

Helpful Information When Looking For Your Wedding Gown

Searching the Web for Your Perfect Gown

The web is a very powerful tool which used properly will save you a significant amount of time in your search for the perfect wedding gown. There are numerous Wedding Sites, Designer Sites, and Stockist Sites who present useful information and beautiful gowns that may be of interest to you. But, if you are thinking about purchasing a gown over the internet there are risks involved if you don't deal with a site or person whose credentials can be verified. There are a significant number of people out there that will take your money but not deliver a gown that meets your expectations. There are sites out there that are trying to sell poor imitations of well known designer gowns at drastically reduced prices. Just because a stockist or gown appears on a search engine listing (or an auction / resale site) **does not mean** that the website represents an authorized stockist or that the gown is authentic or is in good condition. If you are purchasing something sight unseen, you are always taking a risk.

In a recent search using a major search engine and a major auction site, we discovered a number of websites that were using both the names and pictures of name brand designer gowns who were not authorized stockists. The sites quoted unbelievably low prices for the gowns but did not provide complete information on the gowns. They quoted a fantastic price but no guarantees.

Purchasing over the Web

If you are thinking about purchasing a wedding dress on the web here are a few points to be mindful of:

- If the website does not represent an authorized dealer and is providing copies the fabric, style, and sizing will most likely be different and of lesser quality
- What recourse will you have if the bridal gown does not meet your expectation
- What guarantee do you have of receiving the gown on a timely basis
- Sizes vary from country to country, designer to designer, even gown to gown so be careful
- Who are you going to use to alter your gown? Altering a wedding gown is a specialized trade and a poor alteration can ruin the look of a gown so make sure you have someone who has experience altering wedding gowns alter your wedding gown.

Just remember if you think you are saving money by purchasing a gown from an unauthorized stockist or even an authorized stockist in another country don't be surprised if the gown you order does not meet your expectations. And, you will probably have no way to recover the money you've spent. But worst of all, if you have purchased a wedding gown disaster, your wedding could be ruined because you will not have enough time before your wedding to find your dream gown.

In conclusion, we recommend you purchase your gown at a store where you can verify that the gown is the one you want and you can have it altered to your specifications. If you are thinking about ordering a gown over the internet, before you order anything make sure you know that you are dealing with an authorized stockist.

Get That Picture Of Your Perfect Gown

We would like to suggest that each time you find a picture of a gown you like, save or print a copy of that gown. Often the designer will provide an easy way for you to copy and/or print the picture of one of their gowns. If the designer does not have such a facility then you can use the 'Print Screen' button on your computer to capture an image of the gown and then you can paste that image into a 'word' document or use any number of other software tools to save or print the picture. This way you will have pictures to show your friends and bridal consultant when you are trying to tell them what style(s) you're interested in.

Fashions By Farina

<http://www.fashionsbyfarina.com.au/>

Appointments

First, let us say that we want to attend to everyone and we try our best. If possible you should make an appointment. We are often very busy especially Thursday nights and Saturdays so it is advised (but not required) that you contact us at least three weeks prior to the day you wish to come in and view our gowns. If you call ahead on 02 9222 2933 or 9222 2944 and make an appointment we will make sure you receive the attention you deserve. When scheduling an appointment you should allow at least 45 minutes for an appointment plus transit time. If you arrive a little early you are most welcome to browse around.

If you would like to take a little extra time with your appointment and enjoy a little more relaxed atmosphere, we recommend you arrange to come in and view gowns on a weekday.

When planning for your appointment, we suggest you bring the closest friend or family member whose opinion you value and who knows you well and with whom you want to share the experience of buying your gown. Bringing more than 3 others can take the focus off of you. We also suggest, if possible, that you bring pictures of gowns you might be interested in. And bring an open mind: many brides find their dress on their first visit to our store, but they also find all their accessories (veils, headpieces, shoes, jewellery etc) on their first visit. So don't be surprised if you find "your dream gown" on your first visit to Fashions by Farina.

If you are planning to view gowns at more than one shop on the same day we recommend that you allow two hours. Even though the appointment will probably take between forty-five minutes and an hour, you may find that time flies and you want to spend a little more time viewing gowns. Then you have to allow time to commuting between appointments. And, one final recommendation, we suggest you allow time for a cup of coffee between appointments. You will probably want to discuss what you have just seen plus you want to be relaxed for your next appointment. If you are rushed because you didn't allow enough time, you are being unfair to yourself.

Finally, if you are running a little late or can not make an appointment don't be embarrassed, we understand. Just give us a call on 9222 2933 and we will try our best to accommodate your change in plans.

Purchasing Your Gown

Even though we do sell off the rack gowns, most of the gowns we sell are client specific orders. A client specific order gown is a designer gown altered to your specific requirements. Based on the measurements we take from you we order the appropriate size gown from the designer. Upon receiving our order the designer manufactures the gown you require. Then when the gown arrives at Fashions by Farina we make the required alteration to make it into your dream gown. Please note that this process can take up to five months. This is why we recommend you purchase your gown form 6 - 12 months before your wedding.

If you are ordering a client specific order gown, we usually require at least a 50% deposit at the time you order your gown and then we arrange a payment schedule for the remainder of the purchase price. If you've requested that we ship your gown out of state, your balance must be paid for in full before it can be shipped.

If you like we will be happy to provide you a small fabric sample. This fabric sample is to be used as a guide to assist you with matching accessories for your wedding. Please be aware that dye lots and texture of fabrics may vary slightly from this sample.

Shipping

We are experienced in shipping gowns both interstate and internationally. We will be happy to arrange for your gown to be couriered (with insurance) to your home or work. Fees will apply.

Fashions By Farina

<http://www.fashionsbyfarina.com.au/>

More Information

When is it too late to buy a gown at Fashions by Farina?

It's never too late to find your dream gown at Fashions by Farina, but the sooner you come in the better! If time is short your options include buying one of our samples off the rack or working with a consultant to determine which designers can meet your time frame for a "special order" gown, which in some cases could include an additional rush charge.

What if my consultant isn't meeting my needs?

Please bring it to the attention of the day manager and they will assign another consultant to you. We want to make sure our service at Fashions by Farina is one so pleasurable that you will think of us fondly.

What if I can not make my appointment?

Don't be embarrassed; we understand that your commitments can change. All we ask is that you notify us as soon as you can so we can work with you to find a suitable time to come in and view our gowns.

What is a Trunk show / Designer Day?

From time to time our suppliers will have a 'Trunk Show / Designer Day'. A trunk show / Designer Day is a special in-store event. Usually lasting one to three days, you can view and buy from a designer's latest collection often months before they hit the stores often at reduced prices. The designer and or their representatives are usually at the store during a trunk show. If you find the dress of your dreams at a trunk show, be prepared to make a decision that day, as the gown will not be in the store once the trunk show / Designer Day is over.