

Behind the Seams

Say yes to the dress — not the stress.

When a bride is searching for the perfect wedding dress salon, asking the right questions can help ensure a smooth and enjoyable experience. Here's a comprehensive list of questions we think you should consider while searching for *the dress*.



DRESS OBSESSED

Do you carry the designer(s) I'm interested in, and are there samples I can try on?

How long will it take to order this gown? Is this style being discontinued soon?

Can this dress be customized (neckline, sleeves, length, etc.)?

Can I move, sit, and dance in this dress comfortably?

STICKER CHIC

What is the total cost of this gown? Does the price include alterations?

Do you offer payment plans?

Is a deposit required, and if so, how much and when?

Are there additional fees I should expect (rush fees, storage fees, etc.)?

FIT TO BE TIED

Are alterations done in-house or with an outside tailor?

What is the typical cost range for bridal gown alterations?

How many fittings are included? How far in advance should I schedule fittings?

Can I make major adjustments (adding sleeves, changing silhouette, etc.)?

What is your policy if the dress doesn't fit as expected when it arrives?

TIMELINE TO THE HELMLINE

How far in advance should I order my dress? When will it arrive once ordered?

Do you offer rush orders if needed? What is the rush order fee?

Can you store my gown until the wedding? Is there a fee?

THE FINE PRINT

What is your cancellation or exchange policy?

What if my wedding date changes?

Do you have insurance for the gown while it's in your possession? Do you offer gown preservation after the wedding?

VEIL, BLING & EVERYTHING

Can I bring my own accessories to try on with the dress?

Do you offer discounts if I purchase multiple items (veil, shoes, jewelry)?

Can you order extra fabric to make custom pieces (veil trim, straps, sash, etc.)?

Am I able to rent accessories instead of purchasing them?

VIBE CHECK

How many people can I bring to my appointment?

Do you offer private or after-hours appointments for a more exclusive and intimate experience?

Utilize this checklist and arm yourself with questions that'll save you from fitting room meltdowns, timeline disasters, and budget "oopsies."

NOTES