



Darianna[®]
Bridal & Tuxedo 

THE DARIANNA[®] BRIDE GUIDE



WELCOME

TO DARIANNA®
BRIDAL & TUXEDO

After 12 years in the wedding attire industry, many things have changed, but one thing has not: the joy when a bride-to-be says yes to her dress.

That magical moment is a forever memory.

Our goal is to give every bride the perfect experience:

- no pressure visit
- friendly atmosphere
- knowledgeable stylists
- beautiful gown selection
- honest information
- clean store
- size inclusive
- immediate access

This guide will give you an overview of what to expect, bridal terminology, tips, FAQs, and links for even more information.

We look forward to welcoming you in person!



WHY BE A DARIANNA® BRIDE?

YOU JOIN A FAMILY

Darianna® Bridal & Tuxedo is family owned and operated. This means that you are working with a team who genuinely cares about you and your special day! All of our customers are treated like family because you become our family. Don't believe us? [Read our reviews!](#)

WE ARE EASY TO REACH

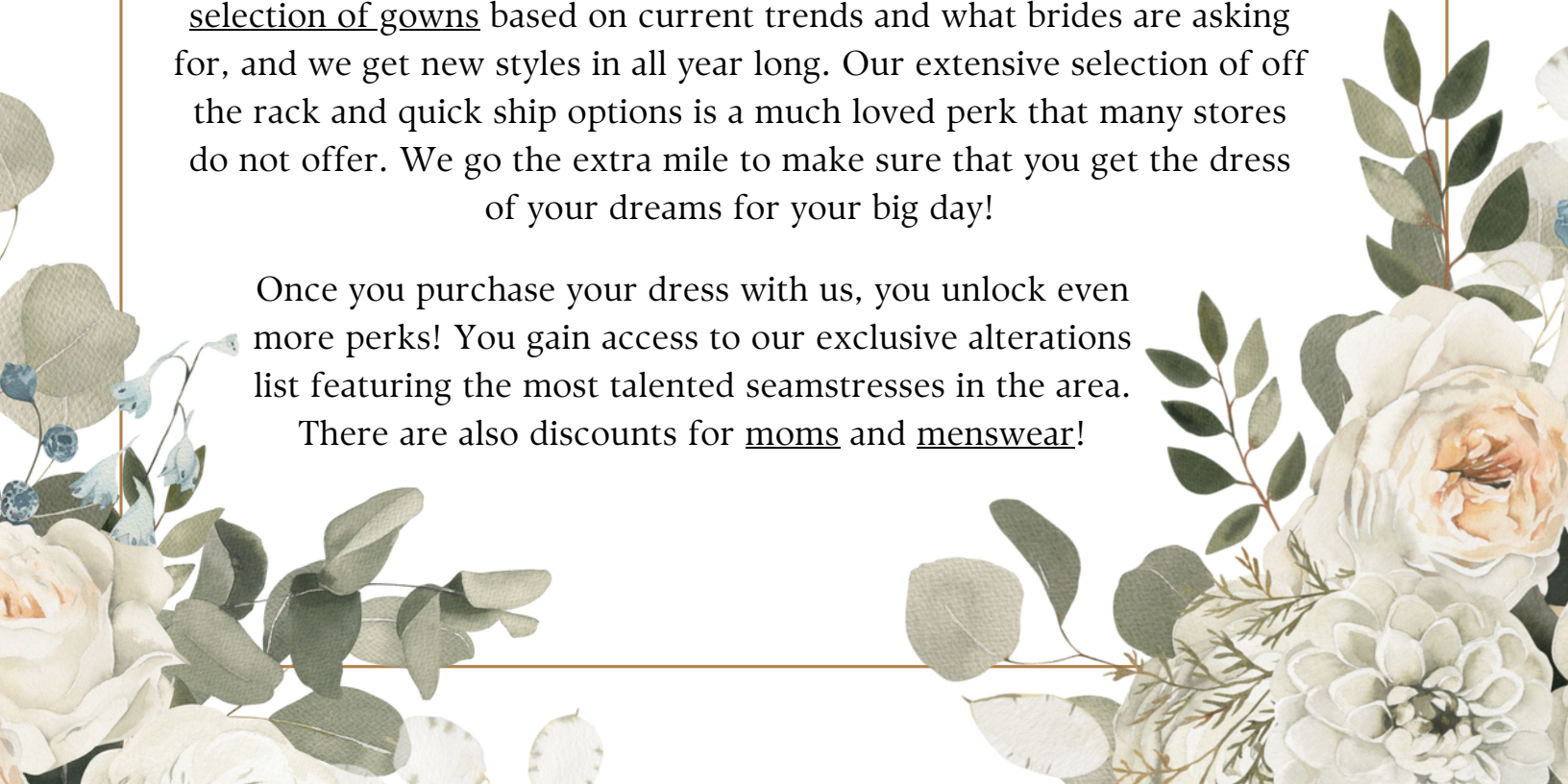
Customers love how easy and quickly they can reach a member of our team. We have options to call, text, email, direct message, and even send website submissions to our team. Most times you are getting answers directly from the owners themselves - even before or after store hours!

