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### **Do I need to make a appointment?**

At Bride! we pride ourselves on being different to other shops. Some brides choose to make an appointment but many just pop in. We really don't mind, whichever suits you better. Obviously Saturday is our busiest day of the week so we do advise making an appointment to avoid being told that the changing rooms are occupied.

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### **What is the order time for my bridal gown?**

The usual order time for bridal gowns and bridesmaid dresses at Bride! is 12 Weeks, with non of our designers quoting over 16 weeks. Once your order is placed with Bride! we will then place our order with the designer either that day or the next working day. Usually within 3 working days we receive a confirmation and anticipated delivery date from the designer. We will then send you a confirmation letter or email to confirm your order delivery date.

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### **I have been told by another shop that the order time is over six months, how can this be?**

I assume that you informed that shop that your wedding was less than 12 months away. They are hoping that the fear of having to order straight away will encourage you to buy there and then thus closing the sale! A nasty sales tactic to say the least but unfortunately one used in the hope that you will not visit other bridal shops.

If any of my designers quoted lead times anywhere near that then they would have no place in my shop, neither would any of my staff who use that sales pitch.

That said to avoid any worry about your dress arriving in time we do ask you to order in plenty of time, leaving a minimum 4 weeks from delivery to your wedding date to allow for any delays/alterations, etc.

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### **What are my payment options?**

At Bride! we require a 50% non-refundable deposit which will allow us to place the order with the balance payable within 14 days of being informed that the items ordered are in stock. In view of the current economic climate we are also allowing brides to pay by installments but do require the deposit in full before the order can be made. Please contact for further information.

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### **Why can I find the same gown on the internet at a lot less money?**

It is not the same gown, to put it bluntly it will be inferior in every way. Copies are copies and thats it. Over the last 12 months I have lost count of the number of brides who have come into Bride! to find a gown to replace the one they bought direct from the Internet, I thought it was a bargain is the usual phrase, until they put it on, If you pay £100 for a dress then a £100 dress is what you get. Whether you choose to visit Bride! or another reputable high street bridal shop is your choice, but I urge you to at least visit them. We always have a sale rail with gowns that have been discontinued, all are reduced by 50% and many by even more.

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