

# Brides should be aware of the hidden dangers and problems of buying their wedding gowns & bridal party dresses on the Internet.

A wedding gown is not only the most expensive clothing purchase you'll ever make in your life, it's also one of the most emotional and personal ones too. Thanks to the internet, everything from the latest wedding dresses to free wedding planning services are now only a mouse click away. Today's bride is very internet savvy, and advertising on the web is becoming increasingly popular for many so called "internet bridal companies". Therefore, brides are being lured by many bridal websites with money-saving offers on the purchase of their wedding gown. **Remember the old saying . . . you get what you pay for?** The internet should be used on a reference basis only. The majority of these sites are not legitimate retailers at all. For example if a Pronovias wedding gown costs \$2,000.00 at a retail store and you "*think*" you see the same wedding gown online for a ridiculous low price of \$900.00, most brides would jump at the opportunity. What they receive is a cheap imitation of the real thing made in a sweat shop. The distinct details too look out for are: the beading is glued on not hand stitched, the quality of the material feels abrasive and heavy, the boning may be missing or creased, basically the overall look is a "cheaply made copy", or it may be stained from the oils in the sewing machine. When the bride realizes her mistake it is already too late because her wedding date is fast approaching, so she runs around town looking for any sample dress from a retail store and if she does order it from a retail store she has to pay rush charges to get the real gown she originally wanted on time. The deal she thought she was getting in the first place turned out to be a huge waste of money. This is a hard lesson learned, and if you have a problem with your order or you need to make a return or worse yet not even get your gown because the website based company went out of business, who is going to take care of it, the owner of the bridal website from where you purchased it? Usually returns or exchanges are normally taken care of through e-mail and always have a hidden restocking fee of 20% or more. If you do decide to keep the dress, who is going to do the alterations? Outside alterations start from **\$500.00** and up depending on what needs to be done to the wedding gown. **At Dolores Bridal Boutique the alterations are always FREE!**

At **Dolores Bridal Boutique** we pride ourselves in customer service. The owner is always in store ready to answer any questions that you may have or customize the look of your dreams. This is what separates us from everyone else in the industry. I have seen too many horror stories of girls receiving dirty dresses, defective gowns, broken zippers, torn stitching, the wrong color or size, or the wrong gown altogether in the mail. If you have been thinking of buying your dress from some no service discount internet website, be sure you understand and are willing to take all the risks involved. Gambling with your wedding gown is not a good idea.

When the bride decides to order her dress online, she is required to **pay 100% in full** for the dress (*plus* shipping, handling, sales tax, insurance and other hidden fees), **even before it shipped**. In addition, she will most likely receive her dress through a delivery service very wrinkled and in a tiny vacuumed sealed plastic bag. Many brides are hungry for a discount, but don't realize that they are rarely saving any money and may end up spending more in the long run. Brides do not know that her gown must be fitted, customized, steamed and pressed before wearing, and these tasks require care and expertise and should be done by a professional. **Dolores Bridal Boutique** would actually have saved the bride money by taking complete care of these tasks, putting the bride's mind at ease. In addition, **Dolores Bridal Boutique** does not require final payment until the bride picks up her dress and is 100% satisfied with her gown.

Every bride wants to look beautiful on her wedding day and **Dolores Bridal Boutique** aims to give brides the highest quality in gowns with outstanding customer service. Buyers beware of cheap imitations and prices that sound too good to be true; it is too risky to take a chance. You deserve peace of mind with no added stress on your wedding day - *not a nightmare*.