THE PERKS, OF COURSE!

There are so many reasons to be a Darianna® bride! We offer a curated selection of gowns based on current trends and what brides are asking for, and we get new styles in all year long. Our extensive selection of off the rack and quick ship options is a much loved perk that many stores do not offer. We go the extra mile to make sure that you get the dress of your dreams for your big day!

Once you purchase your dress with us, you unlock even more perks! You gain access to our exclusive alterations list featuring the most talented seamstresses in the area.

There are also discounts for moms and menswear!



WEDDING GOWN

TERMINOLOGY

Sample: Dresses that the store uses for brides to try on before they order in their desired size and color.

Bodice: The upper part of the dress that covers the chest and back. Many are offered sheer or fully lined in the front.

Applique: Pieces of lace or intricate beadwork that are sewn onto the top layer of a dress.

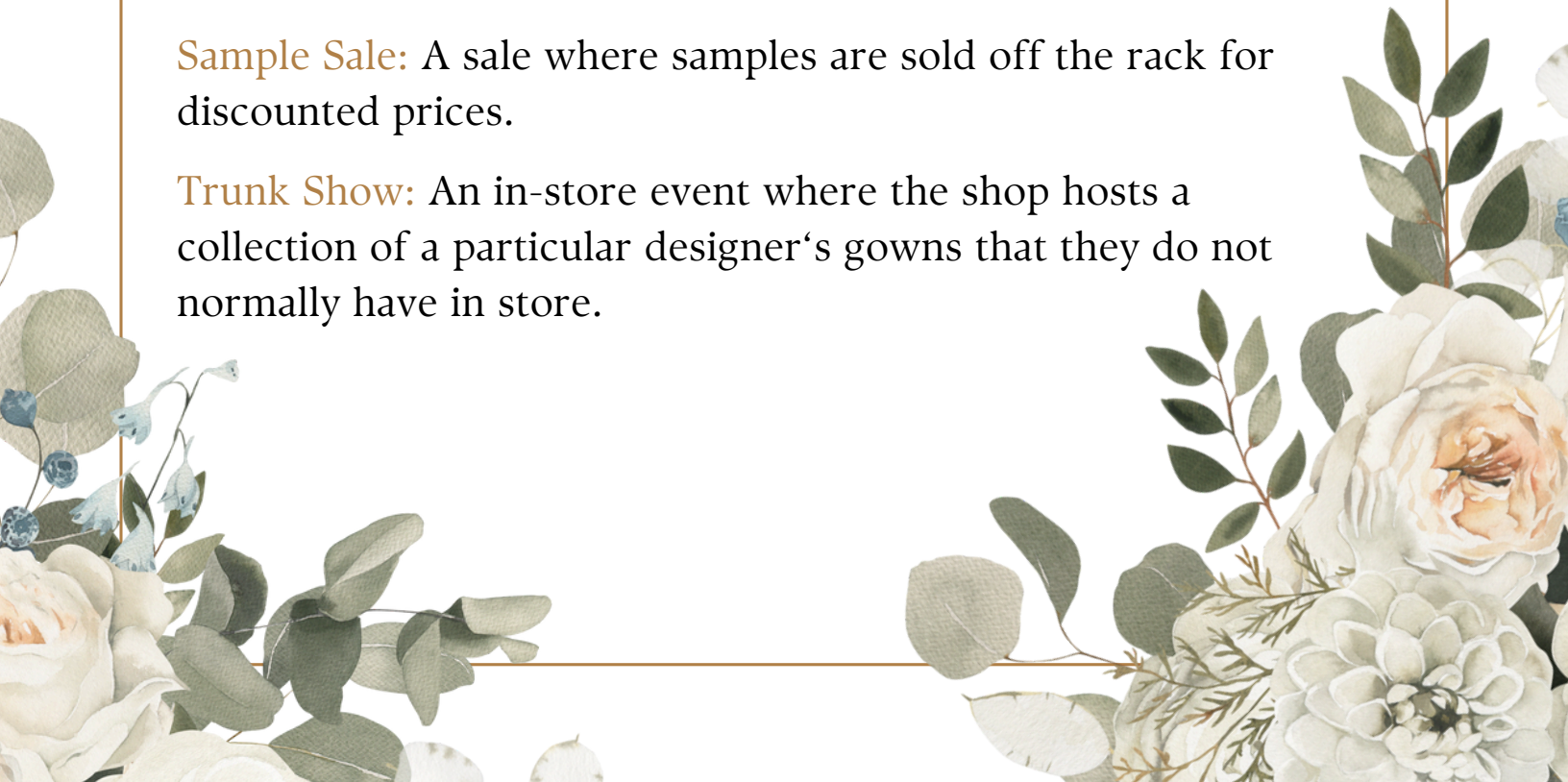
Bustle: Buttons or hooks and eyes that gather the train on a dress. This is put into the dress during alterations and makes it easier for the bride to move around at her reception.

