

TRUDYS

BRIDES | SPECIAL OCCASIONS

FASHION NEWS AND TIPS WINTER 2007 EDITION



Dress by Pronovias
Jewelry by Crislu



Spring 2007 Fashion Arrival

Welcome to the latest edition of Trudys newsletter!

This season, we're announcing the arrival of our newest gown collections. In particular, we're carrying fresh fabrications, including innovative silk blends and delicate gown textures. Inquire about these fabrics, and our knowledgeable staff will demonstrate how they are specifically created to *drape and fit the body beautifully* — the reason why we've personally hand-selected these designs.

At Trudys, we're committed to you and your wedding day. Our bridal consultants will explain the specifications of each style we carry. We'll simplify the shopping process, too, by explaining *customization options*. We are meticulous about sizing and special ordering for the best fit possible.

Fashion-forward brides will love that Trudys is devoted to *European-Inspired* looks. In fact, Trudys has become the wedding-gown resource for European designers, as the value of couture fabrics, outstanding quality, feminine styling and unbelievable fit is unparalleled. And California's style-savvy brides have responded: Last year, we became California's biggest seller of PRONOVIAS, one of Spain's leading wedding-design houses. Whether you're a size 2 or size 18, these dresses look beautiful on many body types.

In addition, Trudys now carries the CRISLU JEWELRY LINE. Crislu, known as the finest supplier of cubic zirconia jewelry in the world, gives off a fire and brilliance that's akin to the highest quality diamonds. With Crislu, we offer the look of precious gems at a fraction of the price.

To learn more about Trudys offerings, call 408-377-1987 to schedule an appointment. And if you've already visited our shop, we invite you to return to see our new arrivals and collection updates. Also visit our website - www.trudysbrides.com to see our newest additions. Please let me know if there is anything we can do to make your experience at Trudys more rewarding and enjoyable.

— Trudy

Which Silhouette is For You?

Picture this: After combing through bridal magazines and surfing online for weeks, you've finally spotted the dress of your dreams. The ad shows a blissful bride wearing a gown that has all the features you want. But then when you actually try on the style in our store, you find the gown's shape is an AWFUL fit for your figure. Far from looking like that model in the ad, you — in tears — worry you must start the exhaustive search process again. Luckily, our gown consultant is trained to help!

Before you come into our store, keep an open mind and allow our bridal consultant to guide you to the perfect silhouette and ultimately a dress that you love! Remain open to suggestions, and we may surprise you with gowns

you thought you could never wear. Remember, there are exceptions to every rule, and more than one style may be great on you. Here are some general guidelines to figure-flattering cuts for every woman's shape.

Happily Hourglass — Show it off with a fitted mermaid that's practically invented for your curves!! Have great hips but want to tone it down?



A trumpet cut (increasing in popularity) flares at a higher point than a mermaid to gently slim your hips but still highlights your sexy silhouette.

Stylishly Boyish — If you crave an hourglass curve, "create" it with mermaid or trumpet cuts. Ruched bodices and asymmetrical lines can seemingly add shape, give the illusion of a well-defined waistline, and also fill out a small bust. Or, show off you "svelte self" with a bias-cut slip dress that drapes over your toned physique.

Blessedly Busty — Yes, you can wear strapless! Strapless gowns are more supportive than you imagine and, with the right details, can even tone down an ample bust.

Perfectly Plus Sized — A tried-and-true A-Line will slim down hips to make pear shaped women appear more proportioned.

Cinched and draped waistlines will give you sleek definition.

Pretty-N-Petite — Modified A-lines and sheath cuts will add to your stance. Empire waists and mermaid cuts will make you appear taller, while vertical detail won't subtract from your height.



1. Start early. As soon as that ring has been slipped on your finger, scour the latest bridal publications and surf designers' websites for silhouettes for your body type and gown features you love. Bring in these ads for your gown appointment. We can't promise that we carry these exact dresses, but so many designers feature similar styles that we're sure to find something that's very close — perhaps even better!

2. Ask a trusted friend where to shop. Do you share the same fashion sense as a recently married girlfriend? Inquire into her shopping experience, asking why she chose "her" store. This sheds excellent insight into which shops carry quality product and customer service.

3. Determine your dress budget now. Gowns typically fall under three categories: moderate (up to \$800); bridge (\$900-\$2,900) and couture (\$3000 and up). When you're facing a sea of dresses, knowing what price point you can afford simplifies the shopping experience and enables our salesperson to help you more quickly. She'll show you gowns that meet your style AND your budget.

4. Get your fiancé's input on your gown NOW. Yes, your betrothed might have an opinion! Perhaps he hates tulle ball gowns or has a "thing" for sexy, backless styles. Whatever it is, if you don't ask for his input, we doubt your fiancé will offer it up on his own free will. Our advice: Speak up on the topic, or forever hold your peace if he doesn't like your dress!

5. Watch out for bridal-gown discounters. Whether you're searching online or see a "steal" at a local shop, a deal that sounds too good to be true probably is. We know because, after the fact, we've helped too many distraught brides who have fallen "prey" to deals gone bad. Visit our shop, and we'll happily educate you on issues surrounding wedding-gown discounters and online shopping.

6. Choose your shopping entourage carefully. We suggest picking your most-trusted, closest friends or relatives, and limit your entourage to three or less. The more opinions you have, the more difficult it is to manage the input! And remember, this shopping trip is about YOU, so avoid asking anyone who doesn't "get" this or respect you.

7. Contact our shop for a personal appointment with a trained bridal consultant. We're able to serve you best when we can plan for your visit. With an appointment, you'll get the undivided attention you deserve from our skilled bridal-gown consultants. Call 408-377-1987 to make an appointment today!

8. Prepare a list of questions, if you have them, for the consultant. Since you became engaged, you've probably thought of important points or questions that you'd like us to address. But caught up in the excitement of trying on gorgeous gowns, it's easy to forget them. So keep a list of those concerns and then bring it when you visit us. We'll offer honest solutions or suggestions.

9. Eat before you shop! There's nothing worse than having a hunger-induced headache or feeling weak from lack of food when wedding-gown shopping. Even if you're trying to avoid a bloated tummy before slipping into our dresses, at least eat a pre-appointment snack so you feel nourished and energetic.

10. Style your "appointment" hair with wedding-day vision. Now there's no need to go to your salon for a pricey up-do, but if you think you'll wear your hair up, you can style it this way easily enough. When trying on veils, headpieces or other wedding-day hair accessories, this gives you a more accurate vision of your wedding-day you!

10 SAVVY SHOPPING SUGGESTIONS

Fashion Sense
2007 Wedding Dress Trends
Straight from the designers' runways, we give you a "flavor" for the season's fashion:

- lingerie slip dresses
- strapless silhouettes
- coordinating, colorful satin sashes for brides and maids
- romantic, flowing laces
- stylish halter tops
- exquisite embroidery
- soft, flowing chiffons
- pick-up, layered skirts
- European influence



Celebrating 32 Years
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Make Your Appointment Today
 or Call For More Information:
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Open Everyday

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 1875 South Bascom Avenue
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