt in that moment. And yeah, you've just decided, you know, I just want to use my talent to make other people feel like that, I think that's amazing. So you kind of answered this, but like, your overall aim as a brand, and as a designer, would you say it's making people feel really special?

Salima: Yeah, I feel like when it comes to special occasion outfits, there was a couple reasons why I chose to venture into that sector of the fashion industry. One, because when it's a special occasion, you want to feel great, and what you wear definitely makes you feel empowered for whatever occasion you are going to attend. Most times when you have a party or a wedding, a woman's first thought is what am I going to wear. What am I going to wear? So definitely, that's why I wanted to be part of providing more options and more custom options that were size inclusive as well for different body shapes. Because sometimes you could be a size eight on the top and a size 10 on the

bottom. You could be taller as well, and then your trousers need to be hemmed so much longer. So you don't want to necessarily invest in a piece for a special occasion and say, Oh, I'm just going to wear it for this and then throw it away. I wanted to create pieces that could be worn for different types of events, because you love them, you cherish them. And in a sense, every time you wore that garment, you wear that garment, you remember, oh my gosh. I remember when I wore that into that event, and it has, like a statement it, that the garment has a story with it. ★

Maisie: And I think sustainability comes into that as well. You know, getting multiple wears out of the garment: if you love the garment so much, you wear it for different things. So that's, that's really great. So what inspired you to start designing bridal, how did you get into bespoke bridal wear?

Salima: So I didn't necessarily think about getting into bridal wear, but I have always been interested by couture fashion. So when I was at university, I did my internship at a couture brand, and I loved high end finishes and finishing everything to the to an excellent, excellent standard, because I believe that the construction of a garment can also make it last longer, as well as the fabrics that you use. So I was so fascinated by the world of couture and the world of craftsmanship and how everything is made. So I learned all the skills, and even in my made to order collections, I adapted some of those skills into my garments. And then it was lockdown, and a bride approached me, and she said, I see your designs. I see what you make. Can you make my wedding dress? And then in my head, I was thinking, I've never made a wedding dress before, but I remember I was listening to a podcast, and someone said, say yes, and then learn how to do it afterwards, just yeah, say yes. And I don't think it was something too risky, because, yeah, when it comes to sewing in fashion, if you know all the skills, yeah, and you know how to sew, you can literally make anything. You can apply it to anything. So I had already learned, and had been doing high end finishes and know how to do couture working with such luxury fabrics that you use for bridal garments. Yeah. So I just said yes. And then that was my first bride coming out of lockdown. And that bride was also tricky in a sense that when I was making her dress we were like, are we going to come out of lockdown. Are we staying in? We were wondering, is the wedding going to happen? So I was like, do I stop making the dress? Do I continue? But I learned so much on that process. And then I think also, because I was already doing bespoke service anyway, in terms of doing fittings, doing client consultations, and creating that process, that garment, and having that process, my experience with them from scratch, then it was similar for the bridal experience. It was just for such a grand day.

Maisie: And can you talk us through your bespoke design process, like from the consultation to the final fittings?

Salima: So initially, the brides come with an inspiration, maybe inspiration pictures or like fabrics that they want. They might have some images, or I want this kind of fabric, or they might know I want short sleeve. I'm getting married in spring, so I need something that I'm not going to sweat in. Or they might have an idea of what they want to feel like, what they want to look like. They want something fitted to the body, or they want something like a princess. And then they give me those images. We have an initial

consultation. We discuss what it is that they want. I asked them what they want to feel like in their dress, if there is any body part that they want to highlight, or any body part that they're not specifically comfortable with, and how they essentially, it's all about how they want to feel and what garments make them feel like that, that they already have in their wardrobe. And then I design max three options, to be honest, but I think most I've ever designed is two options, and then the bride just chooses from one of those. And then we go from there. So I do the sketches and then send them to them by email, or if we have an in-person consultation, and they say, Yes, I like this design. Let's go with this. Or they might say, I prefer this design. But can we do it with a longer sleeve? Or can we do it like this? When we do the bridal dresses, the bespoke process is that we make a toile. So a toile is we make the garment, the silhouette of a garment in a similar fabric to the final fabric. So the bride can try it on and see how it feels and if it suits them, if they like it. Because sometimes you can design something, and then when you put it on yourself, you're like, actually, I don't like that style on me. So it's important to kind of see that first, before we do the finished product. So we do the toile, we get the fit right. We finalize the fabrics. I get fabric swatches, and do some fabric research for them, and then also finalize the shade of white. Because once I started doing bridal, I realized how many shades of white? Oh my gosh, there's so many shades of white, and you have to choose the right one for the right fabric, especially if you're putting two different fabrics together that have different compositions. One shade of white can appear different. And also need to bear in mind, maybe where they're going to get married and the light, is it natural lighting? What kind of lighting is it going to be so how is it going to look like in the pictures? So different factors, because it's such a special garment, you just make sure it's perfect. So once the toile is finalized, then everything is ready to go, and then I can just make the dress from there and prepare it for the bride, and I aim to make their dresses so they have their dress at least the week before their wedding, so that it can just be sitting there ready. They're not stressing, because there's so many other things that they're stressing about, they don't want to be stressing about their dress to the last minute, three days before. Is it going to be okay? It's either they come and collect their dress one week before, or if they opt for the full bridal experience, then I bring their dress to them on their wedding day and prepare it for them, steam it, help them get ready, show their bridesmaids how to hold their train down the aisle and how to help them get in and out of the dress. ★

Maisie: Oh, that's amazing that you do that on the day as well, that fully personalized experience, that's so lovely. And what's kind of the general lead time as well, how long would you need before the wedding?

Salima: So it depends on the design, and it depends on the schedule of when they ask, because sometimes it's best if they always ask in advance, so that way we can schedule the design consultations. I've done a bridal dress in three months, and that is considered a rush order, but I was able to do that because I focused on just that and making the dress, and it was quite a lot of hand work to do. So it was a lot of hours of hand stitching. I think between three to six months to do the whole process, that is with the fittings, the consultation, the try on to the final sketch in the final day. I like to think that some bridal houses can take longer, even up to a year, and that can be because they're doing several bridal dresses at the same time and they're doing alterations. But I

★ = key, impactful quotes

SALIMA ALI

Broadcast Transcript

BRIDAL STYLE

like to keep the timeline short, because one also, our body can fluctuate so much during that time, so you don't want to have to be doing too many alterations. But also, I feel like, as a person, we change so much. Yeah, and something that you mentioned, you might say, actually, I don't like this dress anymore, so I think it's nicer and better to keep that window shorter and closer to when you are actually going to get married. So, you know, this is how I want to feel. This is what I want to look like. And I think that's a good way to think about it as well. Just keeping that in mind, you know, your mind can change. ★

Maisie: And if you start closer to time as well, it's obviously going to fit in a little bit better, because our bodies do change.

Salima: So yeah, I think in general, if they approach as soon as possible, like even if it's up to a year, yeah, better. And then we can schedule them in, and the process of making it would start between three to six months before. It depends on design as well. What can make it take longer is if maybe they want a specific fabric, and then we might need to wait for that, maybe the fabric is out of stock, and we need to wait for it to come in and the deliveries and schedule that stuff that can also make the lead time longer, but yeah, it depends on each client.

Maisie: And how do you incorporate sustainability and ethical practices into your work? Because I've seen on your website that that's quite important to you.

Salima: Yes, sustainability has always been important to me, because I approach sustainability in the sense of shielding what you have and making sure that you look after the resources that you have and using what you have also so that you can make space for more. So in terms of my fashion brand, we produce our pieces only on a made to order basis, which means we don't create more than the demand. So only when people place an order, then we create the garment. We have samples that people can try on for reference, but we don't create something and then try and frantically sell it if it's not wanted, it's not designed, if it's not needed. Also in terms of when we're producing the garments, thinking about how we place it on the fabric, so the leg plan of how the patterns are placed, is it being cut in the most efficient way, so that all pieces of the fabric are being used up, and then any off cuts of those fabrics? What are they being used for? Are they being recycled? Or sometimes, if I have any pieces or small metrics of fabric that I'm not using, I may give them away to recycling centres, or even some students that may like to reuse them. ★

Maisie: Well, that's really great, that it's going to a good cause

Salima: I also like to think about sustainability in the sense of the life span of the garment, and how long it is going to last for so that comes into the quality of how it's made. So I'm really big on fabric research and thinking about what kind of fabrics to use. How durable is it? Which is the reason why I spend so much more time on the fabrication and then also the construction of the garment, how are we doing our finishes? Is it going to last this way? And then especially for things like bridal dresses, I always like to make sure that I make my brides consider what you're doing with your

dress after the wedding day, because sometimes we spend so much time thinking about, Oh, I love this design. I want to wear. So my day, what am I going to do? But what am I going to do with it afterwards? How is it going to be stored? So we give our brides, our brides dresses come in a custom garment bag, so they have a garment bag to store their dress away. They could also put that garment bag in a box and put that away so that it can be cleaned properly, if they want to pass it down to someone in their family, or if they want to resell it, we have that discussion with them at we say, I say we it's me! I have that discussion with them at the fitting or when we are having our interactions. So even while the dress is being made, we're thinking about what's going to happen with the dress afterwards, what you're going to do with it, yeah, so it's giving them that mindset that you don't want to just forget about it after the day, you have to think about how it's going to be stored in things. ★

Maisie: And how do you collaborate with brides to ensure their vision is brought to life while staying true to your brand's identity?

Salima: So I think most times when brides come to me, or a client comes to me, they know what I do and they like the specific details that I do, or they like the way I approach my work, so they want that aesthetic incorporated into their garment anyway, and then they may have specific preferences. For example, they want a short sleeve, or they want a specific fabric, and I set the boundaries from the beginning. For example, I don't work with lace because I choose the specific fabrics that I decide to specialize in and make sure that I can deliver the best service possible. So if a bride, for example, would like something with lace, and I will tell them from the beginning the type of fabrics that I work with and show them what we can achieve, and if they're happy with that, then we can go forward.

Maisie: And what is the most memorable or unique dress that you've designed so far? Would you say?

Salima: I feel like there isn't just one, because every single dress that I've made has had a story, and even some of the dresses I'm making right now is literally birthing a story, as we speak, but it's just the feeling that you feel when you wear it. So for example, if I talk about my bridal clients, I remember the first bride I had when I came out of lockdown. She was very self-conscious and nervous about getting married, and every single time I had a fitting with her, I saw her become more confident and confident every time we were trying on the dress, because she was essentially getting her dream dress, and that made her feel more confident to be able to walk down the aisle and get married. And in a sense, every time I have a fitting or a consultation on the client, it is kind of like consumer psychology. So I did sociology when I was in school, and I learned a bit about psychology. I like reading about that kind of stuff anyway, but there's a lot of things. It's not just about making clothes. There's a lot of things that I need to be mindful of when I'm communicating with the clients. Sometimes people's body image or how they see themselves, or how they feel can affect the way that they see themselves as well. So I want to make them feel comfortable in what they're wearing and also making them understand which fabrics will be best to achieve the look that they want to achieve. ★

Maisie: I love that, so taking their overall vision and bringing it to life in your own way. And what advice would you have for brides considering a bespoke bridal gown for the first time? Would you say?

Salima: I would say, if you are considering a bespoke bridal gown, have a couple ideas of what you want. Also understand that it's going to be exchange, like an experience between you and the designer. So as much as the designer is going to be giving you input, we want your input as well, of course. So it's kind of like a collaboration, working together to know what you want, yeah, and making our visions unite and coming together so that we can create harmony in this dream dress that you want. I would say also it is an investment. So do think about, what are you going to do with the dress afterwards, or what is the reason that you need a bespoke dress? Yeah, so I think it's, I think people who go for the bespoke is because they have a specific idea of what they want, and they want somewhere that can just put all of those pieces together and create for them. I feel like also there is a lot of bridal dresses that are premade. And when brides go and try on dresses, they try on the dress, they have to pay for theirs, but then they also have to pay for alterations, which costs so much more. So if you're going to do a bespoke dress, it's literally going to be made exactly how you want it to be. And then you're with the same person the whole time as well. You won't have to do alterations down the line, because it's made for you exactly. ★

Maisie: Yeah, exactly. And it's the same person you're dealing with as well, the whole time. It's really personal and bespoke to you, and that allows you to bring that vision to life. I think the bespoke route is really amazing. I think lots more brides should consider that as well.

Salima: I think in terms of this bespoke route, brides should consider that option, because I think it's such a big and special day, you will have a specific vision of how you want to look. So most times you will want it to be custom.

Maisie: I think if you're ever going to go for a bespoke garment in your life, you want it to be your wedding dress. And how does your background in bespoke occasion wear influence your approach to designing bridal gowns?

Salima: For occasion wear, I feel like it's the same experience when I do bespoke. However, the occasion is different, but it's a similar approach. It's just that we are working with different fabrics and maybe a different timeline, yeah, for a grander event. So I think it's a same approach,

Maisie: And you've built a strong reputation of handcrafted luxury fashion. So what can we expect next from Salima Ali bridal? Like, do you have any plans coming up, new collections?

