



# 7 Secrets To Buying A Wedding Dress Online



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How To Avoid Getting Ripped-Off by  
Unscrupulous Wedding Merchants

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Version 1.00  
March, 2009

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## **Table of Contents**

Table of Contents.....	3
Introduction .....	4
Chapter 1 The Secret of Timing.....	5
Chapter 2 The Secret of Selection & Ordering.....	6
Chapter 3 The Secret of Pricing.....	7
Chapter 4 The Secret of Sizing .....	8
Chapter 5 The Secret of Extras and Add-Ons .....	11
Chapter 6 The Secret of Color Matching.....	12
Chapter 7 The Secret of Shipping.....	13
Resources.....	15

## Introduction

Buying a Wedding Gown or Bridesmaid Dress can often be stressful. Wedding planning involves making many decisions and the purchase of your dream gown can be both emotional and expensive if you don't do a little bit of preparation.

This E-book is designed to take you through the seven major secrets of buying a wedding dress or bridesmaid gown online. It's designed to help you in with the following:

- Understand how the bridal gown industry operates
- Show you how pre-planning can save you money
- Give you tips on ordering that can help you avoid mistakes
- Equip you with the universal terminology and procedures used when ordering a gown that you can apply to buying a gown anywhere

It is my sincere hope that after you spend few minutes with this E-book you will be better-informed and ready to have fun with your wedding gown shopping experience.

Your wedding is a big deal...let's celebrate it together and save you some money on the way!

*Sarah*

# **Chapter 1. The Secret of Timing**

The old adage "Timing is Everything," holds true in the wedding industry as well. The more time you have before your actual wedding date the more options and flexibility you will have in finding the gown of your dreams.

Order as far ahead of your wedding as you can. It is best to have plenty of time for fittings and alterations. When you order a wedding gown or bridesmaid dress it arrives to you unaltered, in other words you will need to find a seamstress that can help you with fitting and alterations. Of course, once in awhile you can get lucky and won't need much, but having some extra time for this can relieve some of the stress of your planning.

No one can get you faster delivery than Netbride.com because we have special relationships with the designers and have an A+ credit rating with them. This is a result of a 60+ year reputation in the bridal industry and online since 1994. You could not be in better hands.

Average delivery for all designers in all seasons is 11-16 weeks delivery time, and varies for different factories at different times. Average means our guaranteed promise date may be less than 11 weeks away for some factories, but it may also be more than 16 weeks away for other factories. When dealing with either a store or online merchant make sure you find out your "promise dates" for regular and rush orders. Some merchants may not want to give this to you, but you must insist on getting it. As a matter of practice this is standard procedure for Netbride.com.

You get the best delivery date possible when you place your order. If a rush charge is required by the factory to get to you in time make sure that is clearly spelled out by the merchant. At Netbride.com for your convenience Rush Delivery Charges are on the size chart for each gown designer. You can find the size charts for all manufacturers at our website [www.netbride.com](http://www.netbride.com).

As part of standard procedure Netbride.com will send you a confirmation that gives you a "guaranteed outside delivery date" based on the designer's ACTUAL ship date for your order. Your order will probably arrive well before the guaranteed outside delivery date, but never later!

Make sure whoever you choose to purchase from that you check them out with the Better Business Bureau and in the chat rooms on the internet like The Knot.

## **Chapter 2. The Secret of Selection and Ordering**

One of the most frequent questions asked by brides-to-be is how you go about deciding which gown is the right one for you and what does it take to get it ordered.

Many brides know exactly what they want while others like to search and discover. One way to do this is by looking at pictures in bridal magazines and on designer websites. Netbride.com has made this process easy by providing links to the top designers. There are hundreds of designers all around the world, but we have narrowed the selection down to the most reputable and popular

Beware of getting pressured to make a decision right away. Many bridal shops will try to sell you on the spot without giving you adequate time to think. One of the best features of buying a wedding gown or bridesmaid dress online is that if you saw it at a local bridal shop or in a magazine you can then go to sites like Netbride.com if you want a great price. In most cases you can save 30%-40% off the bridal shop price on the exact same gown just because the overhead to operate on the internet is much lower. Plus Netbride.com does not charge sales tax. As a result you save money!

