



# Kleinfeld® 101

## How to Say Yes

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AN EXPERT GUIDE TO FINDING  
YOUR PERFECT BRIDAL LOOK

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Presented by:

Kleinfeld®

and

MARTHA STEWART  
weddings





# Fun Facts

## WHAT IS A TRUNK SHOW, ANYWAY?

A trunk show is when a designer brings his or her newest wedding dresses to Kleinfeld. For one to four days, brides are able to try on brand-new dresses and meet with the designer and/or reps to discuss any changes they may want to make to a dress (like adding sleeves)!



If you find the dress of your dreams at a trunk show, be prepared to make a decision that day, as the dress may not be in the store once the show is over.

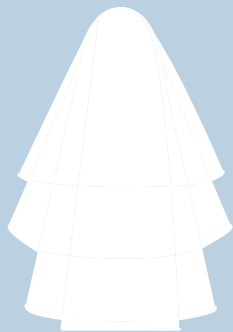




*over 1,000 dresses*



202  
VEILS



OVER  
60  
DESIGNERS



150  
HEADPIECES



60  
SHOES



300  
EARRINGS





# Preparing for Your

## — WHAT TO BRING — A Shopping Essentials Checklist

- ☐ A clear understanding of the budget for your dress (including veil, headpiece, and alterations; see page 6 for a breakdown)!
- ☐ Pictures of dresses, looks, and features you love. (printed, on your phone or in your Kleinfeld profile).
- ☐ Any accessories you've already chosen, like your mom's veil or other family heirloom.
- ☐ Have your wedding shoes? Bring them! If not, Kleinfeld provides heels you can use during your appointment.
- ☐ Comfortable clothes that are easy on/off.
- ☐ Proper undergarments, including underwear you don't mind being seen in. Remember, you may be changing in front of your guests. Kleinfeld can provide a strapless bra if needed.
- ☐ Hair ties and bobby pins to adjust your hairstyle.
- ☐ A positive attitude (shopping is hard work)!

## — WHOM TO BRING — How to Choose Your Entourage

### 1. Opinionated Support

When it comes to your entourage, smaller is better. You should trust them to tell you the truth, without being pushy or overbearing. Most important, they should let you be YOU. If you want to wear a hot pink feather boa with your dress, go for it! Your entourage should support you.

### 2. The Financial Blessing

So Grandma is paying for your dress and wants a say in your decision. How do you include her without compromising your personal style? Brief her on your plan ahead of time! Lock in the budget and explain the styles you love. Have the hard conversations now so that you don't waste time debating in the bridal salon.





# Appointment

During your first appointment, efficiency is key! Kleinfeld consultants know every single wedding dress we have, and once they identify your likes, preferences, and, most important, what you feel comfortable and happy in, they'll narrow down which wedding dresses to bring to your fitting room.

**Trust us! Your wedding dress is at Kleinfeld Bridal and your consultant will help you every step of the way!**

## THINGS YOUR CONSULTANT WILL ASK YOU

- When is your wedding?
- Where is your ceremony and reception?
- What's your budget?
- What shapes and silhouettes are you interested in?
- Do you plan to change dresses between ceremony and reception?
- Who are your favorite designers?
- How do you want to feel on your wedding day?
- Tell me about the details of your dress you'd like to see (length, fabrics, neckline, etc.)



Don't forget to keep an open mind during your appointment. The dress you have in mind when you first begin may not be the dress you choose in the end!





# Your Guide to Finding



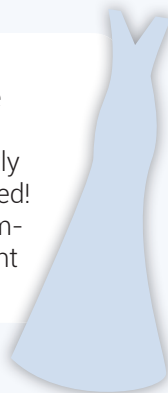
## **MERMAID**

Got curves? Show them off in a fitted, body-hugging dress that shapes over the line of your hips and thighs, then subtly flares out below the knee. It's the sexiest dress style of the bunch.



## **FIT AND FLARE**

Fitted through the body, this silhouette structure forms a trumpet flare at the knees from an A-line skirt and is slightly less contoured. It's both fitted and flared! Try this to elongate your body in a form-fitted dress with a little more movement than a mermaid.



## **SHEATH**

Following the shape of the body from top to bottom, this dress style is typically cut directly to the figure. Also known as a column, it tends to hug the bust, waist, and hips, which can help add length to petite figures.

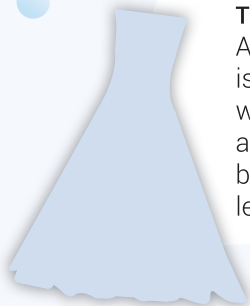
## **COCKTAIL**

Whether for the ceremony, rehearsal, or reception, a little white [cocktail] dress is a wedding season staple for any bride-to-be. Its short and above-the-knee length can work for all shapes and sizes and you're way more likely to wear it again! Be sure to pick out a great pair of shoes to show off.





# g the Perfect Shape



## TEA-LENGTH

A tea-length silhouette falls just below the knee and is as classic as it is quaint. Not only does it show off wedding shoes, it's ideal for a less formal ceremony and tends to be slightly flared, which flatters most body types. Consider your veil when selecting a tea-length—no need for anything longer than a fingertip.

## BALL GOWN

Known for its full skirt and voluminous predisposition, the ball gown can make nearly any bride-to-be feel fancy (a.k.a. Cinderella). The best part? It can minimize your waistline and disguise hips, buttocks, and legs with its fitted bodice and full skirt. Not to mention it was made for twirling! Petite brides be warned: It can overwhelm a small frame.