Salima: Yes actually! So now that I've moved into my new space, I have learned so much more about my design identity and what it is that I want to represent. I feel like when I first started my brand, I was so shy about putting myself out there and thinking about how I want to show the world what I do. And in a sense, I just pushed my products out

there, but I didn't share the story behind why I designed it in that way. So I think now I'm basically revisiting that and bringing the storytelling aspects into the craftsmanship behind designs and what I want to do, and then also, a lot of my occasional designs are inspired by my Caribbean heritage. Even though I live in London, I'm very much attached to the identity, and I use my practice in fashion to explore that. So my next Bridal Collection, I'm saying my next bridal collection will actually be my first Bridal Collection, because all the bridal gowns I've made have all been bespoke. And I think after working with a few clients and understanding what brides are looking for and what brides want but also seeing what is out there and what is not out there, what is needed, but also what I would like to express. I've kind of designed a bridal collection that I've called Caribbean couture. So I'm going to design a few pieces, a bridal collection that is inspired by my Caribbean heritage. I'm excited to show that, because I'm just thinking about loads of the times we see brides in a European context. What about if you were getting married on the beach, or what about if you were getting married in the sun? And I. Yeah, that's all I'm going to say. ★

My interview with Salima took place in person at her studio, and overall I was incredibly pleased with how it went. Due to the depth of Salima's answers, I feel that Bridal Style's audience will be able to learn so much more about her story and the process of the bespoke bridal design process, which is not often discussed or mentioned within the industry because of the hyperfocus on bigger, mass producing brands.

One point that she made which I found particularly impactful was that even during the design process, she encourages brides to consider what they will do with their gown after their big day and discusses ways in which the design can be repurposed to integrate into the bride's regular wardrobe, which I thought was great from a sustainability perspective and will be well received by Bridal Style's eco conscious viewers.

Salima also mentions how each bridal gown she has created has a meaningful story behind it, including her new collection which she is currently in the process of creating, called Caribbean couture. For this collection, Salima was inspired by her Caribbean heritage, and as many bridal gowns are inspired only by a European context I found this particularly intriguing. One of my goals for Bridal Style was to promote more inclusivity within the bridalwear industry, therefore I wanted to discuss with Salima her plans for creating a collection that links to her heritage and identity.



SALIMA ALI

Broadcast Consent Form

BRIDAL STYLE

CONTRIBUTOR CONSENT FORM (Agreement¹ for Use of Contribution)

Project Title: Fashion Journalism: Independent Project

Project Group: Completed individually by Maisie Amis

Description of Contributions: A profile feature video interview published on bridalstylemagazine.com

Contributor Name: Salima Sule Ali

Contributor Contract Details: salima.suleali@gmail.com


Thank you for agreeing to contribute to the above programme. It is our current intention that the programme will not be broadcast, but it may be broadcast in the future. This form gives the makers the rights to use the whole or part of your contributions in all media and markets throughout the world. We very much hope to use your contributions, but we cannot guarantee to do so.

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Thank you once again for your assistance.

I agree these terms

Signed: 

Date: 09.05.25

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BRIDAL STYLE

STORY SEVEN

Catherine Deane News Feature

FREEDOM OF MOVEMENT

Collection Research

BRIDAL STYLE

Key pieces:



Before beginning to write my news story on the release of Catherine Deane's brand new 'Freedom of Movement' collection, I have firstly conducted some research on the key design elements within the assortment, to determine its suitability for Bridal Style's audience.

Upon initially looking at the collection, it's clear to me that Catherine has stayed true to her signature design identity, but has also integrated this season's key bridal trends, creating a collection that is ideal for the unconventional, fashion forward bride. This means that this news story will be of significant interest to Bridal Style's readers, who are actively looking for bridalwear pieces that will enable them to express their individuality and love for fashion as opposed to conforming to tradition. The key design features which make this collection stand out include intricate beading, whimsical tulle and chiffon, tailoring, jumpsuits, sensual cut outs and wide leg trousers. As always with Catherine Deane, the collection is made up of mostly two pieces, which can be mixed and matched according to the bride's unique vision. This will appeal particularly to Bridal Style's target audience of eco conscious brides who desire to integrate elements of their bridal look into their wardrobe after the big day.

Harvey Trousers

DETAILS & CARE

Outer: 100% Recycled Polyester Crepe with Faux Pearls

Lining: 100% Polyester Recycled Eco Satin

Chant Bodice

DETAILS & CARE

Outer: 100% Silk Dupion

Lining: 100% Polyester Recycled Eco Satin

Bartley Top

DETAILS & CARE

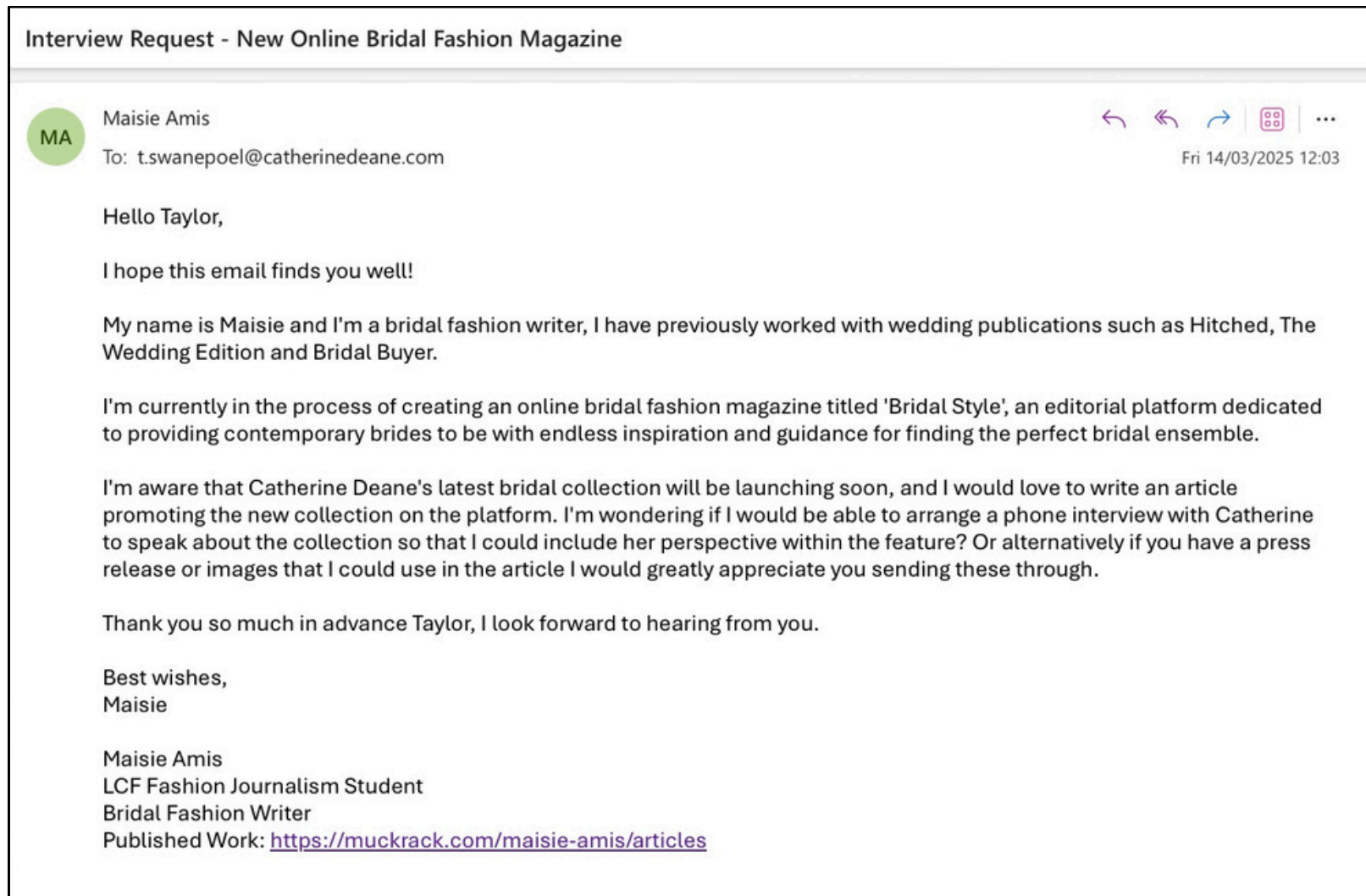
Outer: 100% Polyester Recycled Eco Lace with Plastic Sequins

I also looked more carefully at each garment's composition to assess the collection's level of sustainability, with a few examples showcased. Overall the fabric used the most within the collection is recycled eco satin, proving the brand's commitment to environmental sustainability, however it's worth noting that the collection is not 100% sustainable, as plastic sequins and non recycled polyester fibres are also included.

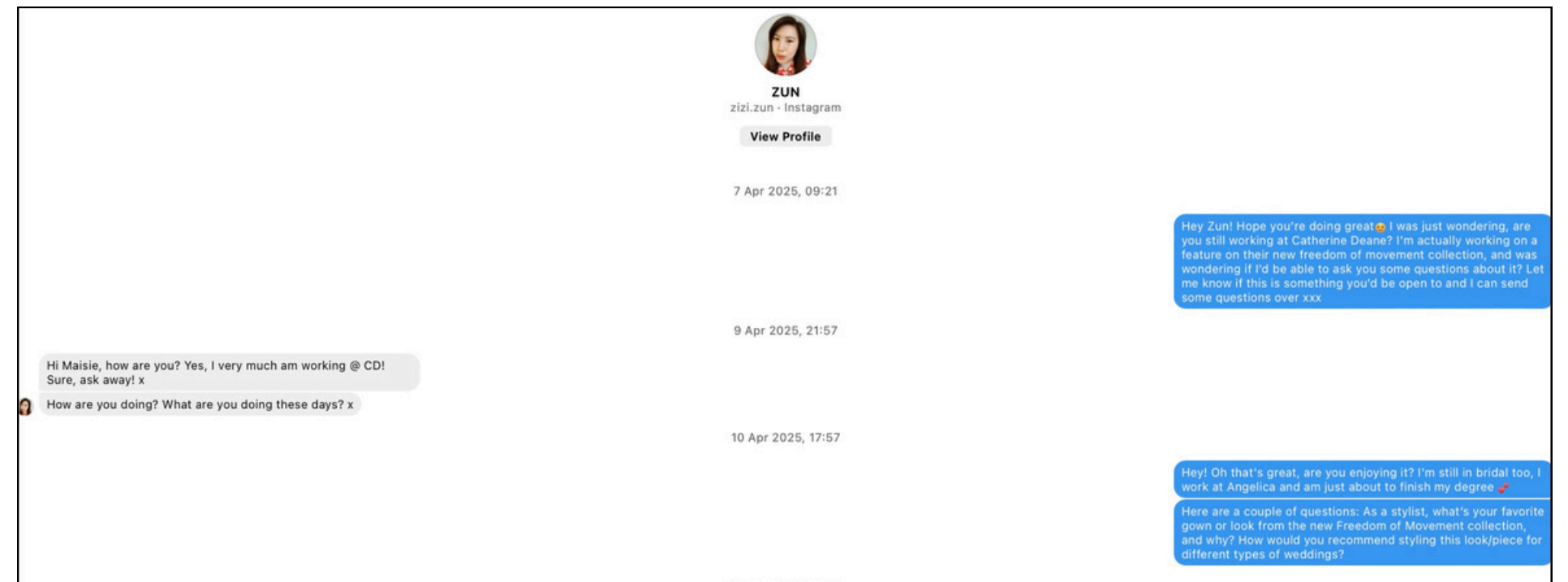
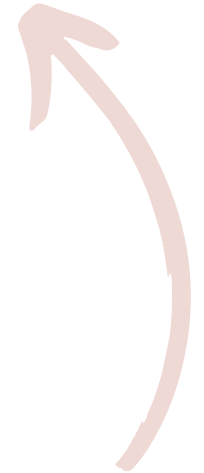
NEWS FEATURE

Interview Requests

BRIDAL STYLE



I have also reached out to one of my former colleagues, Zun-Hui Tan, who is now working as a stylist and merchandiser at Catherine Deane, asking if she would be able to provide me with some insights. I feel that her opinion will be valuable within the feature as it will bring a stylist's perspective who knows the label inside and out. Zun also has years of experience of working directly with brides, which means that she will hopefully be able to provide great styling advice for the new assortment.



In order to obtain quotes for my news feature on Catherine Deane's brand new 'Freedom of Movement' collection, I have firstly reached out to the brand's PR team to ask about potential press releases and arranging a phone interview with Catherine.

★ = key quotes to use within feature

FREEDOM OF MOVEMENT

BRIDAL STYLE

Article Research

Apr 07, 2025

THE FREEDOM OF MOVEMENT BRIDAL COLLECTION IS HERE!

1. What inspired the latest bridal collection? What is the significance of the name as it relates to the garments?

★ The Freedom of Movement collection was inspired by the idea of a bride feeling truly unburdened—free to move, to celebrate, and to embrace her wedding day with effortless confidence. We wanted to create gowns that don't just look beautiful but allow brides to move with ease, whether they're dancing at their afterparty or walking barefoot on the beach. The name reflects both the physical comfort of the designs and the emotional liberation that comes with stepping into a new chapter of life, completely unrestricted.



2. Do you design your collections with trends in mind – if so, which trends inspired you most this time around?

I always aim to balance timelessness with modernity, incorporating trends in a way that feels natural and enduring. For this collection, we were particularly drawn to fluid silhouettes, lightweight fabrics, and thoughtful construction that support the body without feeling restrictive. The concept of versatile styling—like detachable elements and effortless layering—also played a big role, allowing brides to personalize their look throughout the day.

