

WHAT TO
EXPECT AT
YOUR FIRST
BRIDAL
APPOINTMENT

Bridal Novias by Elodia

EL PASO'S # 1

BRIDAL QUINCEANERA & FORMAL WEAR BOUTIQUE

A MESSAGE

From the Designer



Congratulations on your engagement! All the gowns you will see at Bridal Novias Boutique have been carefully selected and created with you in mind. I have traveled the world to bring you more choices of exclusive gowns than any other bridal salon in El Paso. Looking for something sweet, glamorous, chic, trendy, classic, fun or sophisticated? You can find it at Bridal Novias Boutique. I have worked closely with several designers to help create numerous styles exclusively for Bridal Novias Boutique. You will love the attention to detail, quality, and value. So come on in and let Bridal Novias Boutique help you find the perfect gown for your wedding day...today!

*Be Beautiful,
Elodia P. Adamson*

Your first step to finding the perfect dress.

When You Arrive

You will be greeted warmly by one of our professional and courteous bridal consultants and assisted in completing a simple bridal registry form. This will help your bridal consultant get a sense for your personal style and the ideas you've already put together for your wedding plans. Your bridal consultant will also show you the four silhouettes of gowns and briefly explain some of the different fabrics and construction of the wedding gowns you will try on.

Your Entire Appointment

Will take from one hour to no more than 90 minutes.

A woman with long, wavy brown hair is wearing a strapless, floor-length white lace wedding gown. She is standing in front of a dark, ornate metal screen with intricate scrollwork. The lighting is soft, highlighting the texture of the lace and her features.

10

Things You
Must Know
and Do
Before You
Buy Your
Wedding
Gown

✿ 39106 ✿

The quest for your wedding gown can be one of the most exciting and fun-filled parts of planning for your wedding. Your gown will set the tone for your entire wedding and there are few other times where you will be so lavishly pampered as you are magically transformed into a beautiful bride before your very eyes. But before you buy your wedding gown, here are ten things that you need to know and do.

1 Get a clear picture of what you want your wedding to look like in your mind.

Close your eyes and envision yourself as a bride. What do you see? Are you going to be walking down an aisle, getting married outside or uttering your vows by the soft glow of candlelight? Will you be wearing a full ball gown with your hair up and a long flowing veil? Or are you dressed in a flowing, romantic gown that accentuates your femininity? Write down six adjectives that best describe how you want to look and feel on your wedding day. For example, you may write words such as: traditional, romantic, princess like, lavish, minimalist, sexy, sophisticated, etc.

2 Try on the different silhouettes of gowns to find out what looks best on your figure.

All wedding gowns fall under four basic silhouettes. These are: the ball gown (the most traditional of the categories, has a full bodice and waistline

that leads to a very full skirt), the empire (has a high waistline which falls to a slimmer skirt), the A-line or princess (features vertical seams flowing from the shoulders down to an A-shaped flared skirt) and the sheath (closely follows the line of the body). An experienced bridal consultant can point out the features of how you look in each. You should let her know what you like about each style as well.

3 Select the color and fabric of your gown.

The same dress style can look and feel quite different in a different color or fabric. Even though white has traditionally been the color of most gowns, more and more gowns are being designed with color in the details. You may want to consider an off white, ivory or blush/champagne color as a way to enhance your complexion. Choose a color and fabric that best reflects the mood you are trying to create at your wedding. When choosing the fabric, keep in mind that it will be the basis for the overall look and feel

of your gown and will influence cost more than any other single thing. Textured material and overlays such as chiffon, tulle, and organza can also be used to create a special look for you.

4 Determine what features you want on your gown.

These features include the type of neckline, waistline, train, beadwork or lace on the bodice and skirt, and other decorations or embellishments. Once you have determined which silhouette, color and fabric you like best, determine if the gown will have sleeves, straps or if you prefer strapless. You will want to try on a variety of gowns to help you find what you like best as you bring "the perfect gown" into closer focus.

