

IMPORTANT MESSAGE
TO ALL BRIDES

Internet and Bridal Discounts May Be Deceptive



NATIONAL BRIDAL SERVICE
Celebrating 59 Years Of Excellence

The Owner Is In The Store

Many locally owned bridal stores offer their brides savings on shoe dying, tuxedos, invitations, and gown preservation that far outweigh the so called "discount" being offered by others. These are owner-operated stores that encourage brides to try on various styles to find the perfect dress. They offer alteration services to ensure a perfect fit. They press the gown, place it in a protective bag, and take responsibility for customer satisfaction. They feature nationally advertised designers and offer many different styles. The selection, service, and individual attention are big advantages. A bride also has the option of special ordering her gown or buying the one she tries on.

The Best Place To Buy Your Gown

We recommend that you buy your gown at the store that gives you the best service. Beware if the store cannot provide gowns to try on, or assist you with your fitting, alterations, and pressing services. You can usually save time and money by doing it all at one place - with assurance that your satisfaction will be guaranteed.

Accredited and Registered Bridal Consultants – Certification Training

National Bridal Service consultants are professionally trained to help a bride find the dress of her dreams AND get the greatest value, regardless of her budget. Stop in and let our trained consultants help you with your wedding plans.



We are members of the
National Bridal Service

Call us! 218-327-2307

Your Gown

No one item is more important to a bride than her wedding gown. It is an indicator of formality, and how she sees herself on her wedding day. Frequently, more time, effort and emotion is invested in her gown than any other part of the wedding.

Because of this, the wedding gown selection and where it is purchased is very important.

In tough economic times, brides who are trying to save money on their wedding, may be tempted to cut corners on their gown by buying sight unseen from an internet source, or from any source that does not provide fitting services.

We urge brides to carefully weigh their decision to buy online or from a warehouse operation, or a store with whom they have no relationship versus working with a local, full service store that will stand behind every order and solve any problems that occur.

The "Internet"

It's smart to buy some things over the Internet, but not an item like your wedding gown that requires measuring, fittings, alterations and professional pressing.

The following has happened. A bride visits a full-service bridal store looking for her wedding gown. She finds the style she wants, but orders it over the Internet for \$100 less.

After receiving her gown in a small box, and not the correct size, she is having to pay \$250 for the necessary alterations and \$175 to have the gown professionally cleaned and pressed. When she tried to phone the Internet business where she ordered the dress, their number had been

changed to an "unpublished" number. Our conclusion is that your wedding gown is too important to take a chance.

National "Chain"

Many brides that buy from a national chain do so because they assume they will save money. It's our opinion that they do not. It's understandable how a bride could be confused, because a chain may advertise \$99 bridal sales and, like Wal-Mart, proclaim, "We sell to the masses." However, they do not offer many of the designer wedding gowns featured in the bridal magazines.

They also sell the same style dress to many brides in the same area, similar to other "off the rack" retail stores. It appears that they carry more styles than they actually do, because they stock many dresses of the exact same style.

One of the comments that we hear is that a chain store may have styles that look similar to designer gowns, but the fabric is lower quality. Our advice: If there is ever a time when you deserve quality, it's your wedding day!