3. How would you describe the essence and aesthetic of this collection? How do you want brides to feel when they wear one of these garments?

The essence of this collection is freedom, grace, and effortless beauty. The aesthetic is soft yet structured, romantic yet modern, with a sense of movement woven into every design. I want brides to feel completely at ease—to move, breathe, and celebrate without feeling restricted. More than just looking beautiful, they should feel confident, authentic, and fully present in every moment of their day.



4. What advice would you give to brides when choosing the perfect gown from this collection?

Choose a gown that allows you to move, feel, and express yourself freely. Consider how you want to feel on your wedding day—not just how you want to look. Walk around, dance, and pay attention to how the fabric moves with you. Trust your instincts, and don't be afraid to embrace a style that reflects your personality rather than tradition. Most importantly, choose a gown that makes you feel like the best, most effortless version of yourself.

5. Do you have a personal favourite from this collection, and can you elaborate a bit on why this piece is special to you?

We're in a season of celebrating the return to maximalism here at CD, so I just have to pick two! The Cyprus Gown holds a special place in my heart—its modern yet playful design, combined with the effortlessly comfortable A-line skirt, makes it a dream to wear. The sheer bodice details and sunray pleated tulle insets add a touch of intrigue and movement, creating a look that feels both contemporary and ethereal. For the celebration and dancing, I'd go for the Carolina Dress—she's the fun, flirty little sister of our beloved Bae Gown from the Royal Flush collection, perfect for twirling the night away in pure joyous celebration!



Online Catherine Deane have also published a Q&A article onto their platform with the designer Catherine herself. Therefore, unfortunately after not hearing back from the PR team despite numerous attempts I have decided to retrieve a quote from this article instead, however the article will also be enhanced by a quote that I have obtained myself from Catherine Deane's Stylist and Merchandiser Zun-Hui Tan. I decided that Catherine's perspective about the inspiration behind the latest collection would be a particularly interesting addition: so that Bridal Style's readers can hear about the story behind it and the meaning behind the garments.

★ = key quotes to use within feature

ZUN-HUI TAN

Interview Transcript

BRIDAL STYLE

Here are a couple of questions: As a stylist, what's your favorite gown or look from the new Freedom of Movement collection, and why? How would you recommend styling this look/piece for different types of weddings?

These answers are great thank you so much! ❤️❤️❤️ just one more question, how does this collection differ to the previous one would you say? X

★ My favourite look from the Freedom of Movement collection is the Benita bodice and Benton gown. I love the mix of this being both clean cut and with a vintage feel. I love the button detail down the front.

Sorry for my delayed response, I'm barely on social media! I would say this collection has an effortless vintage feel to it. It is understated and elegant, with new tulle fabrications keeping this collection light and easy to move in. 😊 ← :

❤️
*Benton skirt

If you need assets and the catherine deane gets published, pls do share with us! x

★ As this is a two piece, it can be mixed and matched with other pieces in our collection. For example, I would pair the Benton skirt with one of our cropped bodices and blazer for a modern take, perfect for a city wedding. The skirt could also be paired with a lacey top for a more boho look. To make this fit a black tie event, I would add our Arlo feather jacket or one of our beaded capes. For a second look, you could keep the Benita bodice and swap the skirt out for a pair of trousers, like our Alexis or break tradition and wear trousers for the main ceremony.

you may need to re-word what I said slightly x

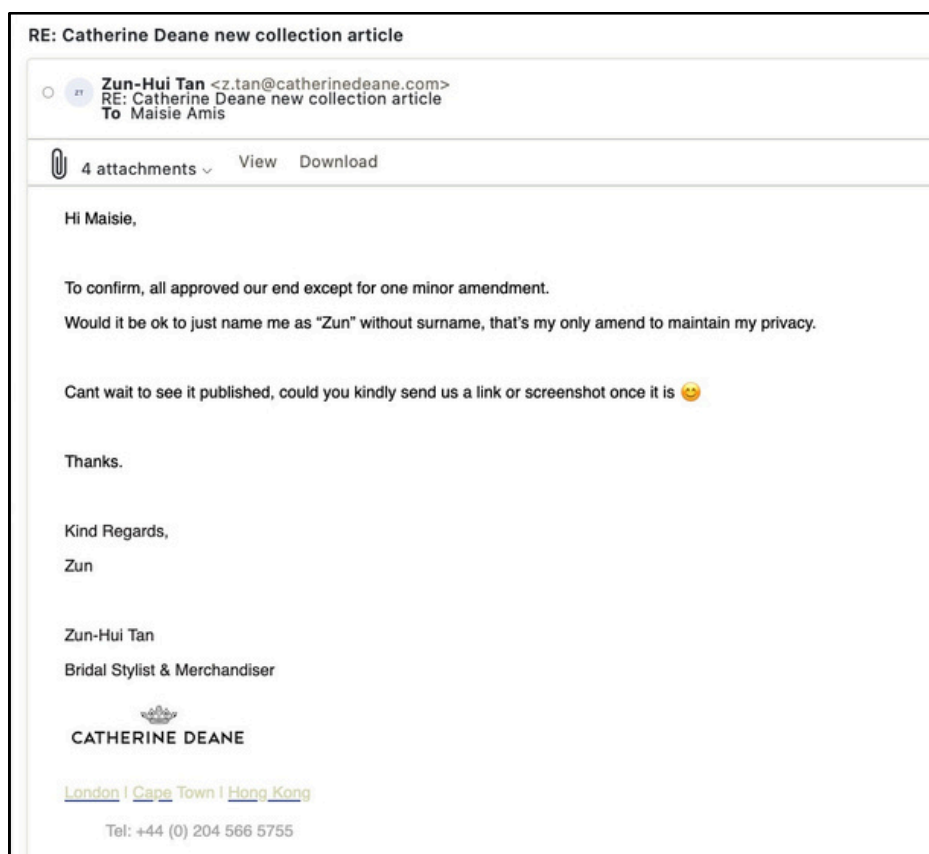
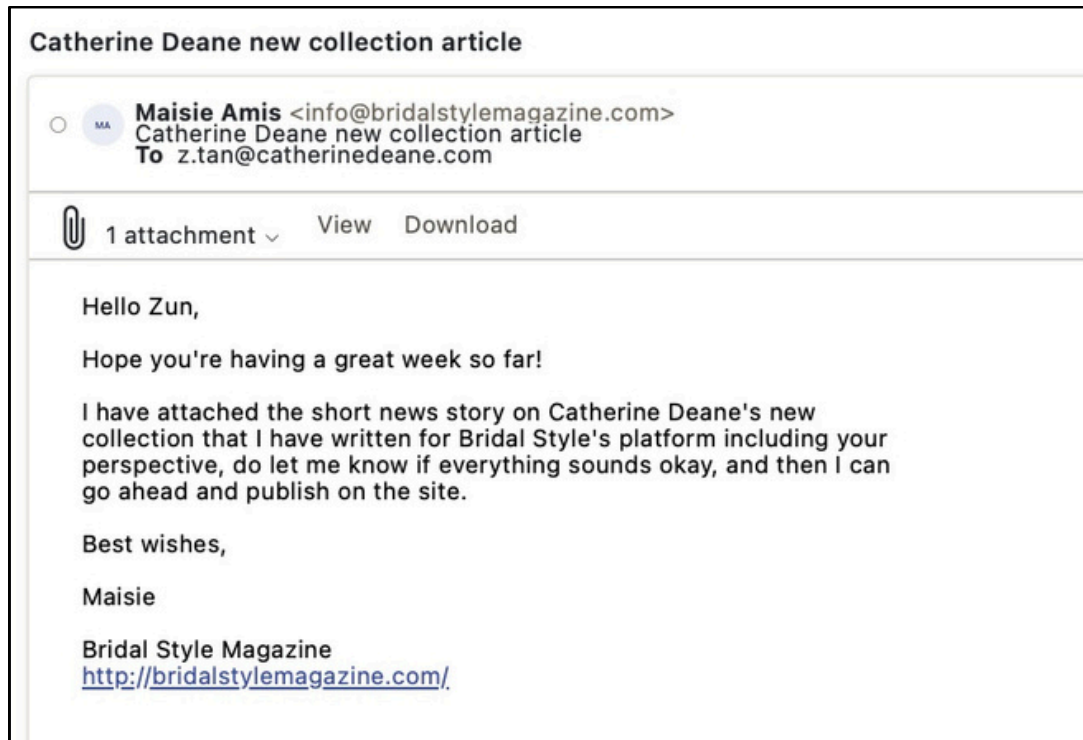
❤️
Let me know if you need anything more! Sorry it took me a while to get back to you.

After reaching out to Catherine Deane's Stylist and Merchandiser Zun-Hui Tan over Instagram, she fortunately responded very promptly, agreeing to provide her perspective which will be included within the feature. I initially provided two questions about the new collection, asking what her favourite looks from the collection is and why, and also how she would style it for contrasting types of weddings. I decided to ask her this as I also want to be able to provide Bridal Style's readers with more of an educational perspective, as many readers will also be intrigued as to how they can style the pieces from the assortment, not just what the inspiration behind the collection is. Following her providing her insightful Stylist perspective, I also provided a follow up question, asking how she thinks the collection differs from the previous one, and I asked this as I wanted to touch upon how this collection stands out within the news feature also, as modern brides are constantly on the lookout for unique, standout pieces that differ from what they have seen before.

ZUN-HUI TAN

Correspondence

BRIDAL STYLE



As showcased within our correspondence, Zun requested to be referred to by only her first name in the feature for privacy reasons, which I accepted, hence why I have not included her surname as usual in this particular story.



News Feature Development

1st Draft:

Final piece:

Title: Catherine Deane unveils 2025 'Freedom of Movement' Collection

Standfirst: The London-based designer's latest assortment marries modernity with whimsicality

Body Copy: Catherine Deane has launched her 2025 collection, which is now available for brides to try on at the brand's East London boutique and to pre-order online. Named 'Freedom of Movement', this contemporary collection pays homage to Catherine's commitment to versatility and practicality, with a focus on mix and match coordinates.

"The Freedom of Movement collection was inspired by the idea of a bride feeling truly unburdened, free to move, to celebrate, and to embrace her wedding day with effortless confidence," says Catherine Deane, founder of the eponymous label on the liberating nature of her latest collection. "We wanted to create gowns that don't just look beautiful but allow brides to move with ease. The name reflects both the physical comfort of the designs and the emotional liberation that comes with stepping into a new chapter of life, completely unrestricted."

Featuring frothy tulle skirts and decadent pearls, the collection seamlessly intertwines this season's statement bridal trends with Catherine's signature chic and polished aesthetic. Maximalist details are contrasted with sleek, modern silhouettes, elevated by cut-out details and sensual low backs. Staying true to her less conventional take on bridalwear, Catherine has also integrated trousers, jumpsuits and shorter hemlines within the collection, which can be reworn and restyled after the wedding day.

The Freedom of Movement collection also features a brand new bridal topper, which is perfect for layering over Catherine's minimalist slip dress designs and pairing with her separate skirts and trousers. A selection of accessories are also incorporated within the latest drop, including two cathedral length veils and a horsehair trimmed fingertip length veil.

Upholding her commitment to environmental sustainability, many pieces within Catherine's new assortment are made from recycled and natural fabrics, such as recycled eco-satin, recycled polyester crepe and silk dupion. This comes after reaching their target of becoming over 40% eco friendly, with all of their lining fabrics being 60% to 100% recycled yarns. The label also continues to partner with The Unlimited Child initiative in South Africa, which supports the Early Childhood Development of underprivileged children, by donating a percentage of every garment sold.

To view Catherine Deane's full Freedom of Movement collection, click [here](#)

Key changes:

- Added the additional perspective of Catherine Deane Stylist and Merchandiser Zun-Hui Tan to provide styling advice as well as describing the new collection
- Included information about how the collection differs to the avant garde, statement maximalist pieces that are dominating catwalks currently
- Ensured experts are referred to with surname as opposed to first name
- Refined opening par to ensure smooth flow

Catherine Deane unveils 2025 'Freedom of Movement' collection

The London-based designer's latest assortment marries modernity with whimsicality

Catherine Deane launched her 2025 collection on the 5th April, which is now available for brides to try on at the brand's East London boutique and to order online. Named 'Freedom of Movement', Deane's latest collection showcases her commitment to versatility and practicality, with a focus on mix and match coordinates.

"The Freedom of Movement collection was inspired by the idea of a bride feeling truly unburdened, free to move, to celebrate, and to embrace her wedding day with effortless confidence," says Deane on the liberating nature of her latest collection. "We wanted to create gowns that don't just look beautiful but allow brides to move with ease. The name reflects both the physical comfort of the designs and the emotional liberation that comes with stepping into a new chapter of life, completely unrestricted."

Featuring frothy tulle skirts and decadent pearls, the collection intertwines this season's statement bridal trends with Deane's signature chic and polished aesthetic, combining sleek, modern silhouettes with sheer floral lace and iridescent sequins. Staying true to her less conventional take on bridalwear, Catherine has also integrated trousers, jumpsuits and shorter hemlines within the collection, which can be reworn and restyled after the big day. The Freedom of Movement collection also features a brand new bridal topper, which is perfect for layering over Catherine's minimalist slip dress designs and pairing with her separate skirts and trousers. A selection of accessories are also incorporated within the latest drop, including two cathedral length veils and a horsehair trimmed fingertip length veil.