Illusion: A mesh, see through component of a gown. This can refer to a sheer neckline, bodice, back, or plunge component.

Train: The bottom back skirt that comes in varying lengths.

Sample Sale: A sale where samples are sold off the rack for discounted prices.

Trunk Show: An in-store event where the shop hosts a collection of a particular designer's gowns that they do not normally have in store.



WHAT TO BRING

TO YOUR APPOINTMENT

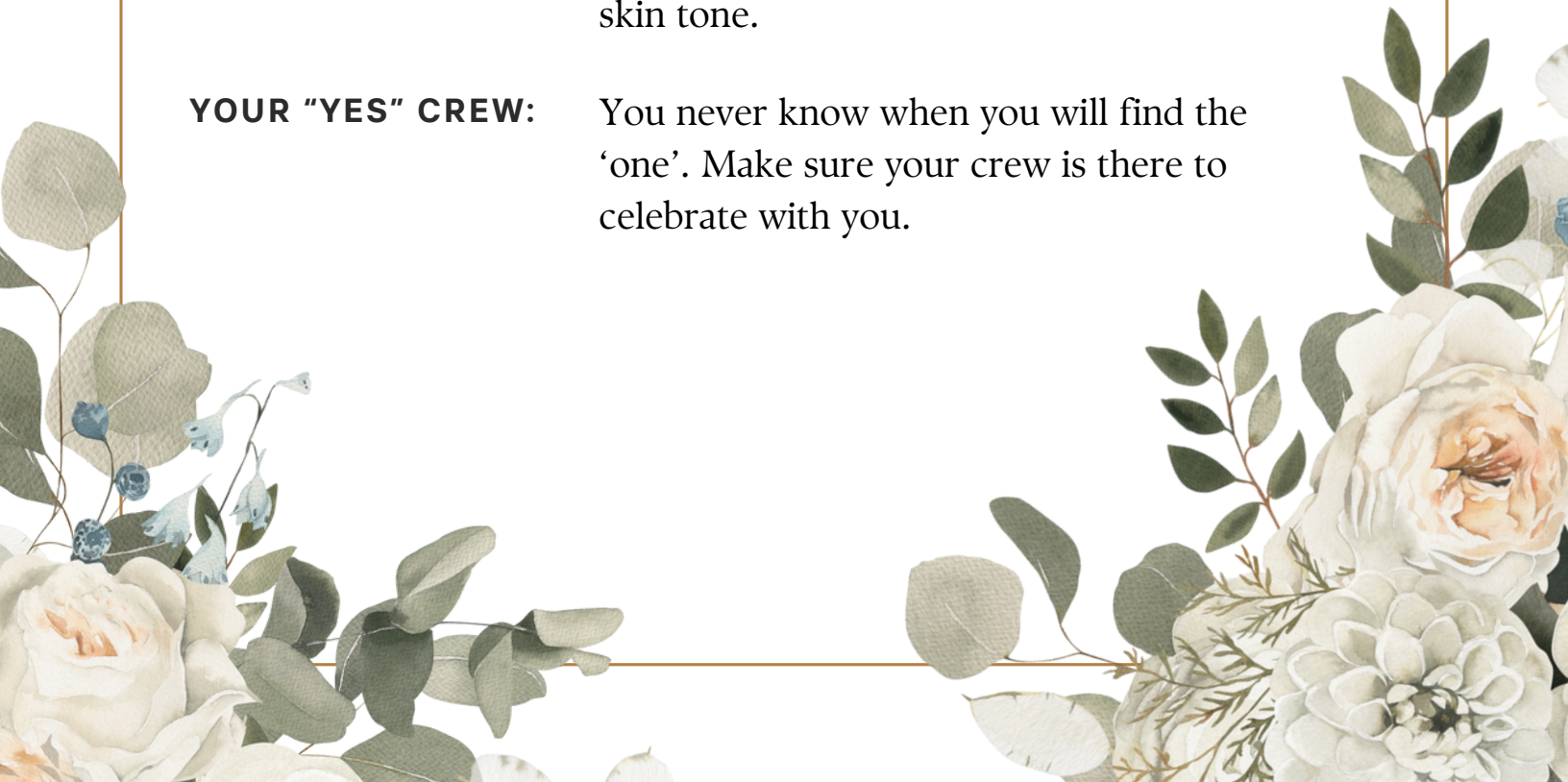
Brides are not required to bring anything to the appointment, however, there are a few things we recommend to make your appointment run smoothly:

A WATER BOTTLE: Trying on dresses can be tiring! Stay hydrated.

SHOES: Similar in height to what you may wear on your wedding day. This can be helpful when you revisit your favorite gowns to see how the dress would lay.

**SHAPEWEAR/
UNDERGARMENTS:** While you do not need shapewear for try on purposes, some brides feel more comfortable with shapewear or a strapless bra. We would recommend undergarments that match your skin tone.

YOUR "YES" CREW: You never know when you will find the 'one'. Make sure your crew is there to celebrate with you.



WHAT TO EXPECT

DURING THE APPOINTMENT

1.