Once you know the gown you want and you have received your price quote via email or phone then it is time to order. The best way to place your order online is by using the secure order form provided by internet wedding gown retailers. When ordering through Netbride.com you will receive an immediate acknowledgment that your order was received, followed up within few business days by an order confirmation number and delivery date information.

Companies like Netbride.com also allow you to order over the phone or by fax if you prefer. You can even mail your order in if that is more convenient for you. You can print the order form right off the site.

Netbride.com has a toll-free order line at 1-866-NETBRIDE (1-866-638-2743)

## **Chapter 3. The Secret of Pricing**

This will shock you. There are no pricing limits on bridal gowns other than what the bride is willing to pay. Bridal shops buy the gowns at wholesale price and typically will double the cost to come up with a retail price. There are also some manufacturers that do not allow selling under their suggested retail price. However, many bridal shops will often times triple the price. You must be aware of this and always get an online quote in order to check against the price offered by the bridal shop. This is why sometimes you can save even more than 30% in cases where the store has marked up their selling price more than double.

As was stated before be aware of the bridal shop trying to “close “the sale too when you are there trying on gowns. Resist the temptation of the impulse buy and go home and get an online price quote.

Another trick used by some retailers is to not give you the full price including shipping and sales tax (if applicable in your state). We have heard of horror stories where brides think they are getting a great price only to find out that they are subject to extra charges for shipping and sales tax. There are also some internet companies that have hidden fees, like one we know that charges a \$7 per dress “handling fee.”

In most cases when you buy from Netbride.com you will avoid sales tax altogether. And when Netbride.com gives you a price quote, shipping costs are always spelled out. See chapter seven of this E-book for more on the secrets of shipping.

Other things that can affect the price are add-ons like extra length, rush charges, and split shipping (which is when you order several gowns at one time and have them individually shipped to a series of different addresses.) These charges are clearly spelled out on each designer’s size chart posted at Netbride.com

At Netbride.com you may pay by credit card (Visa, MC, Discover). If more than one credit card is used, there is a small charge per credit card. Typically in the wedding industry the full amount of your gown order is charged when your order is received and processed, unless you wish to pay 1/2 down and the balance to be put on your credit card when the order is shipped. Not all retailers have this payment plan option, but at Netbride.com you can choose this option for a small fee to cover bookkeeping expenses

You may also pay by check or money order by mailing your order form along with your check.

## **Chapter 4. The Secret of Sizing**

Wedding gowns are not made-to-order. When ordering a wedding gown or bridesmaid dress you need to use a factory size chart. You will find all of the factory size charts on our web site at Netbride.com, in addition to important information on how to measure for your dress, and additional costs for extra size and extra length. Remember, factory measurements are approximate. Be sure you use the factory size chart to aid you (do not go by your normal dress size, although it may be a consideration). Gowns are not custom-made; therefore you need to order to fit the largest part of your body and take it in where it's too large. If a dress is too small it could be a real problem; if it is too large a seamstress can usually alter it to fit. Sizes usually cannot be changed once the order has been placed. The final choice for size is yours. The information below is intended to help you make the best choice.

**Please be aware** that sizing is not an exact science and alterations by an experienced seamstress will almost always be necessary for a proper fit.

### **Measuring the Bust**

Measure the bust at the widest part of the back, straight across the top of the bust, NOT under the bust line. The type of bra worn, or whether one is worn at all, can make a difference. DO NOT use your bra/cup size.