Zun Hui-Tan, Stylist and Merchandiser at Catherine Deane says: "My favourite look from the Freedom of Movement collection is the Benita bodice and Benton skirt. I love the mix of this being both clean cut and with a vintage feel. As this is a two piece, it can be mixed and matched with other pieces in our collection. For example, I would pair the Benton skirt with one of our cropped bodices and blazer for a modern take, perfect for a city wedding. The skirt could also be paired with a lace top for a more boho look. To make this fit a black tie event, I would add our Arlo feather jacket or one of our beaded capes. For a second look, you could keep the Benita bodice and swap the skirt out for a pair of trousers, like our Alexi, or break tradition and wear trousers for the main ceremony."

The Freedom of Movement collection differs significantly to the avant garde, maximalist pieces which are dominating the bridal catwalks currently. Designed with the understated bride at heart, this assortment focuses on elegance without excess, offering a refreshing alternative for those seeking sophistication over spectacle.

Upholding her commitment to environmental sustainability, many pieces within Deane's new assortment are made from recycled and natural fabrics, such as recycled eco-satin, recycled polyester crepe and silk dupion. This comes after reaching their target of becoming over 40% eco friendly, with all of their lining fabrics being 60% to 100% recycled yarns. The label also continues to partner with [The Unlimited Child](#) initiative in South Africa, which supports the Early Childhood Development of underprivileged children, by donating a percentage of every garment sold.

supports the Early Childhood Development of underprivileged children, by donating a percentage of every garment sold.

To view Catherine Deane's full Freedom of Movement collection and to book your appointment at the London studio, click [here](#)

*Select items from the Freedom Of Movement Collection are in stock and available immediately, while other items are available to pre-order. More details available on each product listing.

BRIDAL STYLE

STORY EIGHT

Minimalism with maximal impact

MINIMALISM

Trend Research

From my research on New York Bridal Fashion Week which took place in Fall 2024, it is clear that minimalism but with maximal impact is a key bridal trend, and has been interpreted in several ways by different designers according to their aesthetic and the type of bride they are catering for. The fact that so many couture bridal designers are integrating this into their recent collections indicates that this is the trend that the fashion forward, contemporary readers of Bridal Style want to hear about.

BRIDAL STYLE

Christian Siriano x Azazie



Savage and Hunt



Emilia Wickstead Bridal

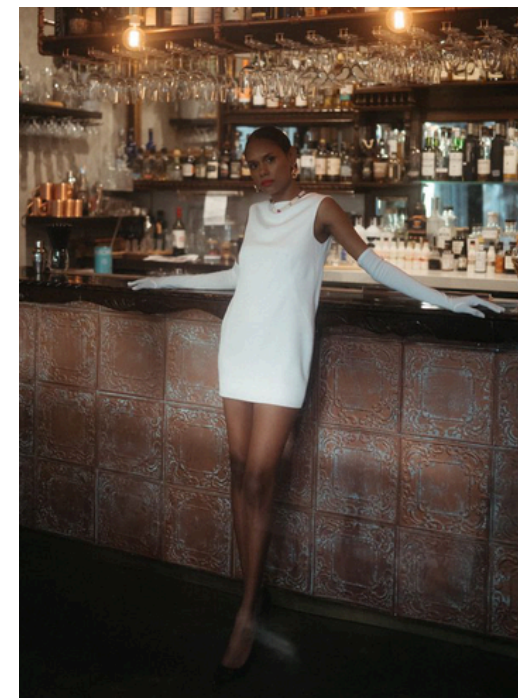


Nadia Manjarrez Bridal

Nardos



Jenny by Jenny Yoo



Sophie et Voilà



Viktor & Rolf Mariage



Enaura

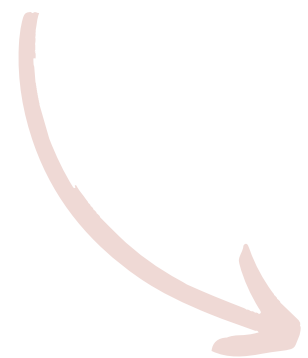
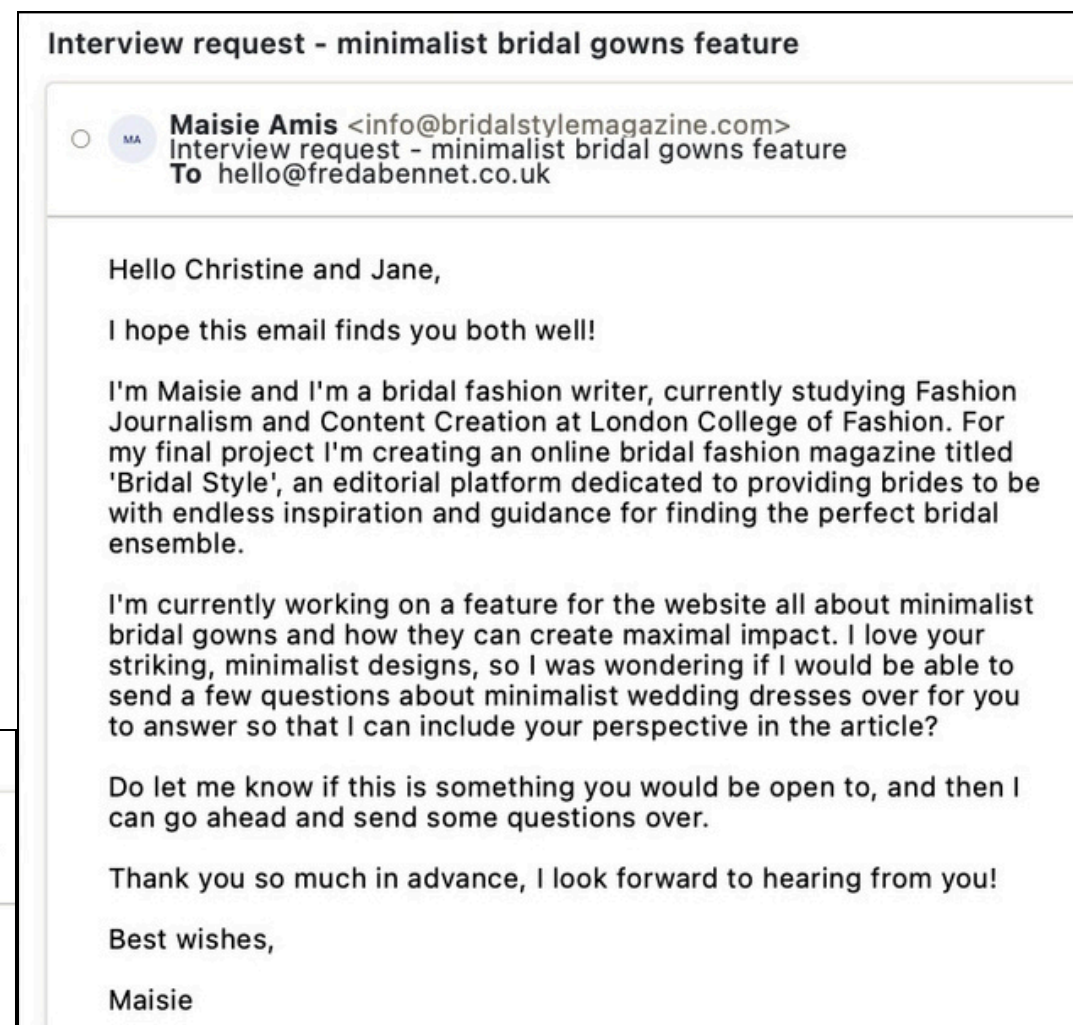
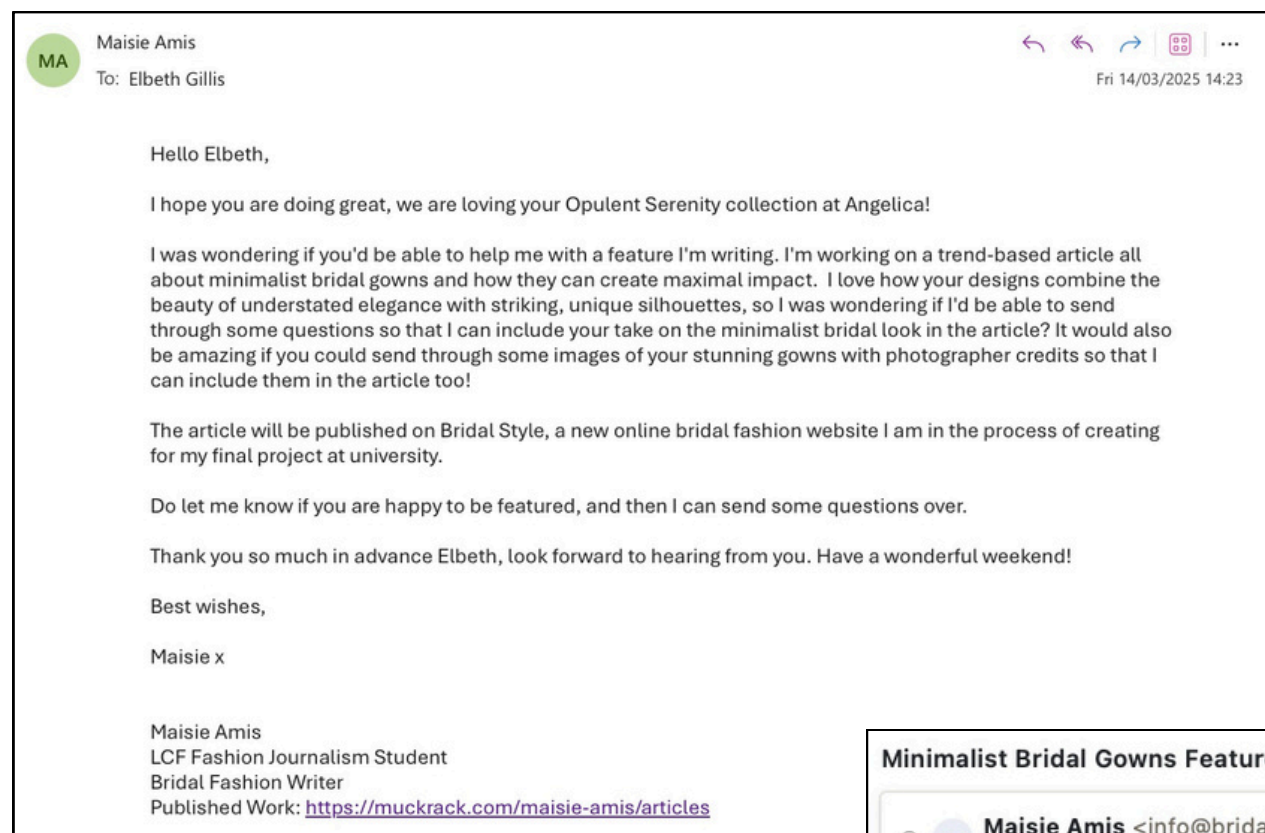


Courte Collection

MINIMALISM FEATURE

Interview Requests

BRIDAL STYLE



For my feature on minimalist wedding dresses, I have reached out to South African Designer Elbeth Gillis who is renowned for her clean and classic designs, as well as bridal designers Jane and Christine, the artisans behind bridalwear label Frieda Bennett which is synonymous with minimalist, understated bridal pieces. I also reached out to Australia based bridal designer Shanna Melville, who features several minimalist, striking gowns within her collections.

ELBETH GILLIS

Designer Research

I have decided to interview Elbeth Gillis for this feature particularly due to her signature design style which combines minimalism with striking, unique and modern details. Below I have conducted secondary research on her label, her design process and how the minimalism trend resonates with her as a designer, particularly within her most recent collection.

BRIDAL STYLE

Her 'About Me' page on her website describes her particular focus and admiration of fabrics, and I can infer that this is due to her predominant focus on minimalistic styles, where the fabric is the main focal point. Furthermore, it discusses Elbeth's 'Audrey Hepburn-like' design aesthetic, reaffirming her signature minimalist, elegant design style.

Opulent Serenity Bridal Collection

The Elbeth Gillis Opulent Serenity Collection is a couture bridal capsule inspired by one of the most iconic and influential fashion collections in history, Dior's 1947 'New Look'. Each gown intricately weaves together corsetry with brocades, embroidery with tales of the past, and sculpted fabrics that subtly suggest a fairytale of enchantment.

Opulent Serenity narrates a story of romance and haute couture sophistication where history and modernity meet in a fusion of timeless elegance and allure. Elbeth's skilful art of draping and meticulous craftsmanship resonates in each wedding gown of the collection, to bring to life beauty and sophistication and the promise of an indelible mark on its bride's heart.

Like Dior's 1947 'New Look' collection, Opulent Serenity is an influential and iconic bridal fashion collection and a tribute to Elbeth Gillis's bridal artistry at its best.



Bella
Opulent Serenity



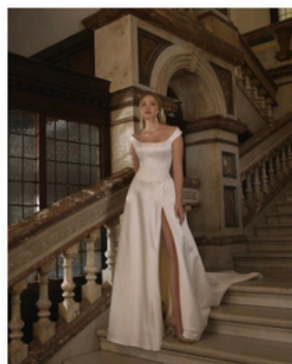
Cameron
Opulent Serenity



Finley
Opulent Serenity



Rosalie
Opulent Serenity



Eva and Elle
Opulent Serenity



Elaine and Elle
Opulent Serenity

Upon visually analysing Elbeth Gillis' most recent collection titled 'Opulent Serenity', it is clear that striking minimalism was a clear inspiration point, translating in the collection through satin fabrics, clean lines and soft a-line and fit and flare silhouettes.