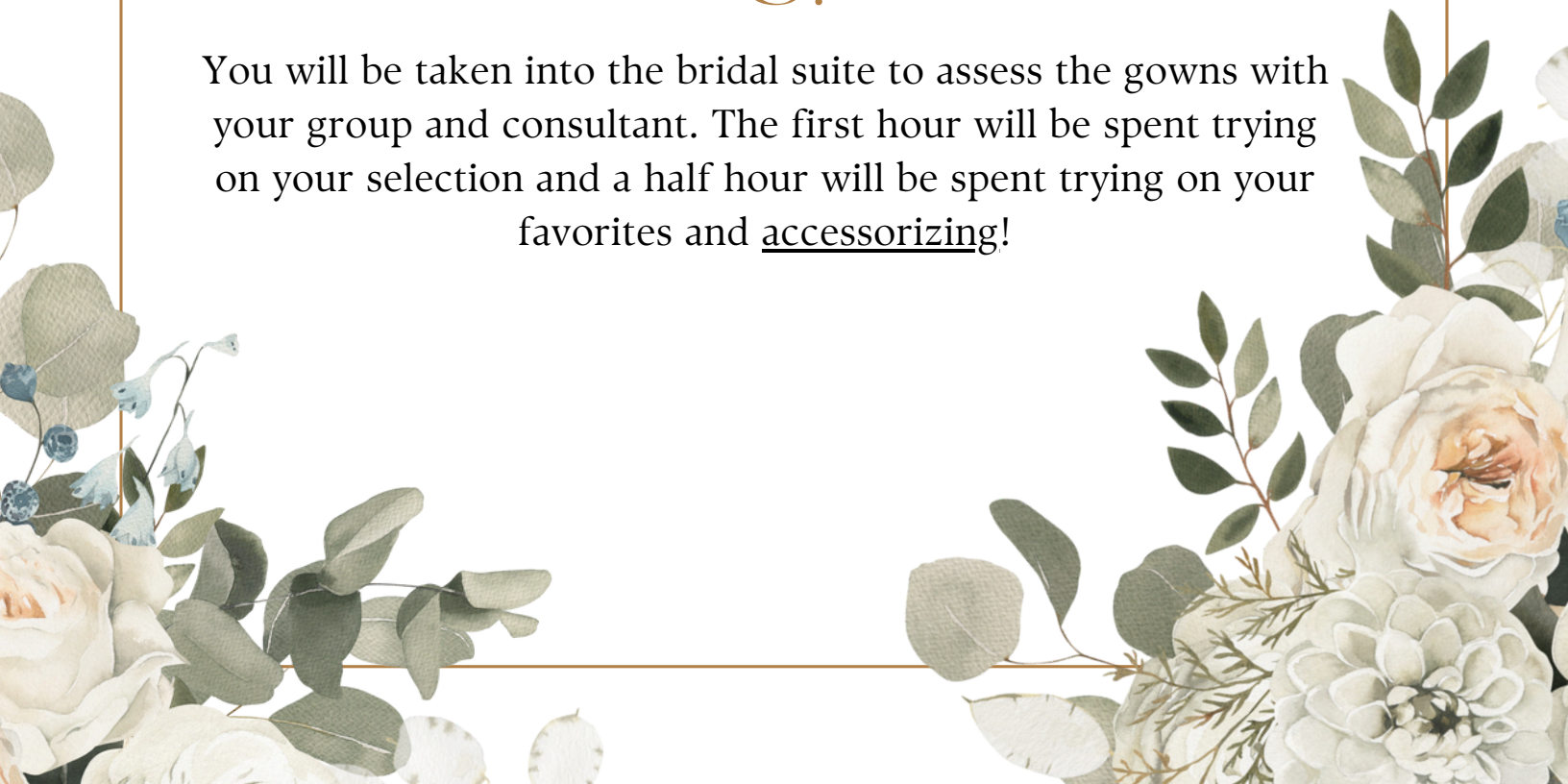
Upon arriving, you will be greeted by your stylist and be seated in the bridal suite. Your consultant will bring you and a guest into our dress gallery to show you options based on the information you provided and to choose other dresses that catch your eye!

2.

Once your gowns have been selected, you will begin the try on process. Your consultant will step out of the dressing room to allow you privacy, and will re-enter to zip and clip the gown to size.

3.

You will be taken into the bridal suite to assess the gowns with your group and consultant. The first hour will be spent trying on your selection and a half hour will be spent trying on your favorites and accessorizing!



WHAT TO EXPECT

AFTER YOU SAY “YES!”



