

The Perfect Fit

Written by By Ashley Gain

Monday, 27 June 2011 09:29 - Last Updated Monday, 27 June 2011 09:53

It is MORE than appropriate to start this week's blog post with a quote from the movie *27 Dresses* starring Katherine Heigl {Jane} & James Marsden {Kevin}.

Kevin: What the hell is that? {motions to a "Gone With the Wind" style dress}

Jane: Theme wedding.

Kevin: What was the theme? Humiliation?

This basically that sums it ALL up: the bridesmaid dress that was too short, too shiny, too fluffy, too expensive, didn't match one girls hair, didn't match another girls personality, didn't look right....you name it, it has happened and the bridesmaids didn't like it one bit.

Bridesmaid dresses are probably the most cliché item of planning for any wedding. Picking a dress for group of girls that all look different, have different colored skin tones, different body shapes and different color preferences is next to impossible.

Bridesmaids don't want to upstage the bride they are standing up for but they also don't want to be put in a Halloween costume of sorts and stand on display. They want to feel beautiful and that they are aesthetically contributing to your day!

Two of the biggest concerns that I hear from brides is 1) they don't want their wedding party to have to spend a lot of money and 2) they would like for the bridesmaids to be able to wear the dress again. More often than not it's hard for brides to find a stunning, easy to wear dress at an affordable price that can be worn again and doesn't look too much like a typical "bridesmaid" dress.

You are probably reading this needing some help to make your fashion-forward girls feel chic and beautiful on your day! So let me help you! I went through some of my personal favorite every designers who have embraced the wedding market, so much so they have created beautiful bridesmaid dresses at affordable prices.

BCBG~ Beautiful, right-off-the-runway looks for a great price point. BCBG is great designer if you are looking for high-end fashion forward designs that won't make your bridesmaids go broke.



{Photo Courtesy of [BCBG Bridal Collection](#)}



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{Photo Courtesy of [BCBG Bridal Collection](#)}

ANN TAYLOR~ Beautiful fabrics, clean designs, sophisticated and chic. Ann Taylor is perfect for brides who want their bridesmaids in a truly beautiful look that still has bridesmaid's aspects with out the cheesiness of true bridesmaid dress design.



{Photo Courtesy of [Ann Taylor](#)}



{Photo Courtesy of [Ann Taylor](#)}



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J CREW~ Simply stated, elegant dresses and feminine designs. J Crew takes a modern and very current bride and tones her with a sense of elegance. She is trendy yet sophisticated. She wants to do something different but not impractical.



{Photo Courtesy of [J.CREW](#)}



{Photo Courtesy of [J.CREW](#)}

BHLDN~ A little bit earthy, a little bit country, and little bit anthro BHLDN makes a dress that your bridesmaid will absolutely wear again. With natural looking fabrics and color schemes these dresses are made for a more vintage feel styled wedding. They scream personality while their colors are typically earth tones.



{Photo Courtesy of [BHLDN](#)}

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{Photo Courtesy of [BHLDN](#)}

Picking a bridesmaid dress that makes everyone happy is possible. Taking a little extra time to shop around to compare prices, comfort, style and fabrics will go a long way. Trust me, your bridesmaids will thank you for it!



Ashley Gain Weddings & Events

"Planning makes perfect" says event planner Ashley Gain, and we have to say, we agree. Gain promises to take you from conceptualization to realization of every detail you have in mind for your big day. She offers several tiers of planning for couples, so you can be as involved- or uninvolved- as you choose. www.ashleygain.com