This interview that Elbeth participated in for Bridal Trader Magazine demonstrates Elbeth's love for designing clean, structural gowns, particularly simple but dramatic ballgowns - which resonates with current bridalwear trends presented at NYBFW. Furthermore, she answers that Grace Kelly would be her dream person to dress, who was of course often associated with minimalism and classic elegance.

This interview Elbeth Gillis participated in with Bridal Buyer magazine also demonstrates her classical, minimal style, with one of her key inspirations being Coco Chanel. She discusses how she has never been swayed by trends and is driven by transcendent style and quality, qualities that are synonymous with minimalist bridal designs.

WT First thing you designed - how old were you and what was it?
EG I was probably about five or six - I started sewing early. It would have been a dress for one of my dolls.

WT Do you come from a design-driven or artistic family background?
EG Yes, everyone in my family is creative and loves crafting and creating just about anything. My mother and aunts are all wonderful seamstresses and I learned a lot from them as a child.

WT Did you always want to be in fashion - when did bridal happen into your life?
EG After I completed my degree in fashion design at Cape Town University of Technology, I worked as a childrenswear designer for a big factory supplying the retailers. During that time I realised that I loved bridal and the more bespoke part of the fashion world. I launched my bridal business in 1997.

WT How many collections do you produce a year?
EG It depends, but usually two or three.

WT Which countries do you sell in? And what are the most popular sizes?
EG For sample gowns usually a UK 12, for the Curve Collection a UK 22. Brides are all sizes, but around a 10 to 14 in most cases.

WT Where do you source your fabrics?
EG We really source from all over - India, Taiwan, China, the UK, Spain and France.

WT Do you grant your retailers exclusivity, do you stipulate minimum orders?
EG Yes, we do grant exclusivity and require a minimum of six dresses, but it can be over all our collections.

WT What silhouettes are your favourites generally, and your choice for the 2023 season?
EG I love clean, structural gowns, but lace is also a favourite. My choice would be a simple but dramatic ballgown.

WT How many pieces do you have in each collection, and are they all new or do you keep best sellers going?
EG Each collection has at least eight new gowns, and yes, we do keep best-sellers.

WT What is the RRP in the UK?
EG From £1,400 to £4,000.

WT How do you promote your label to the trade, and also to consumers?
EG We participate in shows, send newsletters and focus heavily on social media for consumers.

WT Which trade events will you be showing at in 2023?
EG European Bridal Week in Essen or possibly Barcelona or One Fine Day New York.

WT Tell us about your latest collection and its special style features and embellishments.
EG Our latest collection is called Botanical and is inspired by my love of gardening and all things floral. There are some beautiful 3-D floral and leaf embellishments. Shimmering beadwork is also a big part of the Botanical personality.

WT Who would be your dream to dress of past or present personalities?
EG Grace Kelly.

WT Which are the best markets for you?
EG The UK and South Africa.

Elbeth Gillis
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 E: info@elbethgillis.com
 www.elbethgillis.com

Bridal Fashion Designer

Founded in 1997, Elbeth Gillis is internationally known for her bridal and evening couture. As the head of her world-class brand, Elbeth embodies the same virtues that her brides find in her dresses - style, charm and uncompromising class.

Elbeth is relentless in her pursuit of distinction and refinement. She searches for opulent French laces and sumptuous silks, satins and chiffons made by prestigious fabric houses known to supply bridal royalty.

Fashion History

As a young girl, Elbeth was surrounded by the beauty of fabrics. She was inspired by the magic that took place as her aunts and mother brought beauty and grace to the garments they sewed. By the age of 12, Elbeth knew she was destined to study fashion. Now, over 20 years later, the reputation of this wedding dress designer is a testament to her ability to create the perfect garment. Brides looking for something different will fall in love with Elbeth's enduring, Audrey Hepburn-like design aesthetic.

Who's your greatest female inspiration?

I am going to mix this up a little and give you two female inspirations! Coco Chanel is, of course, an inspiration - her cuts, the quality of fabrics and her integrity at building an international brand are exceptional. I'd also love to mention Italian fashion designer, Elsa Schiaparelli. Along with Coco Chanel, her greatest rival, she is regarded as one of the most prominent figures in fashion between the two World Wars.

Can you give us some interesting facts about yourself?

I am obsessed with fabric, so much so that I think I am addicted to searching and buying fabrics. You want to see the collection I have! At Elbeth Gills, we search for only the most opulent French laces and the most sumptuous silks, satins and chiffons made by prestigious fabric houses that are known to supply royalty. I'm pretty relentless. I use the same company that supplied lace for Princess Grace Kelly and Princess Kate's gowns!

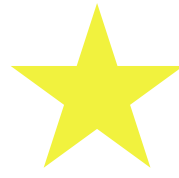
Do you have a quote that you live by?

"Stay True to yourself." - this quote is one of the reasons the Elbeth Gillis brand has always been successful. I have never been swayed by 'trends,' instead, I'm driven by transcendent style and quality. While the bridal industry isn't as trendy as high fashion, it is influenced by it, and this means there are things that will come and go. I instinctively pull out the elements that will transcend trends and then translate that into a gown that is ethereal and sumptuous.

The epitome of style, sophistication and uncompromising luxury.

An Elbeth Gillis bridal gown is forever. With the highest quality craftsmanship, Elbeth and her team produce uniquely personal wedding dresses. Each gown is handcrafted to ensure impeccable fit and quality.

Brides can find the designer wedding dresses from Elbeth's distinctive bridal collections in international bridal boutiques in the UK, Ireland, Germany, Australia. Elbeth also offers bespoke consultations and private appointments from her atelier in Cape Town, South Africa.

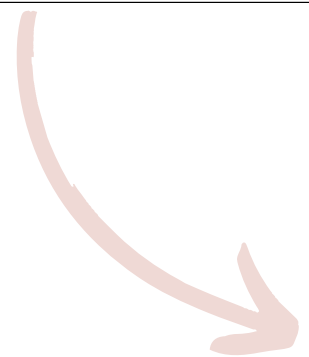
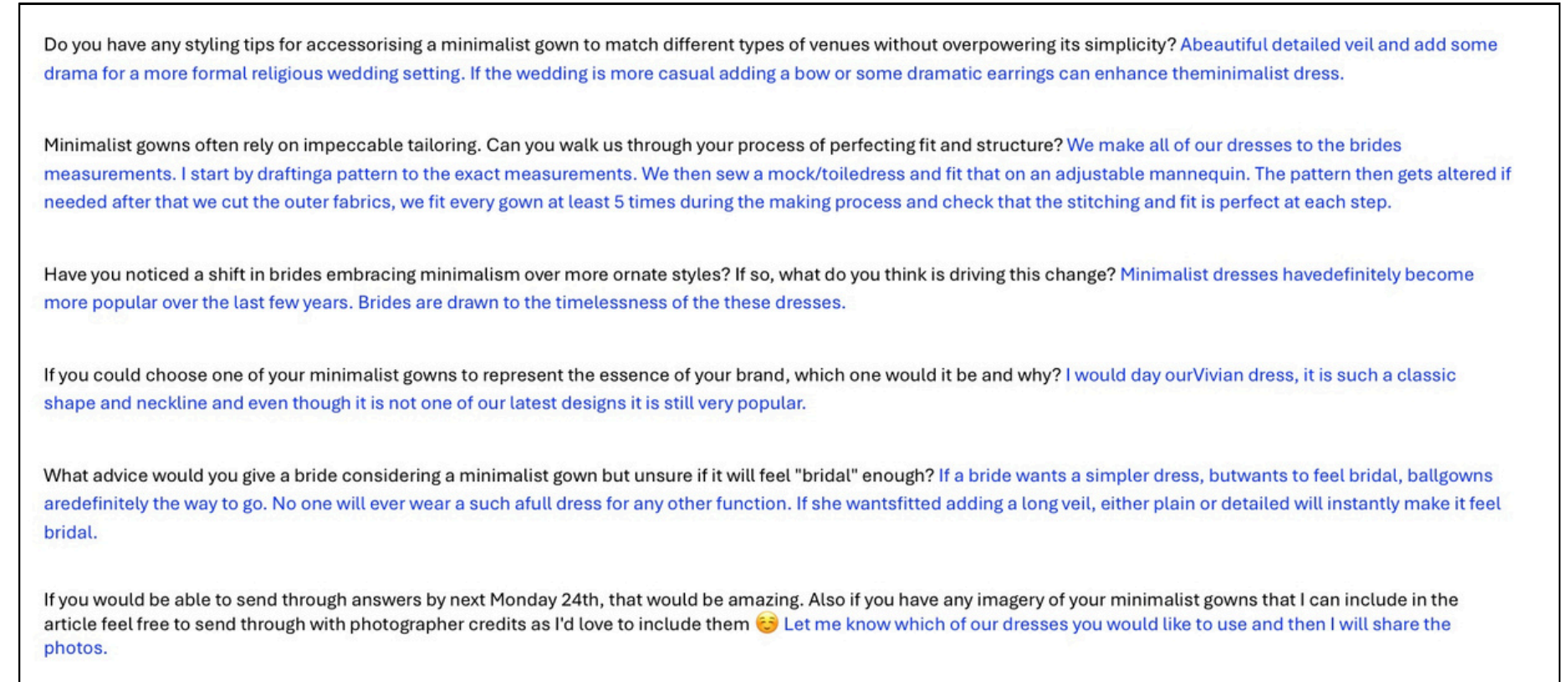
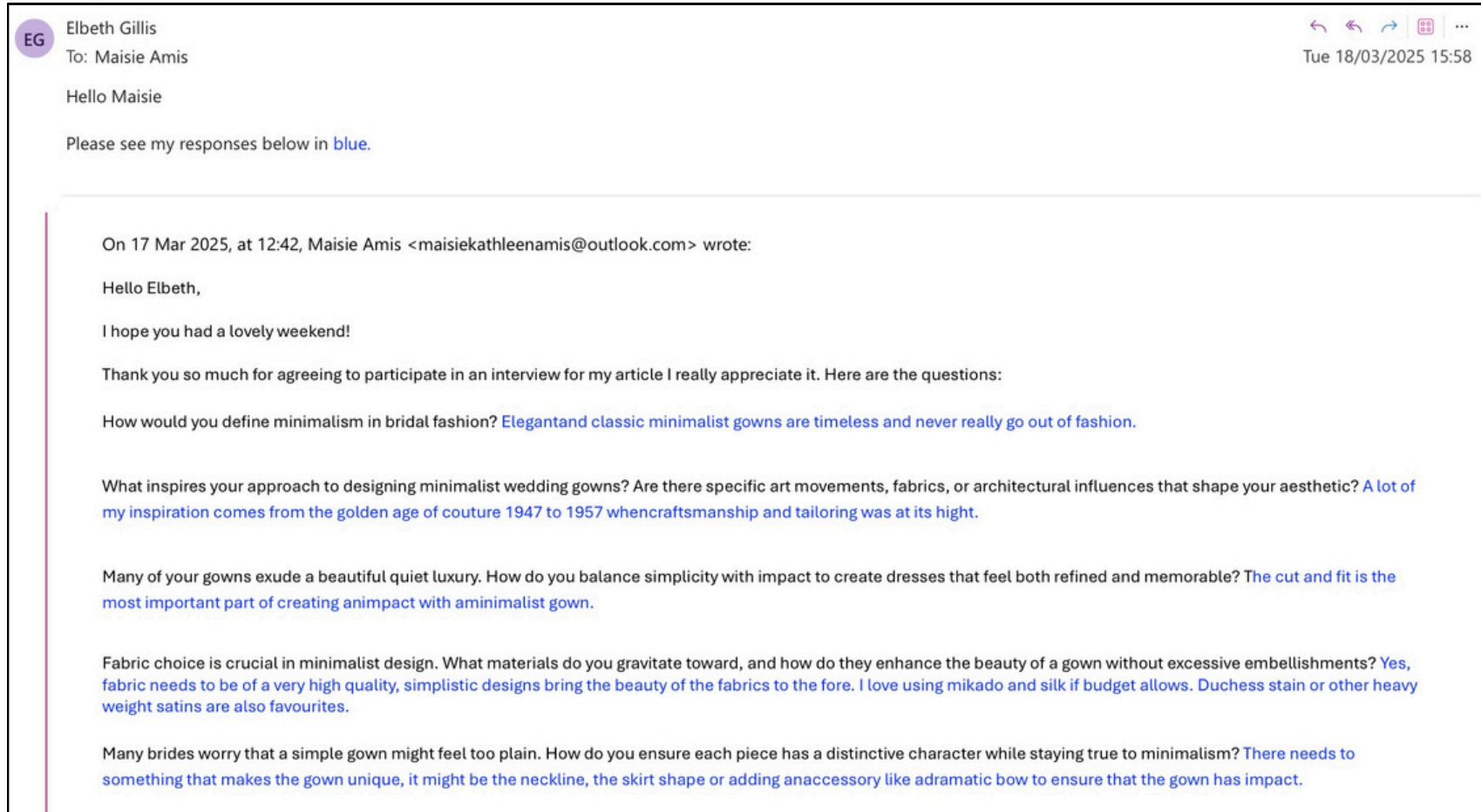


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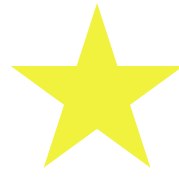
ELBETH GILLIS

Interview Transcript

BRIDAL STYLE



Above I have showcased the answers that designer Elbeth Gillis has provided over email centred around minimalism within bridalwear. Overall Elbeth has included some insightful perspectives, especially regarding her minimalist design inspiration and her process of creating minimalist gowns that are equally as impactful as a fully embellished gown. One of her insights which I found particularly interesting was her exploration of how she includes unique details within a minimalist gown, in order to add character for brides who are conscious about a gown appearing too simple. She emphasises that there needs to be something that makes the gown unique: she says it can be very minor like the neckline, an additional accessory or detachable element, but these can ensure that the gown creates impact for the bride who desires more of a statement look whilst still maintaining an understated elegance.