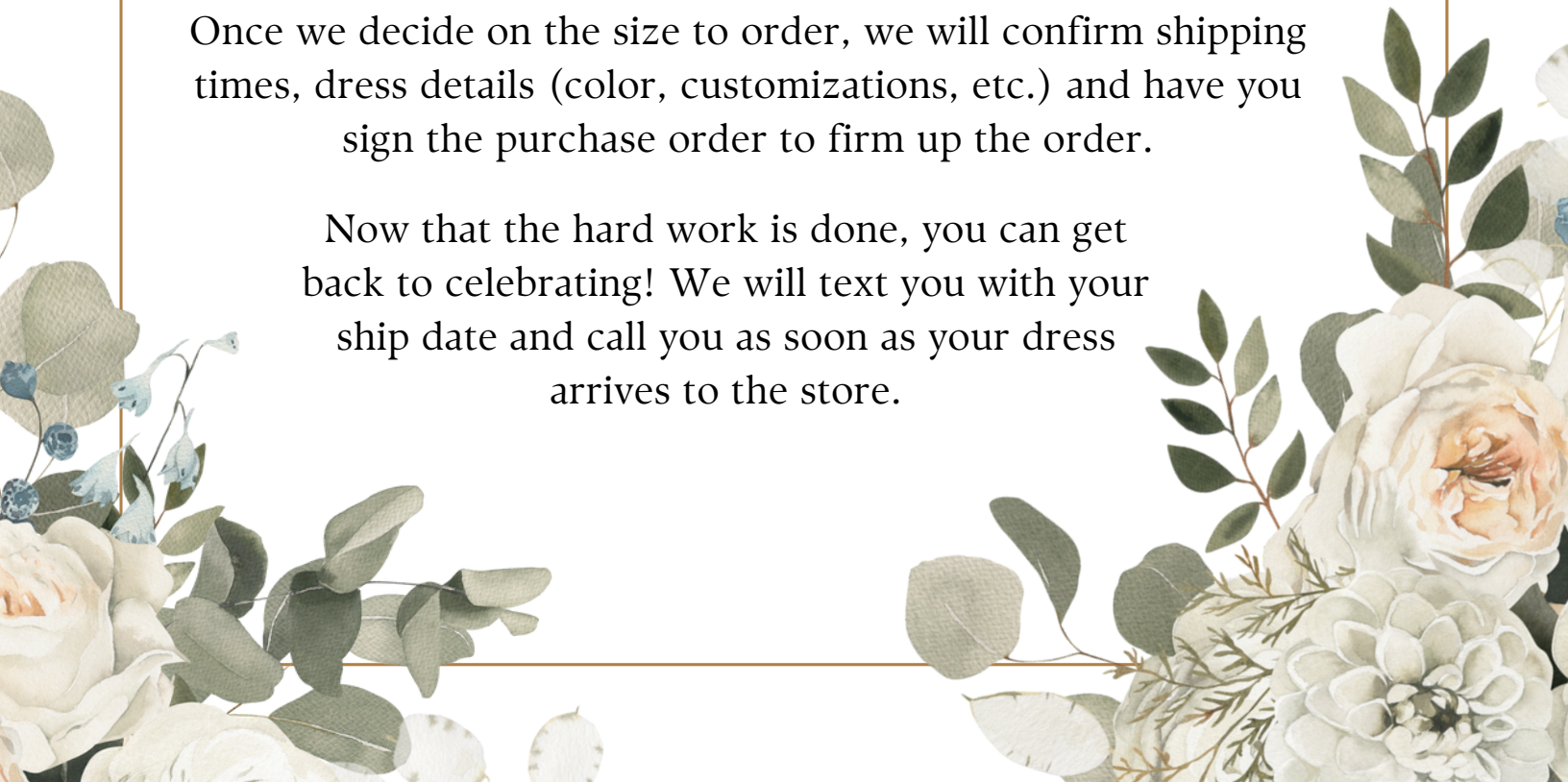
Congratulations! You found the dress of your dreams! Take some time to soak in the moment of officially choosing the most important dress you will ever wear.

Once you have had some time to celebrate and take it all in, you will have your bust, waist, and hip measurements taken. If you are purchasing a sample dress, we will package the gown up and move onto more celebration!

Together we compare your measurements to the designer’s size chart and discuss which sizing would be best and most cost efficient for alterations.

Once we decide on the size to order, we will confirm shipping times, dress details (color, customizations, etc.) and have you sign the purchase order to firm up the order.

Now that the hard work is done, you can get back to celebrating! We will text you with your ship date and call you as soon as your dress arrives to the store.



TIPS & TRICKS

F O R Y O U R A P P O I N T M E N T

TIP ONE:

Do not spend time in dresses that you do not like. Identify what it is you do not like about the dress and jump into the next one! Spend time in dresses you love.