### **Measuring the Waist**

Measure at your natural waistline. Holding your stomach in would be a mistake, as would create a skin-tight measurement. Leave a finger's width under the tape so it can move. **For an empire-waist style, or a gown which is otherwise not fitted at the waist, your waist measurement is less critical in selecting a size**

### **Measuring the Hips**

Measure at the largest part of the hips (this is generally about 8" down from your natural waistline). The tips of your fingers should be the area to measure when you rest your hands on your hips and put your thumbs at your natural waist. Only in the case of a straight skirt, slim-a-line or when the hip is several sizes larger than the other measurements will a hip measurement be necessary to determine size.

See the Illustration on the following page for more details.



1. BUST \_\_\_\_\_ Across the bust and back (not under the bust)
2. WAIST \_\_\_\_\_ Around natural waist, at the narrowest part
3. HIP \_\_\_\_\_ Measure 8" down from the waist level with the tape parallel to the floor

### **Hollow to Hem (available on select wedding gowns only)**

A hollow to hem measurement is available on select wedding gowns. If there is a specific style that you are wondering about we would need to check that style # in the information provided to us from the designer. A hollow to hem measurement should be taken while wearing any undergarments that you would wear the day of your wedding. This includes bra and crinoline (if any), as well as the correct shoe height. This special measurement is done when a gown is particularly tricky to shorten or when a bride prefers to order the gown in the correct length so that a hem is not necessary.

Note: If there is a way the gown can be shortened by a seamstress, that would be preferable than the bride doing her own hollow to hem measurements. There are two reasons for this: 1. there is always a little leeway in the cutting process which is standard in the industry, and 2. sometimes it's not exactly like the bride wanted due to how well the measurement was done for the bride in the first place.

If on the other hand, there is no way the gown can be shortened by a seamstress, then here is a 3 Step Instruction for a Perfect Hollow-to-Hem Measurement:

### **3 Step Instructions for a Perfect Hollow-to-Hem Measurement**

#### **Step One**

Once the bride has put on the exact slip, crinoline, shoes, brassiere and all undergarments she will wear the day of the wedding, place the measuring tape 1/4" below the hollow of the neck and measure to the waist, following the shape of the body.

#### **Step Two**

With the bride standing straight up and looking forward, measure from the waist to the finished hem, following the shape of the crinoline (approximately 1" from the floor).

#### **Step Three**

Place the measuring tape 1/4" below the hollow of the neck and measure to the finished hem. If this measurement does not equal the sum of the previous two measurements, repeat all three measurements.

***\*Note: Submit Hollow-to-Hem measurements in 1" increments only (55", 56", etc.). If the actual hollow to hem measurement is in between a whole inch, order the next largest increment (i.e. If the measurement is 55 1/2", order a 56" Hollow-to-Hem).***

## **Chapter 5. The Secret of Extras and Add-ons**

### **Extra Length**

Most factories suggest that you should consider ordering extra length if you are 5'8" or taller with shoes on. Extra length is usually an additional 5" of fabric added to the dress, and you will need to hem the dress to length desired in almost every case.

Remember - if not sure, it's better to have too much length and be able to shorten than to have a dress that's too short and can't be let out. See the factory's size chart for more specific information. You can find factory size charts for all of the major wedding gown and bridesmaid dress designers at [www.netbride.com](http://www.netbride.com)

Extra length costs extra, as do most larger sizes over size 16. For these costs you can also see the factory's size chart at [www.netbride.com](http://www.netbride.com)

### **Plus Sizes**

Most designers charge a different fee for dresses size 18 and up, often referred to as Plus Sizes. Plus size charges will vary by designer; our size charts for each designer, will list the cost for plus sizes.

### **Ordering Separates**

When ordering separates all 3 measurements (**bust, waist, and hips**) must be considered.

### **Garment Bag**

An inexpensive security policy for your wedding gown is using a garment bag. The garment bag can help protect the gown when transporting it to and from the wedding.

## **Chapter 6. The Secret of Color Matching**

When it comes to ordering bridesmaid dresses making sure all the dresses color-match can be tricky

Most factories make bridesmaid dresses in 20-30 different colors. When you decide on a dress and if you need colors, Netbride.com can help you. Please let us know the color AREA or specific color you're interested in. We'll then give you the colors within that spectrum, or tell you if it comes in the color you want. Many of the designer websites will have color lists or color swatches available. You can access most of the top designer websites right from Netbride.com.