= key quotes to include within feature

FREDA BENNET

Interview Transcript

BRIDAL STYLE

How would you define minimalism in fashion?

Many of your gowns exude a beautiful quiet luxury. How do you balance simplicity with impact to create dresses that feel both refined and memorable?

I focus on architectural silhouettes with clean lines that honour the female form, allowing the bride's natural beauty to take centre stage. Impact is achieved through thoughtful elements, a dramatic open back, an unexpected neckline, or a perfectly full skirt. The simplicity of the overall silhouette creates a canvas where these singular details can truly shine.

Fabric choice is crucial in minimalist design. What materials do you gravitate toward, and how do they enhance the beauty of a gown without excessive embellishments.

In minimalist bridal design, fabrics with inherent character and substance tend to work best. Mikado offers that perfect balance of structure and lustre, allowing for architectural wedding dress shapes that hold their form beautifully. The slight sheen catches light in subtle ways, creating visual interest without added decoration.

A linen Mikado offers an elegant softness to a traditional Mikado while maintaining the clean lines and dress structure

Textured cloqué is particularly effective in minimalist bridal work as the fabric itself provides the visual detail. The raised pattern creates shadows and highlights across the gown's surface, eliminating the need for additional ornamentation.

The occasional inclusion of a silk organza softens a minimalist gown through its texture and soft tone. A silk organza bow or some detachable sleeves create an added drama through the creation of an added dimension and transparency.

Many brides worry that a simple gown might feel too plain. How do you ensure each piece has a distinctive character while staying true to minimalism.

The foundation of any minimalist gown is exceptional fabric. Luxurious materials like heavy silk crepe, Mikado and our signature cloqué fabrics add beauty to a structurally impressive dress. These fabrics lend themselves to clean, crisp lines highlighting the inclusion of beautifully uniquely placed seams which create beautiful lines across the body highlighting the natural shape of the bride and adding visual interest without embellishment.

Do you have any styling tips for accessorising a minimalist gown to match different types of venues without overpowering its simplicity?

Freda Bennet dresses are far from being confined to a single look, these templates can evolve dramatically throughout the day adapting from the ceremony to the reception. An architectural overskirt in crisp mikado can transform a sleek column dress into a ballgown worthy of historical venues, before being dramatically removed to reveal a party-ready silhouette beneath. Similarly, we favour a large statement sleeve which can dramatically change a dress by drawing attention to different element of the look.

A veil may be the most popular way to adapt a minimalist dress to a venue, A cathedral-length creation adds drama to grand spaces and creates, while its removal instantly shifts the mood toward celebration. For contemporary venues, alternatives such as a structured birdcage veil gives a modernist nod to tradition. Minimalist dresses allow for a bride individualism to shine, creating a look unique to them and their day.

Minimalist gowns often rely on impeccable tailoring. Can you walk us through your process or perfecting fit and structure?


The bridal design journey begins with understanding the fundamental design elements that have proven themselves across decades of design and have been loved by Freda Bennet brides. We create shapes we know brides love, inspiring confidence and individualism and use these as the basis of our designs. Great patterns lend themselves to adaptability and ensure a perfectly fitted dress which eventuates the bride's figure while accommodating for stylistic preferences. The positioning of the darts, the precise angles or shoulder seams and the width of a waistband are all details which can dramatically change the shape and fit of a dress, we pride ourselves in adaptability ensuring a bride feel confident and comfortable in her dress.

Have you noticed a shift in brides embracing minimalist gowns over more ornate styles? If so, what do you think is driving this trend?

At Freda Bennet we have always championed minimalist designs and are certainly noticing a shift towards minimalism throughout the bridal landscape. We feel as brides embrace elegant simplicity and personal style over extravagant spectacles minimalist gowns offer a timeless elegance which transcends trends and remains stylish.

If you could choose one of your minimalist gowns to represent the essence of your brand, which one would it be and why?

We would choose our Milan dress which we feel embodies all of our favourite elements, a textured fabric, clean seams, our signature neckline and a voluminous ajllog skirt. The clean architectural lines combined with the voluminous skirt create a perfect balance between simplicity and drama. The square neckline offers a contemporary twist on classic bridal design, whilst the pristine fabric with its subtle texture speaks to quality craftsmanship without requiring excessive embellishment.



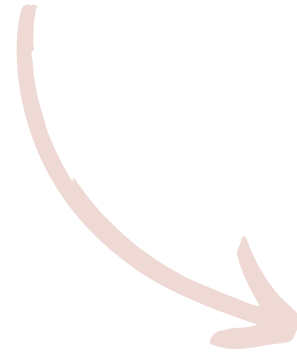
What advice would you give a bride considering a minimalist gown but unsure if it'll feel 'bridal' enough.

The beauty of choosing a minimalist wedding dress lies in the opportunities it creates. Without elaborate beading or lace competing for attention, you gain the perfect backdrop for statement jewellery. Bold earrings, a striking necklace, or an elegant bracelet can become focal points against the clean canvas of your gown. This balance would be impossible to achieve with an already decorated dress, where additional jewellery might feel overwhelming.

A veil paired with a minimalist gown creates genuine impact. The contrast between a flowing, ethereal veil and the structured simplicity of your dress highlights both elements. A cathedral-length veil adds drama and tradition without compromising your modern aesthetic, while even a simple fingertip veil instantly transforms any minimal design into something distinctly bridal.

When planning a wedding, it's easy to become fixated on the dress as the ultimate symbol of "bridal" identity. Yet a minimalist approach reminds us that the gown isn't everything. A minimalist wedding dress allows the bride herself to truly be seen. Without layers of embellishment and decoration competing for attention, your natural beauty, personality and presence take centre stage.

This shift in perspective aligns perfectly with what a wedding day is actually meant to celebrate. The occasion isn't about showcasing a dress; it's about honouring a relationship and the commitment two people are making to each other. A minimalist gown acknowledges this truth by stepping back rather than demanding attention.



Above I have showcased the interview answers that Christine and Jane, designers at Freda Bennet provided to include within my minimalism feature. Overall I was incredibly impressed with their answers, and despite them sending their answers through just a few days before our deadline, I was eager to include their perspectives within the feature as they are known for nailing a minimalist yet striking bridal design. Their answer about their designs being confined to a single look was particularly intriguing, and I think it will fit into the feature well as I am aiming to emphasise the fact that minimalism can be tailored to any bridal aesthetic.

MINIMALISM FEATURE

Development

BRIDAL STYLE

1st Draft:

Final piece:

Title: Is less truly more when it comes to bridalwear?

Standfirst: If you're a bride who adores the look of understated elegance, this is how you can still create maximal impact

"Elegant and classic minimalist gowns are timeless and never really go out of fashion," says South African bridal designer Elbeth Gillis. Whilst we totally agree with the artisan renowned for her striking designs characterised by clean lines and classic allure, many brides remain hesitant to channel their inner minimalist within their wedding day ensemble in the fear of fading into the background. However despite this initial assumption about simplistic gowns being the less 'standout' option, it's actually the case that by wearing a minimalist gown, you can create just as much impact as a gown adorned with sequins and lace from bodice to hem: but just in a totally different way.

Take both of Meghan Markle's bridal looks for her wedding to Prince Harry as the perfect example of the power of minimalism. Designed by Clare Waight Keller, former artistic director at Givenchy, Meghan's ceremony gown was a true minimalist's dream, crafted with the finest double bonded silk crepe and featuring a simple yet chic bateau neckline. Despite an absence of adornment of any sort, Meghan's gown had every attendee, as well as most of the world, in awe, and the ensemble was elevated further by her breathtaking cathedral length tulle veil, decorated with intricate lace detailing and a unique scalloped edge. Meghan's second look, designed by Stella McCartney was also understated, but equally as striking: characterised by its sophisticated fit and flare silhouette and halter neckline, this minimalistic yet show stopping number was the perfect compliment to her ceremonial gown, and went on to inspire countless future bridal ensembles.

When it comes to a minimalist bridal gown, the silhouette is arguably the most important factor to consider, especially if you want the gown to reflect your individuality and personal style. According to Gillis, the cut and fit is the most important part of creating an impact with a minimalist gown, and focusing on the shape can enable you to make it your own. "There needs to be something that makes the gown unique," explains Gillis. "It might be the neckline, the skirt shape or adding an accessory like a dramatic bow to ensure that the gown has impact." So if you're thinking about opting for a gown with minimal detail, fear not about going bold with your silhouette: whether you're envisioning a statement Cinderella-style ball gown fit for a fairytale or a dramatic sculpting mermaid number, your choice of silhouette can speak volumes on its own without the need of any heavy embellishment.

Once you've determined which shape you desire your bridal gown to take, you can then begin exploring the fabrics you are most drawn to, and which will bring your understated yet striking bridal ensemble vision to life. Although many perceive it as a simple choice of selecting between a handful of non-adorned fabrics such as crepe and satin, according to Gillis, there is actually a bit more to it than that: "With a minimalistic gown, fabric needs to be of a very high quality, as simplistic designs bring the beauty of the fabrics to the fore," she explains. "For instance, I love

using mikado and silk if my budget allows. Duchess satin or other heavy weight satins are also favourites." When you are trying on dresses or looking through the rails at a bridal boutique, you will usually be able to feel the quality of the fabrics by their weight, texture, and how they drape: luxurious materials like silk or mikado often feel smoother and more substantial. If in doubt, run your fingers along a few different options and compare - high quality fabrics typically have a richness and density that's hard to miss.

One of the greatest attributes of a minimalist bridal ensemble is that there is ample opportunity for accessorising, as you don't have to worry about overpowering embellishment or lace detailing. There are multiple ways in which you can elevate a simplistic bridal look, and the option that you choose will often depend on the style of your wedding, as well as the overall bridal aesthetic that you desire to exude on your day of course. "A beautiful detailed veil will add some drama for a more formal religious wedding setting," explains Gillis. "If the wedding is more casual, adding a bow or some dramatic earrings can also enhance a more minimalist dress." Plus, if you're concerned about your bridal look appearing too 'plain' (although of course this doesn't matter, as long as it feels true to you and your style), accessories are a great way to incorporate elements of embellishment into the look, without having to commit to a fully adorned gown. For instance, if you love the look of lace but aren't quite as keen on a lace gown, you could opt for a veil decorated with a lace applique edge, or if you're a fan of the fashion forward, editorial bridal vibe, there's certainly nothing stopping you from completing your look with an ethereal bridal cape either.

Ultimately, minimalism in bridalwear is not about doing less: it's about doing *more* with intention. A minimalist gown provides the perfect blank canvas for self-expression, which allows your personality and individual style to take centre stage. Whether you choose to keep things clean and architectural or you add unique touches through statement accessories, a pared-back gown can be every bit as memorable and striking as its more embellished counterparts. If your heart leans toward simplicity, check out our round up of minimalist bridal gowns that epitomise refined elegance:

Key changes:

- Added two additional quotes provided by Christine Wilkes, designer at Freda Bennett
- Refined some sections to prevent repetition
- Corrected spelling and grammar errors

Title: Is less truly more when it comes to bridalwear?

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Contemporary brides are increasingly eschewing traditional notions of extravagance in favor of something more refined. Clean lines and a focus on craftsmanship have come to define a new era of bridal style: one that places the nearlywed, rather than the dress, at the heart of the celebration. "When planning a wedding, it's easy to become fixated on the dress as the ultimate symbol of 'bridal' identity. Yet a minimalist approach reminds us that the gown isn't everything," explains Christine Wilkes, co founder of bridalwear label Freda Bennet. "A minimalist wedding dress allows the bride herself to truly be seen. Without layers of embellishment and decoration competing for attention, your natural beauty, personality and presence take centre stage."

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BRIDAL STYLE

STORY NINE

Vintage wedding dress feature

VINTAGE BRIDAL WEAR

Trend Research

BRIDAL STYLE

VOGUE BUSINESS

MEMBER

RETAIL

The secondhand bridal market is booming. How can brands cash in?

Luxury bridal house Galia Lahav has launched a resale marketplace in response to growing demand, hinting at a wider industry shift.

BY ISABELLE TRUMAN
May 10, 2024

Social media has also created dress overexposure. With wedding albums now taking the form of curated Instagram galleries, the chances of having the same look as another woman have increased significantly — something less current is thus enticing. “At this point, everyone knows at least three brides who have worn a Vivienne Westwood or a Danielle Frankel gown to their wedding,” Novak says. “They are gorgeous designs. But if brides are looking for something no other bride getting married in the same season will be wearing, vintage is the way to go.”

The RealReal began to see demand for wedding attire pick up around the second half of 2021. And demand is going strong in 2024, with searches for “vintage white dresses” up 54 per cent last month, compared to the year prior, the company says. The site recently received a rare Christian Dior Haute Couture dress by Raf Simons that sold within days of being listed. “Brides are now taking the leap of buying online, a less-traditional manner, in exchange for what could be a show-stopping secondhand or vintage piece,” says Heather Klein, associate merchandise manager at The RealReal.