TIP TWO:

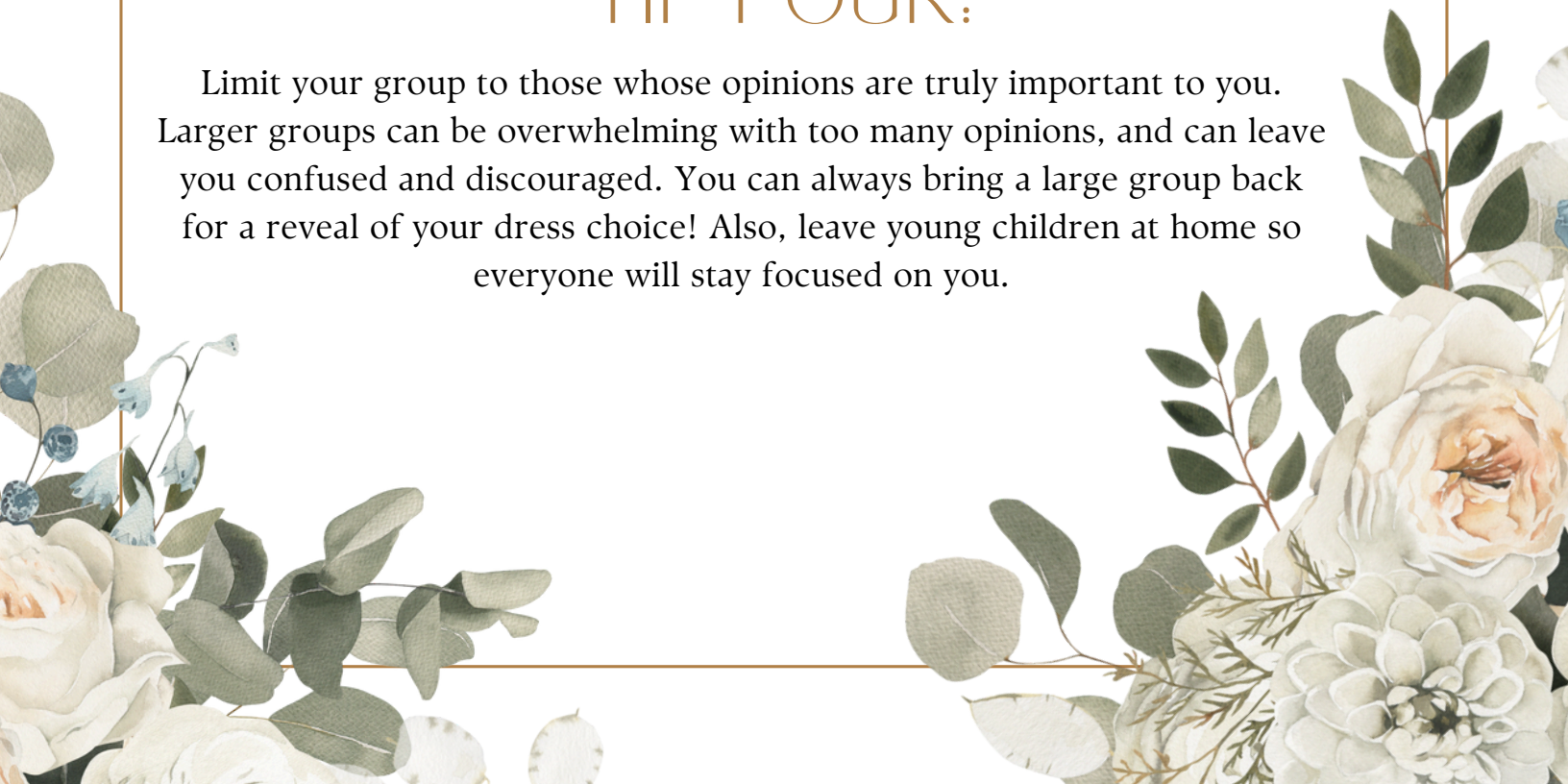
Consider doing your hair in a style you may choose for your wedding day. This can help you make decisions on certain necklines and accessory options.

TIP THREE:

If you have not tried on dresses yet, choose a few outside of your original vision! You never know what you actually want until you start trying them on.

TIP FOUR:

Limit your group to those whose opinions are truly important to you. Larger groups can be overwhelming with too many opinions, and can leave you confused and discouraged. You can always bring a large group back for a reveal of your dress choice! Also, leave young children at home so everyone will stay focused on you.