## A-LINE

Just as it's spelled, the A-line dress silhouette is narrow at the top and extends along the body into the shape of—yep—an A. This gradual flare can be used to disguise hips, buttocks, and legs if you're not looking to show those off on the wedding day. It's universally flattering and works for any body type or height. Definitely give this style a try. We give it an A[-line]+.





# Finishing Your Bridal Look

## - all the accessories -

HEADPIECES \ VEILS \ TIARAS \ COMBS \  
SHOES \ BELTS \ SASHES \ JEWELRY \ PURSES  
BRIDAL-PARTY GIFTS

Some designer veils can take three to four months to be created, which means you should say yes to the dress and veil at the same time! Have commitment issues? You can wait until your first fitting, where you can still order a Kleinfeld veil that'll be made on premise.



JIMMY CHOO  
BADGLEY MISCHKA  
BETSY JOHNSON  
VINCE CAMUTO  
SARAH JESSICA PARKER  
EMMY LONDON



### DID YOU KNOW?

You can also book a separate accessory appointment. These appointments are one hour long and if you purchased your dress at Kleinfeld, you'll be able to try on your dress and match with different veils, shoes, headpieces, and pieces of jewelry. During this time, you'll be able to see your full bridal look!







# Doing the Dress Math

There's more to your dress budget than just the dress itself. Let's break it down.

## *Adding It Up*

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

### **THE DRESS**

Since dress points can vary significantly, you don't want an "up in the air" budget to slow down your shopping. Have a solid range in mind for your dress budget. Know the lowest and highest that you'd be willing to spend and remember that 60% deposit is due at time of purchase.

### **ACCESSORIES**

This includes the veil, jewelry, headpiece, shoes, belts... you name it!

### **ALTERATIONS**

Any dress you purchase, no matter the price, will need alterations. If you choose to have it altered at Kleinfeld, you should factor in \$795. **FUN FACT!** After at least three fittings, Kleinfeld alterations staff will spend up to 30 hours perfecting your dress!

### **CUSTOMIZATIONS**

Most dresses can be customized to be uniquely yours! If you're planning to add a personal touch, know that this will be an additional fee, which will also need a 60% deposit at the time of purchase.

### **SALES TAX**

Kleinfeld charges 8.875% state sales tax. When your dress arrives at Kleinfeld, the remaining 40% balance is due. If you plan on shipping your dress out-of-state, Kleinfeld will provide you with a shipping affidavit. Once that is notarized, sales tax is replaced with an \$85 shipping fee.

### **TOTAL DRESS BUDGET**



It may be fun to try on dresses no matter the price tag, but doing so can leave you brokenhearted. Stick to dresses within a reasonable range of your budget so if you fall in love, it's still possible to stretch to afford it.

BUDGET

6





# When to Say Yes?

## — WHAT TO ASK YOURSELF —

### Knowing When the Moment Is Right to Say Yes

- ☐ Can I see myself in this dress on my wedding day?
- ☐ Am I comfortable in this dress?
- ☐ Is this dress me? Does it fit my personality?
- ☐ Does this dress fit in my overall dress budget?
- ☐ Can I dance in this dress? Walk down the aisle?
- ☐ Do I like this dress on my own, or do I only like it because \*insert name\* wants me to?

Notes





# What Happens Next?

## 1 Measurements

Once you've chosen your dress, a Bridal Manager takes three measurements: your bust, waist, and hips. The dress is ordered from the designer according to your largest measurement, enabling your Kleinfeld seamstress to take in the dress at the first fitting and sculpt it to your body.



## 2 Ordering & Payment

First you'll review your bridal contract and confirm your wedding date, which will determine the expected delivery time of your dress and accessories: typically eight to ten weeks before your wedding date. Last you'll meet with Kleinfeld's Financial Services Department to finalize the deposit on your dress, 60% of the price tag.



## 3 Timeframe & Delivery

Your dress will be delivered to Kleinfeld roughly eight to ten weeks prior to your wedding date and Kleinfeld will call you when it has arrived. Once you receive the exciting news, if you have chosen to do alterations with Kleinfeld, you'll schedule your first fitting during that call.

### FITTINGS

#### How Many?

Most brides require three to four dress fittings to ensure the perfect bridal look. Once your final fitting is complete, Kleinfeld will press and pack your dress for you to take (or ship) home.

#### What to Bring

To ensure a proper fit through the bodice and hemline of your dress, be sure to bring the shoes and undergarments that you plan to wear on your wedding day to your fitting. If you haven't chosen your shoes, plan to arrive at Kleinfeld at least 30 minutes before your first fitting to give you time to browse the Kleinfeld shoe selection.





Kleinfeld Bridal is the largest luxury bridal retailer in the world, with the widest selection of couture American and European designers. For more than 75 years, Kleinfeld has been dedicated to providing brides with unparalleled gown selection, exceptional service, and personal attention.

Based in the heart of Chelsea, our magnificent 34,000-square-foot flagship salon is host to thousands of brides each year who seek the wedding dress of their dreams and an expert staff to guide them through selection and fitting.

A bride knows that when she shops Kleinfeld, she will be warmly welcomed into our family.

## 2017 TRUNK SHOW CALENDAR

Pnina Tornai (August 17 - 27)  
Tony Ward (September 7 - 10)  
Reem Acra (September 12 - 14)  
Peter Langner (September 15 - 17)  
Rivini (September 19 - 21)  
Isabelle Armstrong (September 26 - 28)  
Pronovias (September 29 - Oct 1)  
Tony Ward (October 5 - 8)  
Pnina Tornai (October 6 - 22)  
Augusta Jones (October 24 - 26)

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