Brides increasingly inquire about an item’s future resale value before purchase. Tab Vintage offers consignment on bridal pieces, and brides are informed that, condition dependent, the store is happy to consign and resell for them. “If kept in good condition and cared for properly, they not only hold their value, but it increases over time,” Novak says. “When making the purchase there’s an understanding of resale price from the get-go,” Klein adds. “Brides know they can earn a return if they opt to re-consult.”

The brand opportunity

After noticing an uptick in brides bringing in secondhand dresses for alterations, luxury bridal brand Galia Lahav began researching a way to take out the middleman. As a result, Re:Galia, a peer-to-peer marketplace, was soft-launched in late March. It marks the first luxury bridal and occasionwear brand to have a website dedicated to resale and, if successful, could signify an industry-wide shift. “Our ambition is to transform the bridal resale landscape,” says co-CEO Idan Lahav.

Re:Galia is in line with the brand’s zero inventory destruction model – every gown is made-to-order and any excess resources are used to create additional inventory – and cites regions such as Europe, Australia and Asia, where sustainability appears to be a driving factor in purchasing, as those it anticipates to be early adopters. The prevalence of imitations in the market was another consideration. With designer wedding gowns, including Galia Lahav, being resold currently on specialist secondhand wedding sites and bridal stores, as well as the likes of Ebay, Poshmark, Facebook Marketplace and Craigslist, the brand hoped to create a platform that would facilitate trustworthy transactions, ensuring authenticity and clear communication.

To differentiate Re:Galia from an already-saturated bridal resale market, the website offers unreleased designs, one-of-a-kind archival runway pieces, sales promotions and exclusive celebrity looks. Alongside dresses listed for sale by previous brides, the brand will also be adding inventory of its own in the form of store samples. At the time of writing, Galia Lahav has 21 dresses listed, including a renewed runway sample for \$5,900 — nearly half the price off its \$11,000 retail price. Other gowns on the marketplace are generally between 20 per cent and 40 per cent off their original price tag, depending on the condition and customisations of the piece. Sellers make 80 per cent of their listed prices, with the remaining 20 per cent split equally between Galia Lahav and Treet, a resale service provider that oversees authentication, logistics, payments and site functionality.

Galia Lahav says there are around 5,000 brides buying new gowns annually with an average retail price of \$15,000. This includes the likes of Simone Biles, Vanessa Hudgens, Paris Hilton and Rita Ora. Beyoncé wore the brand’s heritage ‘Thelma’ gown for her vow-renewal ceremony. Flagship stores serve as pivotal hubs for the business, with Galia Lahav carrying out personalised two-hour consultations for brides.



Galia Lahav campaigns. Photo: Galia Lahav

The brand doesn’t anticipate the secondhand marketplace to impact sales. Rather, the aim is to consolidate all brides who are already purchasing secondhand elsewhere and to, eventually, offer them an experience as close to the bespoke luxury store one as possible. “Bridging the gap between the growing secondhand and vintage market with the bridal market requires a reimagining of the industry, particularly in the US,” says co-CEO Osnat Lahav.

“The success of such a platform hinges not only on the distinction between new and secondhand dresses, but on catering to different shopping preferences,” Lahav continues. “Between those who enjoy the physical experience of retail stores and those who prefer the convenience of online shopping. It’s essential to recognise that this digital shift won’t replace the physical shopping experience, which remains cherished by many brides.”

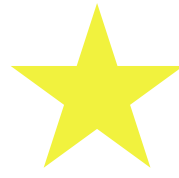
Key points about vintage bridalwear from Vogue Business article:

- In 2024, searches for "vintage white dresses" on The RealReal rose by 54% compared to the previous year, indicating a significant uptick in interest for secondhand bridalwear.
- Tab Vintage reports that approximately 50% of its sales now come from its bridal collection, highlighting the growing demand for vintage wedding attire.
- A rare Christian Dior Haute Couture dress by Raf Simons was sold within days of being listed on The RealReal, showcasing the rapid demand for unique vintage bridal pieces.
- Resale value awareness: Brides are increasingly considering the future resale value of their dresses. Platforms like Tab Vintage offer consignment options, informing brides that well-maintained dresses can retain or even increase in value over time.
- Collectively, these points prove that a feature on vintage bridalwear is essential to publish on Bridal Style’s platform to provide brides who are interested in archival pieces with inspiration and guidance.

When ‘Call Her Daddy’ podcast host Alexandra Cooper got married last month, she wore three different bridal looks, two of which were vintage: an archival SS03 Alexander McQueen ‘Irene’ dress for her wedding reception, and an archival SS95 Gianni Versace Couture corset for the afterparty. Both were sourced by Cooper’s stylist Mimi Cuttrel from Tab Vintage, an online vintage designer store that expanded into bridal in 2023.

Cooper wearing a secondhand wedding dress is a deal-sealing endorsement for a booming market. Inspired by celebrities like Cooper, Sofia Richie Grainge and Hailey Bieber, everyday brides are similarly lining up multiple outfit changes — and many are purchasing luxury labels secondhand to be able to do so. Others may be motivated by wanting to shop more sustainably.

“I have brides who come in and get a ceremony dress, a welcome-party look, and an afterparty mini all for under what they originally had budgeted just for their one main dress,” says Tab Vintage founder Alexis Novak. When Novak spent hours searching for her own wedding dress, she figured other brides were in the same boat. Today around 50 per cent of sales are now from Tab Vintage’s bridal edit. “It quickly became one of the pillars of our business.”



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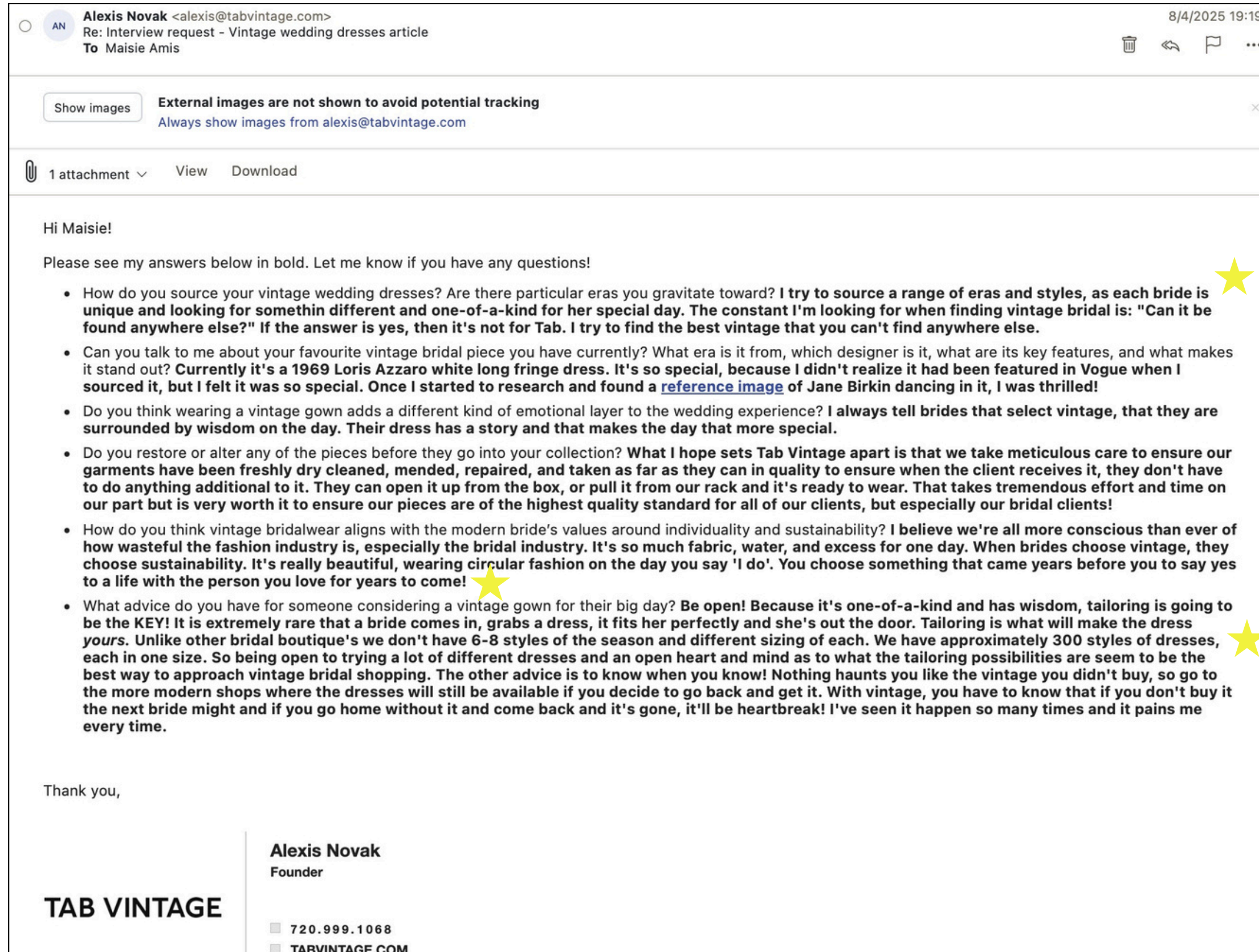
ALEXIS NOVAK

Interview Transcript

BRIDAL STYLE

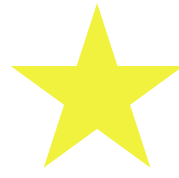
The first bridal expert that I conducted an interview with for my vintage wedding dress focused feature was Alexis Novak, founder of Tab Vintage. I knew that Alexis' perspective would be incredibly valuable due to her vintage expertise and her commitment to providing vintage luxury pieces for the eco conscious, fashion forward consumer. Overall I was very impressed with her answers that she provided, as they include excellent, practical advice which will help Bridal Style's readers in navigating the vintage shopping process.

Alexis' exploration of the sustainability benefits of vintage clothing and circular fashion was particularly hard hitting, and I feel that it will be an excellent quote to include in the feature as it will resonate with Bridal Style's eco conscious reader.



Another one of Alexis' quotes which I found to be the most helpful and informative was her answer regarding the sizing of vintage clothing, as this is a factor which deters many brides from this option due to the lack of versatility. She emphasises the importance of tailoring, and the normality of making custom changes to a preloved gown, which will reassure readers and encourage them not to hyperfocus on sizing complications.

One thing which I found particularly interesting was Alexis' answer about the exclusivity of Tab Vintage pieces, as many brides feel great knowing that a vintage bridal gown can never be found anywhere else. This will also be great to implement within the feature to provide brides with this specific requirement with a recommendation of where to find a one of a kind piece.



= key quotes to include within feature

GRACE LANE LONDON

Interview Transcript

BRIDAL STYLE

Re: Interview request - vintage wedding dresses

○ **GL** **Grace Lane** <gracelanelondon@gmail.com>
Re: Interview request - vintage wedding dresses
To Maisie Amis

8/4/2025 21:43



hey Maisie,

I've written rather than voicenote in the end, super busy deadline week!

1. What are the benefits of opting for a vintage wedding dress?

Buying vintage offers brides the chance to get a dress at a fraction of the price. My vintage collection is over 50% less than my bespoke service so it is a more cost effective way to work with me.

2. How do you think vintage bridalwear aligns with the modern bride's values around individuality and sustainability?

Vintage dresses are often very unique and they feature interesting design details so it popular for brides would are looking for something individual.

My clients love the sustainability aspect of Vintage bridal and it is often an important element for them.

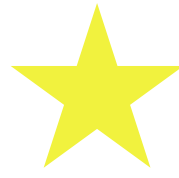
Hope that's helpful.

Best,
Grace

Grace Lane London
Mobile: 07771567448
Socials: @gracelanelondon @gracelanestudio
www.gracelanelondon.com



Due to Grace Lane's incredibly busy schedule, unfortunately she wasn't able to provide the most in depth of answers. Nevertheless her answers that she did provide are informative and will appeal to Bridal Style's target reader. For instance, she speaks about the economical benefits of buying vintage, which appeal to brides who are looking for more budget friendly options without compromising on quality. Furthermore, she speaks about the unique style of vintage gowns and their particular appeal for the brides seeking styles that enable them to express their individuality. Also, she touches upon the fact that her clients are particularly drawn to the sustainability aspect of vintage bridalwear, which will appeal to Bridal Style's readers who are seeking eco friendly bridalwear options.