FAQS

WHAT IS YOUR PRICE RANGE FOR BRIDAL GOWNS?

Our gowns for special order range from about \$1,200-\$3700. Most range between \$1,500-\$2,300. We also offer sample gowns off the rack at discounted prices, and have sample sales periodically with steeper discounts offered!

WHAT SIZE RANGE IS OFFERED IN STORE?

Our sample dresses range from sizes 2 through 32! Our plus size selection is extensive with over 65 dresses sized 18 and up.

HOW LONG DO DRESSES TAKE TO ARRIVE?

Every designer will have their own range of shipping times. Most of our designers take about 4-6 months for special order gowns to arrive. A few of our designers keep a large selection of brand new gowns in stock at their warehouse that ship out immediately! If you are concerned about receiving your gown, talk with your consultant to discover what options may be available for you.

HOW MANY GUESTS CAN I BRING?

We allow the bride plus four guests (over the age of 13). Our bridal suite can accommodate two appointments at a time and we are respectful of group size and age to ensure appointments remain focused on the bride!

We understand that some brides have situations where their group size may exceed four, or where children may need to be present. Exceptions can be made however accommodations must be made in advance to ensure all of our guests have a lovely experience.

FAQS

MY WEDDING IS APPROACHING QUICKLY. DO I HAVE OPTIONS?

Yes! Depending on your wear date, you have options. Brides with quick wear dates LOVE our off the rack option where you can take a dress home that very day. We also have a few designers who keep a large in stock inventory or offer rush dates. Your stylist will be happy to talk through options best suited to your individual timeline with you!

WHAT IS THE GOWN ON LOAN PROGRAM?

If you are interested in a gown from a designer that we carry that you think could be “the one” but we do not have in store, we can ask the designer if they have a sample of that gown that we could bring in for you to try on! It is a \$75 shipping fee to bring the dress in, and that \$75 is credited to your purchase of any new, special order bridal gown! Please call for more information.

WHAT FORMS OF PAYMENT DO YOU ACCEPT?

We accept all major forms of credit and debit cards: Visa, MasterCard, Discover, and American Express. We also accept cash, check, and contactless payment (Apple Pay, Google Pay, and Samsung Pay). Your pricing will be the same no matter what method of payment you choose! If paying by check, please note that no gown may be ordered or leave the store until the check has cleared.

WHAT IS THE PAYMENT TIMELINE?

If you are ordering a gown, we require that half of your total balance be paid before the order can be placed. Payments in full are accepted with a 5% discount! If you are taking a sample gown, we require full payment.

FAQS

DO YOU OFFER IN-STORE ALTERATIONS?

We do not offer alterations in store. We provide a list of trusted bridal seamstresses in the area for your convenience! This allows you to find a seamstress who best suits your needs and budget, and ensures that your dress will be ordered with best fit in mind!

WHEN SHOULD I START ALTERATIONS?

We recommend starting alterations about 6-8 weeks out from your wedding day! This will ensure that you are closest to the size you will be on your wedding day so you can have the dress fitted properly. Brides with design changes, tight timelines, or have weddings near major holidays should consider reaching out to their seamstress sooner for scheduling advice.

DO YOU SELL BRIDAL ACCESSORIES?

Yes! We have offer a variety of veils, sleeves, straps, and bows for brides to accessorize their gowns. We also have a selection of headbands, combs, and garters to choose from.

DO YOU OFFER WEDDING GOWN PRESERVATION SERVICES?

Yes! Brides can bring in their gown, veil, and a few other small accessories to be sent to preservation. Gowns are returned within 6-10 weeks! Darianna® brides get \$25 off their preservation.



FAQS

HOW CAN I GET IN TOUCH WITH YOU?

We are glad you asked!

1. Text or Call: 215-491-8500
2. [Online Chat and Text Button](#)
3. [WhatsApp](#)
4. Email: wendy@dariannabridal.com
5. [Instagram Messenger](#)
6. [Facebook Messenger](#)
7. [Website Site Message Submission](#)