5 Accept help from knowledgeable and professional bridal consultants.

A good bridal consultant will ask lots of questions to get more clarity about your special day. They will want to be helpful to you and may have some recommendations for you. An expert consultant has seen gowns on many women in various shapes and sizes and will be able to recommend a dress that will look great on your body. Let an expert's opinion guide you to considering some shapes or styles you might never have imagined wearing. However, your consultant should make you feel comfortable and free to express your own opinion. From the moment you enter



BALL GOWN SILHOUETTE

✿ 3941 ✿



EMPIRE SILHOUETTE

✿ 3986 ✿



PRINCESS SILHOUETTE

✿ 39129 ✿



SHEATH SILHOUETTE

✿ 3968 ✿



❁ 3923 ❁

the salon, be mindful of the way you're being treated and of the way the salespeople make you feel. Do they treat you with respect? This is your special day and you deserve help that makes you feel comfortable and happy.

6 Be aware of traditions or religious guidelines that may influence how your gown should look. Different pastors, clergy or officiants of weddings in various religious and/or ethnic backgrounds require that your head, legs or shoulders be covered. It is best to check with your ceremony officiant to find out if he/she has any guidelines that may need to be considered before you buy your gown. This will prevent embarrassment on the part of you and your guests.

7 Bring along someone whose opinion you trust and respect to help you in your search. This person could be your mother, sister, bridesmaid, honor attendant, a close friend or another relative. An extra set of eyes can be helpful, but limit the number of people who come with you. Too many opinions will likely confuse you and lead to a frustrating experience. Such feedback can be invaluable. But, remember, it is **your** wedding, so you should make the final decision after careful consideration of your choices.

8 Make your decision. Making your final decision doesn't have to be stressful. You have your mother or friend and your consultant to help you. Be sure

to give yourself a chance to look at several options before you buy. Trust your own instincts. You have likely been visualizing this day for some time. Ask yourself these three questions of the final dresses that you are seriously considering: 1) Which dress do I feel the prettiest in?, 2) Which dress accentuates my best feature?, and 3) Which dress most fits my personality or style? Try on each gown and go through this process until you have eliminated all of the dresses to the final one. Once you've found a gown that is everything you've imagined, smile and relax – you've done it!

9 Have your dress altered to match your exact figure. Once you have your gown, find a professional seamstress, who is an **expert** at altering **wedding** gowns, to help you make the final alterations that will help your dress fit perfectly. Many bridal stores will have their own seamstress on site to help you. This process usually involves an initial fitting and one to two more alteration appointments. Following these fitting appointments, your dress will be pressed. You may want to wait until a few days before your wedding before you pick it up.

10 Look for the final touches that will help you complete your gown and make your wedding day special. Once you've found your gown, look for matching elements such as veils, shoes, and gloves that will make your transformation into a new bride complete. You may want to ask your bridal consultant for suggestions for these final touches.

With these ten tips in mind, your quest for **your** wedding gown should now be an exciting, fulfilling and wonderful experience. Have fun!



Why Buying a Gown Online Won't Save You Money

Many brides today opt to buy their dress online after visiting numerous bridal stores. Since you may be considering this, here are several things you should consider that will likely cost you more money than originally anticipated and cause the savings you thought you were getting to completely vanish. We could tell you that you are making a mistake by choosing to buy online, but we won't. You'll realize it as soon as you open the box.

Here's what you'll notice:

- The dress will have wrinkles all over it which you will have to pay extra to have pressed out. Many bridal salons offer a free service to have this done with the purchase of a wedding gown. You may pay \$60 to \$80 or more to have this same service done at a dry cleaner or bridal salon.
- There may be loose beading or missing beading caused during shipping which you will have to pay to have fixed (most shipping companies aren't as kind to your box as you would like to think they are).
- There may be spots or stains on the dress that you likely won't be able to properly remove without damaging the delicate fabric and beadwork on the dress.

- The dress may come in the wrong size (and you may not be able to alter it to fit your figure).
- And lastly, you may order the dress and even if you get it, it may look completely different than the picture you saw online. Many brides have experienced this much to their shock and horror and then come to us in tears hoping that we can fix the problem. Many times repairs can be made, but often at a great expense.

We recently had a bride come into our store who had purchased a wedding dress online. She was in tears because the dress she received looked completely different than the picture she saw online. The lace was different, the seams were loose and crooked, there was no boning or support, and the dress bulged in certain areas. The company she purchased the dress from wouldn't refund her money and she was left to either fix what she had (which didn't

give her a lot of options) or buy a new dress. She ended up buying a new dress at our store and wished she had done that in the first place.