= key quotes to include within feature

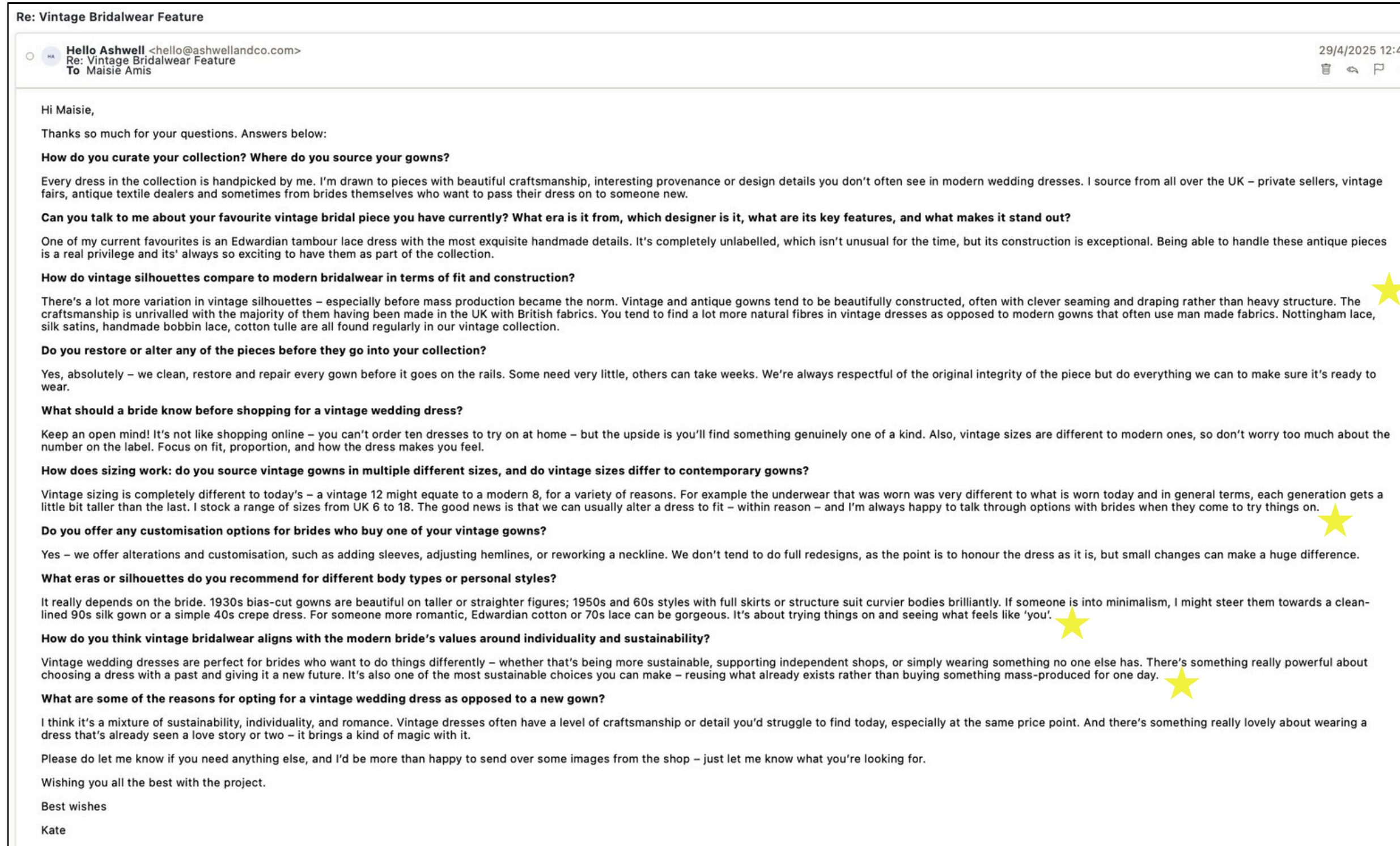
KATE ASHWELL

Interview Transcript

BRIDAL STYLE

The final bridal expert that I conducted an interview with for my vintage wedding dress feature was Kate Ashwell, Vintage fashion expert and owner of vintage bridal boutique Ashwell & Co. I was eager to speak with Kate due to her extensive experience of helping brides find the perfect vintage garment, and from her answers her expertise in this area definitely comes across.

One of Kate's answers which I found particularly interesting was her exploration of the difference in construction and overall quality of vintage garment in comparison to modern fashion, which I believe will be an important element of this topic to highlight within my feature.



Within one of her answers, Kate also speaks about the contrasting bridal gown silhouettes of different decades and which body types and styles each would work best for, which I believe will also be great to include within the feature as it will provide brides with additional styling advice, helping them to narrow down their search.

Kate also speaks about the sustainability element of vintage dress shopping as opposed to opting for a made to order gown – which is something that will be beneficial to include in the feature to align with Bridal Style's core value of sustainability.

VINTAGE BRIDALWEAR

Feature development

BRIDAL STYLE

1st Draft:

The vintage bridalwear trend every stylish nearlywed is saying yes to

Still thinking about your 'something old'? Wearing a vintage wedding ensemble is a beautiful nod to bridal history, and it's the ultimate fashion statement

There's something undeniably magical about the prospect of wearing a gown with a sentimental story behind it on your wedding day. In a bridal world awash with trends and new season drops, more and more brides are turning to vintage and preloved pieces in their hunt for designs that stand out from the crowd. And for the brides with a creative eye, vintage dresses become blank canvases that they can restyle alongside a tailor to bring their unique vision to life. But for many, wearing a vintage wedding dress isn't just a fashion choice: it's also a statement of your commitment to sustainability, as by giving an already existing gown another life, you are reducing the environmental footprint of your bridal ensemble significantly. Plus, you never have to worry about another bride wearing the same look as you, making your gown feel completely unique. Vintage wedding dresses aren't for everyone, but that's exactly the point: they're for the brides who don't want what's on every Pinterest board or Instagram ad. They want detail, they want distinctiveness, they want an ensemble that holds memories of love stories past. If this sounds like you, we've got all the inspiration you need to guide you through your vintage wedding dress search.

Many celebrities have rocked vintage bridal looks. Actress Caroline Margaret Day wore exclusively vintage to her wedding at Rosecliff Mansion in Newport Rhodes Island, stunning in a bardot satin gown adorned with intricate lace detailing. Princess Beatrice proved that vintage bridalwear is fit for royalty: wearing a Norman Hartnell ivory taffeta and satin gown encrusted with diamantés that had previously been worn by her grandmother, Queen Elizabeth, in the 1960s. For her intimate backyard wedding in Los Angeles, actor Kat Dennings also departed from tradition by wearing a vintage Alexander McQueen ivory lace gown characterised by 70s style flute sleeves and a fit and flare silhouette.

But vintage bridalwear is certainly not limited to those in the spotlight. It can also be an affordable alternative to the traditional made to order bridal route. Grace Lane, founder of bespoke bridal atelier Grace Lane London, says: "Buying vintage offers brides the chance to get a dress at a fraction of the price. My vintage collection is over 50% less than my bespoke service so it is a more cost effective way to work with me." So if you're on a budget, but also don't want to compromise on quality, investing in a vintage bridal ensemble could be an ideal option. Also, for those on a tight timeline, a vintage bridal gown is a perfect choice, as it's available immediately and doesn't require the extensive lead time of custom orders.

For many brides, beginning the process of finding the perfect archival wedding dress can feel daunting at first. A great place to start is to look at vintage bridalwear platforms and boutiques that offer vintage pieces: for the most standout archival designer treasures, we'd definitely recommend taking a look at Tab Vintage. "I try to source a range of eras and styles, as each bride is unique and looking for something different and one-of-a-kind for her special day," explains Alexis Novak, founder of Tab Vintage. "The constant I'm looking for when finding vintage bridal is: 'Can it be found anywhere else?' If the answer is yes, then it's not for Tab. I try to find the best vintage that you can't find anywhere else." Offering a vast range of couture designer pieces from Halston to Jean Paul Gaultier, Tab Vintage is the go-to platform for the fashion forward bride envisioning a bridal look that appears as though it was pulled straight from the runway.

The next step is thinking about the bridal aesthetic you desire to exude on your big day, as a big part of choosing a vintage wedding dress is homing in on a particular style, silhouette or era that resonates with you. You may already have an era in mind that you are particularly drawn to style-wise, but if you visit a vintage bridalwear boutique like Ashwell & Co, your stylist will also be able to advise which era will work with your overall vision and preferred style: "If someone is into minimalism, I might steer them towards a clean-lined 90s silk gown or a simple 40s crepe dress. For someone more romantic, Edwardian cotton or 70s lace can be gorgeous. It's about trying things on and seeing what feels like you," explains Kate Ashwell, vintage expert and co-owner of Ashwell & Co. Whether you're drawn to the glamour of the 1930s, the post-war elegance of the 1950s, or the free-spirited bohemian vibe of the 1970s, each decade offers its own level of distinctive character and charm. It's vital to keep an open mind during fittings, because who knows, the era or style you least expect to love could become the one that truly captures your heart.

A common misconception that brides have about vintage bridalwear is that the garment will always be damaged as a result of being worn previously. However, the majority of the time vintage pieces are carefully restored and professionally cleaned, ensuring that they look as good as new. "We take meticulous care to ensure our garments have been freshly dry cleaned, mended, repaired, and taken as far as they can in quality to ensure when the client receives it, they don't have to do anything additional to it," explains Novak. "They can open it up from the box, or pull it from our rack and it's ready to wear." If the vintage bridal garment that you are considering isn't totally perfect in its original form, there is always room for customisation and adjustments. That being said, it's important to firstly consult with a bridal specialist tailor or dressmaker to discuss what you are envisioning, so that you can identify what is and isn't possible. "We offer alterations and customisation, such as adding sleeves, adjusting hemlines, or reworking a neckline," explains Ashwell. "We don't tend to do full redesigns, as the point is to honour the dress as it is, but small changes can make a huge difference."

An attribute that sets vintage bridalwear apart from contemporary offerings is often the quality, especially due to many of these garments being created prior to the emergence of fast fashion and mass production. "Vintage and antique gowns tend to be beautifully constructed, often with clever seaming and draping rather than heavy structure. The craftsmanship is unrivalled with the majority of them having been made in the UK with British fabrics," explains Ashwell. "You tend to find a lot more natural fibres in vintage dresses as opposed to modern gowns that often use man made fabrics. Nottingham lace, silk satins, handmade bobbin lace, cotton tulle are all found regularly in our vintage collection." So by choosing vintage, you're not only embracing bridal fashion history, but you are also investing in a level of craftsmanship and fabric quality that's increasingly rare in today's bridal market.

One of the only downsides to vintage bridalwear is the lack of versatility in terms of sizing options, as of course due to their one of a kind nature there is only one size available. Archival garments are also tailored to the proportions and silhouettes of past decades, which can differ significantly from modern sizing standards. However, this is when the magic of alterations come into play, as depending on the garment's structure, a bridal gown can be altered down by two sizes, so if a dress fits too loose initially, you don't want to rule it out completely. Likewise, if a gown is too snug, many are designed with about an inch of extra fabric at the side seams, which a tailor can let out to create a more comfortable fit. "Tailoring is going to be key, as it is extremely rare that a bride comes in, grabs a dress, it fits her perfectly and she's out the door," explains Novak. "Tailoring is what will make the dress yours. Unlike other bridal boutiques we don't have 6-8 styles of the season and different sizing of each. We have approximately 300 styles of dresses, each in one size. So being open to trying a lot of different dresses and an open heart and mind as to what the tailoring possibilities are seem to be the best way to approach vintage bridal shopping."

If you're conscious about the environmental impact of your bridal ensemble, a vintage gown is not only a stylish choice, but it's also one of the most sustainable options, as giving a new life to a pre-loved piece reduces the demand for new textile production. "I believe we're all more conscious than ever of how wasteful the fashion industry is, especially the bridal industry. It's so much fabric, water, and excess for one day," continues Novak. "When brides choose vintage, they choose sustainability. It's really beautiful, wearing circular fashion on the day you say 'I do'. You choose something that came years before you to say yes to a life with the person you love for years to come."

With their unique, standout appearance combined with character, storytelling and sentimental charm, there's no wonder retro wedding ensembles are on the rise. Whether you are seeking a more sustainable bridal gown option or are simply drawn to one of a kind, antique treasures, a vintage bridal ensemble is ideal for the nearlyweds who desire to stay away from the status quo.

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But vintage bridalwear is certainly not limited to those in the spotlight. It can also be an affordable alternative to the traditional made to order bridal route. Grace Lane, founder of bespoke bridal atelier [Grace Lane London](#), says: "Buying vintage offers brides the chance to get a dress at a fraction of the price. My vintage collection is over 50% less than my bespoke service so it is a more cost effective way to work with me." So if you're on a budget, but also don't want to compromise on quality, investing in a vintage bridal ensemble could be an ideal option. Also, for those on a tight timeline, a vintage bridal gown is a perfect choice, as it's available immediately and doesn't require the extensive lead time of custom orders.

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Key Changes:

- Adapting the standfirst
- Shortening first sentence
- Additional detail about why celebrities have opted for vintage wedding dresses
- Adding outbound links to brands mentioned within feature to boost SEO
- Switching around pars to improve flow

BRIDAL STYLE

SOCIAL MEDIA

Strategy

SOCIAL MEDIA Strategy

BRIDAL STYLE

Instagram:



- I have created both a TikTok and an Instagram account to promote Bridal Style's platform and the features uploaded, as these are the most used platforms of Bridal Style's target audience.
- For both platforms, I have created a variety of carousel posts which include high quality visuals, showcasing Bridal Style's brand identity and the theme of each article.
- My captions provide an introduction to the article that I am promoting, with a call to action encouraging audiences to access the website via the link in bio.
- For each post on both platforms, I have included popular music in order to make the posts more reachable and engaging.
- On Instagram I have used key words at the end of my captions in order to ensure brides find them through the search page, as this now works similarly to Google in terms of SEO.
- On TikTok, I have used hashtags on my posts to ensure that they land on for you pages and appear when people search key bridal terms.
- On Instagram, I have also promoted my features using stories, providing a visual and a direct link encouraging viewers to engage in the article on the website.

TikTok:

