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Special pullout section

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A "fit-and-flair"-style wedding gown made by Essense of Australia and worn by model Erin Burke complete with illusion back detail and a double-layer train figures to be one of the more popular items for 2016 nuptials at Elizabeth's Fashions on Main St. in Georgetown.

Photo by Eamonn Maher

Elizabeth's has a wealth of experience helping brides

Elizabeth's has been helping brides find the perfect gown for their big day for more than 30 years. The bridal and fashion boutique is located in quaint and historic downtown Georgetown on Main St. S.

Owner Elizabeth McNeilly and her daughter Heather Burke will provide you with highly personalized service and offer you a wealth of experience in the bridal and fashion industry.

The atmosphere at Elizabeth's is very warm and relaxed. The knowledge and professionalism they offer will make the shopping experience fun and enjoyable for all involved. High-pressure sales tactics are not what you will receive when dealing with Elizabeth's. Bridal parties are welcome to drop in and take a look around the shop. Catalogues and magazines are always on hand so you can see what the designers have to offer. All brides are welcomed with a quick tour of the salon before getting down to the important business of selecting the perfect gown.

Elizabeth's does like to remind its customers that evenings and Saturdays from January to March are the busiest times. Appointments are encouraged so they can ensure all their clients receive the best possible service.

Purchasing your bridal gown is an experience that should be simple yet memorable and fun. The shopping day is an intimate time shared by mothers and/or fathers and their daughters. Sometimes it is the sisters or bridesmaids with the excited bride-to-be.

The boutique you choose to shop in should be an

atmosphere where you feel welcome and at home, places where you are at ease to express your feelings about what you like and dislike in a particular style or gown. The staff must be knowledgeable about each and every designer featured at their boutique along with details, like fabrics, colours and most importantly sizing. Elizabeth's has worked hard to create this kind of environment for all of their clients.

We all know that reality-style wedding shows have made a huge impact on the bridal industry. We watch as brides laugh and cry—trying to make a decision while under tremendous pressure from sales staff, family and friends to say "yes to the dress". The reality of it is that these shopping experiences are far from typical. Most brides have a budget of \$1,500 to \$2,500 for their bridal gown, much lower than the \$10-20,000 shown on some of these programs.

When planning, remember the additional costs associated with the purchase of a bridal gown will include tailoring and adjustments, undergarments, shoes and accessories including jewelry, headpieces and veils. The tailoring is one of the most important expenses, something you don't want to skimp on—tailoring is necessary on most garments to achieve the finest fit.

It can all sound so overwhelming but finding your perfect gown is really quite simple. Starting with an inspiration or a vision is always a good beginning. Next, find your salon and consultant and book a one-hour appointment.

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pictures in the park

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