When you buy a dress from a full service bridal salon, you'll notice that:

- Your dress will be perfectly altered to your figure and pressed so that it is wrinkle-free and looks absolutely stunning on your wedding day.
- Any beads that may have come loose during shipping or the alterations process will be tightened at no charge.
- You can be assured that there won't be any spots or stains on your dress when you pick it up.
- Your dress will be perfectly altered to your figure and you'll know that it will come in the right size.
- Lastly, your dress will look like the sample you ordered it from and you won't have to worry about any of the details.

With all that you have to worry about with planning the wedding of your dreams, you really don't need the extra stress and hassle of worrying that your dress may not come in correctly or be perfect for your wedding day. Why take the risk? When you order your gown from a full service bridal salon, you can be assured that we'll take care of all of the details. You'll be glad you did because you won't have to stress about the mess that could have happened with your dress.

WHAT BRIDES

*are saying about
their experience at . . .*

Bridal Novias by Elodia

EL PASO'S # 1

BRIDAL QUINCEANERA & FORMAL WEAR BOUTIQUE

*“I was happy with the experience
here! I was able to come in and find
a dress easily with no problem.”*

— Grace Sanchez —

"Thank you for all that you did to help my daughter Minerva get her dream wedding gown. I know it took time and effort and expense for you to get that dress early. We appreciated it so very much. You went way beyond what was expected. So far, we have bought two wedding gowns and one prom dress from you. I have one younger daughter left to marry off and we will certainly buy her wedding gown from you when the time comes."

— Elsa Gonzalez —

"I had no idea what I was looking for, this was the first place I looked. I am not so comfortable in my skin and she made me feel 'normal'. We ended up picking the one you recommended and I'm very happy!"

— Alma Rosa Rodriguez —

"You made my first experience with purchasing/trying on wedding gowns a great one. Everyone was very excited for me on my big day and understood everything a person goes through on that special day."

— Lindsey Tiddwell —

"Found just what we wanted in a short amount of time. Everything was great! Thanks!"

— Julia Kerns —

"When I came in I was already a little discouraged because I'd been looking and not finding 'my dress'. Sandy was very professional and friendly right off the bat which put me at ease. She was very helpful and made the experience really fun especially because my maid of honor and my mom are both out of state. It made shopping without them fun. Your facilities are very nice and help put me in the wedding mood. I would highly

recommend your store."

— Laura Roberts —

"I have always loved Bridal Novias. I bought several prom dresses at the store and wanted to come back to find my wedding dress. They offer various styles and designs that are beautiful. Everyone was friendly and helpful. Shopping for my wedding dress was everything I dreamed of and I found exactly what I wanted."

— Marissa Luevano —

"All the gowns were very beautiful. I wanted them all! Thank you very much!"

— Marcella Fox —

"Your store just makes me feel like a princess!"

— Elva Alvidrez —

"I was hitting a panic point because I ended up with a disaster dress.

So I came needing help. Lucia was very sweet and understanding, helped me find dresses that were what

I needed and was looking

for, helped me feel better about my situation, solved my problem, and went out of her way to help get everything ready to go. Thanks for saving me!"

— Olga Lujan —

"I will definitely recommend Bridal Novias to all my friends and family. This is by far the best experience I have had with any salesperson in the bridal industry. Thank you."

— Lisa Yu —

"This was the first store I decided to look for wedding dresses at and the only! I found the perfect dress...The store was very well kept and neat. I had a great experience!"

— Gina Redd —

"The service here was amazing and better than any other bridal store I have been."

— Rosie Acosta —

"I loved this experience and absolutely love my dress! Thank you so much! My day will be everything I dreamed of because of my dream dress! Thank you, thank you, thank you!"

— Marcia Robenson —

"I was beginning to stress out about not finding a dress I liked and Camely asked if it would be OK if she picked a few dresses that she thought would look good. I agreed thinking there was no way she would find anything that I looked good in. So she came back and the clouds opened and the angels began to sing!! She found the one!!! Something I would never picked out for myself!! So without her I would have gone home more stressed and empty handed!! Thank God for Camely!! (and the low prices at Bridal Novias!!) Much peace and love!"

