

SPECIAL REPORT PROVIDED BY: **ARIZONA'S BRIDAL & FORMAL**

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, you will want to read this article and the enclosed letter and pictures from a bride who made this choice. 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 (or in Jessica's case as soon as she saw 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 named Jessica come into our store who had purchased a wedding dress online. You can read her story in her

own words on the next page. 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.



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I really don't want what happened to Jessica and other brides who make this choice to happen to you. Please come visit us at our store so we can help you find the perfect dress as you prepare for your memorable day.

Heather Butler

Dear Future Brides,

I'm writing this letter to inform you of the terrible mistake I made and hope to keep you away from doing the same. After realizing my budget was tight I decided to find my perfect dress online. I came across a web site that advertised my dress, it had the same picture from the [manufacturer's] website and said they had a 100% satisfaction guarantee.

I ordered my dress for \$400 online, I waited about 6-8 weeks to receive the dress. I was so thrilled to have my dress. When I finally arrived home to see the package I knew there was something wrong just by the look of the package. The package was the size of a throw pillow you would have on your couch. I opened the dress & began to try it on. I had to do everything in my power to hold back the tears. The dress was a mess!

Once I had the dress on I could see the damage & the dress was nothing like the [manufacturer's] one they advertised on the web site. The beading on the bust was nothing like the beading from the [original manufacturer], I could see the tops of my feet, the dress was way too short. The dress was way too big & the lace was all pulled on the bottom. The zipper in the back had a gap in-between you could see my back through the dress. You could see the stitching in the front of the dress through the bunching. After all the wrong things with the dress I still had to try to have hope, so I took it to a well known seamstress just to see if it could be possible to fix this disaster of a dress. Sadly, she said there is nothing she could do, she would have to redo the entire dress! In her words, "the best thing you can do either buy a whole new dress, or try & get your money back."

So with that I decided it was time to send the dress back. I went online to the web site. When I looked for the return address it gave me an email address to contact for further instructions & I also noticed on the top of the page it said: Returns can be done within 3 days from the date of receipt. After 3 days there will be no refunds or exchanges. In case of refund, 15% restock fees will be charged. We only accept returns if it has something wrong with the dress, like a manufacture damage. The buyer is responsible for all shipping costs, and they will not be REFUNDED.

I waited until the 3rd day of no response from the company & had to make a huge decision, should I send it back to China where it came from or "hope" someone is going to return an email? I couldn't wait any longer, I sent it back to China after no response. On the 4th day, I finally received a response simply stating: "Why?" No return address, they gave me absolutely nothing.

My mom tried going through the credit card company to get more answers & our money back, but since we sent it back so quickly we didn't think to take pictures of all the damage of the dress. The credit card company told us we were not getting refunded because we had nothing to show.

After about 10 weeks of no response from the web site we thought we were out of luck. Until I came home & received the same package I had sent to China.

Finally a glimmer of hope. We were already making payments for my original dress at your store. I asked the owner if she could please write me a letter for our credit card company explaining the horrible dress I received & the extreme differences between the 2. Luckily, she wants to show girls like me what a mistake it can be to buy your precious wedding gown online. She has brought my dress not to scare girls into buying her gowns but to save them from a huge stressful ordeal.

I hope I have saved you from the same drama I've been through. It's a lesson learned, I know I will NEVER buy anything so precious online again. My wedding day is worth more than saving a few dollars & I know that now. Through this letter I hope to help at least one beautiful bride on their special day.

Sincerely,
Jessica Girginis



Front of fake dress I bought online. You can see how I have no shoes on and you can see my feet. IT IS WAY TOO SHORT!!!

You can see how the real dress to the right fits so much better, has much more intricate detail and beading and is the right length. The quality of the taffeta fabric is also dramatically different.



Check out how the beading and lace on the real dress on top compared with the cheap beading of the fake dress on the bottom. Not only is the pattern completely different you will notice that the bottom dress DOESN'T EVEN HAVE any lace.



Notice the horrible stitching on the fake dress on the left compared with the flawless stitching on the real dress on the right.

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