Dye lots can NOT be guaranteed between different style numbers and/or fabrics. It is important to order all of your bridesmaid dresses at one time. This not only helps with color matching but it can also help you save money if they are shipped together.

## **Chapter 7. The Secret of Shipping**

The final area of concern and one that can affect your price is shipping. Some companies will not quote you this until after you order or will imply that it is included in the price when it is not. At Netbride.com our shipping policy is clear and posted on the web site.

We get many questions regarding shipping when it comes to bridesmaid dresses. Some of the most common are:

### ***Can I have my bridesmaid dresses sent to more than one address?***

Yes. There is an added charge of \$12 for each additional shipping address in the continental United States.

### ***What is the best shipping address to use?***

It is best to use a work address where someone can sign for the package. We can not guarantee the shipper will get a signature at a residence.

### ***What if I need to change a shipping address?***

You can change a shipping address at any time prior to the order being shipped by us. All you need to do is e-mail a request change to: [customercare@netbride.com](mailto:customercare@netbride.com). Please note that should any of the shipping addresses you give us be incorrect, UPS will charge additional fees to redirect the package. In such a case, you will owe an amount up to \$15 for re-shipping; if you have a credit card on file it will be charged. Should you move and fail to notify us of your new shipping address before we ship the order, UPS will charge additional fees to redirect the package. In such a case, you will owe an amount up to \$15 for re-shipping; if you have a credit card on file it will be charged.

### ***After placing my order, what if I move, or my contact information changes?***

You are responsible to notify us of any such changes; you may do so by e-mailing us at: [customercare@netbride.com](mailto:customercare@netbride.com). To be sure we have made the change requests, make sure we confirm your changes with a reply e-mail.

### ***Can my bridesmaids place their orders separately?***

Yes, but it is much better to place them all together on one order. The basic shipping charge is \$20 per order if you are only ordering one gown. When ordering additional gowns on the same order shipping is only \$12 per additional

address saving \$8 per gown. Secondly and most important, dye lots can not be guaranteed when the bridesmaid dresses are not placed together as one order. Therefore, we strongly suggest you order all bridesmaid dresses on one order form.

***What is your return policy?***

All gowns are special ordered and made up to size chart specifications for our customers. Place your order carefully as an order can not be canceled or changed once it is processed, or returned or exchanged once received as ordered.

***Return Policy and Guarantee:*** We have the same policy you will find in all fine bridal shops and department stores: You will receive the gown you order, brand new from the designer/manufacturer, and you will receive it by the outside delivery date we give you in your Confirmation.

If the dress we send you is not the dress you ordered (the size ordered, the color ordered, the style ordered), brand new and flawless from the designer/manufacturer that makes it, we and the factory will stand behind our guarantee and will either repair or replace the dress.

**Size Note:** Remember, all dresses are special ordered from the manufacturer in the size you choose, and the manufacturer is obligated to cut the dress to the measurements of their size chart. They can not be returned if the sizes ordered are cut properly and conform reasonably to the measurements of their size chart.

## **Resources**

This E-Book contains a lot of information. If you have read it thoroughly you will have gained insight on pricing, ordering, sizing, shipping, and more.

It is our sincere hope that this information will help you save money on both your wedding gown and bridesmaid dresses.

Below is a list of links to specific areas on the Netbride.com site should you need additional information:

[Wedding Gown Styles](#)

[Bridesmaid Styles](#)

[Informal Wedding Gowns](#)

[Plus-Size Wedding Gowns](#)

[Flower Girls](#)

[Mother Of The Bride](#)

[Veils](#)

[Shoes](#)

[Wedding Slips](#)

[Free Price Quotes by Email](#)

[How To Measure](#)

[Shipping](#)

[Order Form](#)

[Size Charts](#)

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