— Heaven Chavez —

"Sandy was wonderful! I came in from Odessa with all six of my sisters, my mom and 3 nieces! She had everything set up and taken care of! WE only had one day to find my perfect dress and I did!

— Dora Muñoz —

"We were immediately greeted at the door and the customer service was superior. I wasn't sure what style I wanted but there were many to choose from. Aide was extremely helpful and helped me find my perfect dress. I'm so impressed with the store and would recommend it to my family and friends. I know my wedding day will be so special. Thank you very much!"

— Elisa Soto —

"You made my dress shopping experience great and not stressful at all!"

— Silvia Rue —

"Finding a dress at Bridal Novias was the easiest thing ever. This is the best bridal store I've ever seen."

— Ann Jacobs —

"In all the stores that I have been to, this has been the Best."

— Christina Ramirez —

"Your store is definitely the best in El Paso, TX!"

— Mia Herrera —

"The customer service was excellent! Our bridal consultant Nancy was super helpful and sweet. There is such a large selection of dresses that fit every build and personal taste, it wasn't hard to find the perfect one for me. I'm getting married

in one week and I appreciate the help in making sure I have a dress I love and am so excited to wear! Thanks for taking care of me!"

— Cassie Erzen —

"Our experience at Bridal Novias was incredible. Maria Luisa was beyond helpful! She helped us through every step of the process, and patiently waited while I tried on several dresses. The dress itself is beautiful and perfect! We would highly recommend this store! Incredible customer service, selection, and valuable."

— Gwen Milwood —

"I cannot explain in words how wonderful Benita was. She was so patient and kind...just fantastic! I would recommend Bridal Novias to anyone :)

Thank you for everything!!!"

— Chelsea Summer —

16 REASONS

*brides from all over
Texas & New Mexico
get their gown at . . .*

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BRIDAL QUINCEANERA & FORMAL WEAR BOUTIQUE

1 Incredible selection. With our huge selection of hundreds of gowns sizes 0-30, you'll be able to try on your gown in your size. Shopping at our store is the same as going to 10-15 other smaller stores who don't have the extensive inventory we do.

2 Our limited edition, gorgeous, and cutting-edge gowns are unavailable at other stores and allow you to showcase your unique style and personality in such a stunning way that every eye will be on you throughout your big day.

3 You'll have a world-class experience dealing with professional bridal consultants who will always be standing by ready to assist you with your every need, every day. We simply take the guesswork out of planning everything you'll wear on your big day.

4 Brides tell us they're surprised at how easy it is to afford our unparalleled world-class quality gowns. Don't just take their word for it. Find out for yourself! We're confident you'll say the same and know you'll be delighted.

5 We are one of the most highly recommended locally owned bridal salons in El Paso. Thousands of brides have entrusted their wedding experiences to our store and over 70% of the brides who buy from us have been referred by one of their friends who have also had a great experience at our store.

6 A huge selection of destination bridal gowns starting at \$88.

7 Bridal Novias has its team of experts to assist you in all your alteration and modification needs.

8 You'll discover amazing introductory offers on accessory packages that will save you hundreds of dollars.

9 Free steaming/pressing of your wedding gown valued at \$85 with the purchase of any wedding gown.

10 You will have the largest selection of veils and headpieces.

11 You can get back every penny of the money you've spent on your dress (minus sales tax) during your

first year of marriage with our easy referral program.

12 You can special order or buy our exquisite gowns off the rack.

13 Our customer service goes beyond just words. We personally guarantee to take care of all the details.

14 You will get an unbelievable array of coupons and special pricing reserved only for our brides from the top wedding vendors in El Paso. This list alone is usually worth more than what you'll spend on your dress.

15 Flexible monthly payments, with a three to six month layaway plan.

16 We make the process of getting your wedding dress easy, stress-free, without any of the high pressure you might experience at other salons.

We are the only store that offers 16 additional benefits that you won't find at any other bridal salon in El Paso.

Your wedding guests will all wonder when you come down the aisle, "How could she afford a dress like that?" and you'll be able to smile and know that you saved a bundle by buying your dress from Bridal Novias by Elodia. Schedule your appointment today and you'll find out why our gowns are called 'perfect.'

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Hours:

M-F 11:00 am to 7:00 pm
Sat 10:00 am to 7:00 pm
Sun 11:00 am to 4:00 pm