



BOOK 1 OF 5

planning & dreaming



spring 2018
davidbridal.com

congratulations!

We can't wait to help bring your wedding to life, for way less than you expect.



(On the cover) GALINA DRESS WG3890 VEIL 399 (This page) FORMALWEAR BY MEN'S WEARHOUSE

first things first

Here are five steps to start with once the confetti settles. Let the planning begin!

Take the quiz on [page 5](#) to find your wedding vibe.

1

Put on your thinking tiara

Right now, it's all about brainstorming. What kind of wedding do you want: Urban or rustic? Formal or chill? Destination or hometown? Get the wheels turning early, and big decisions will be easy later.

Steal real brides' budget tricks on [page 8](#).

2

Assess your guest list & budget

Whether you're aiming for a small get-together or the party of the century, add up friends and relatives ASAP, since your headcount will be the biggest factor in your budget. Talk with your fiancé and family to hash out the financials.

Get save the date tips on [page 7](#).

3

Choose a date (or a year, or a season)

Things to consider: How long do you want to be engaged? What's your favorite time of year? Are there other big events to work around? When you've got a rough idea, have your essential guests (close family and potential bridesmaids, for example) check their calendars.



4

Scope out ceremony & reception sites

Ask lots of questions when you contact and visit venues. Find out about capacity, pricing, and general atmosphere, and take notes so you can compare your options.

See color ideas on [page 6](#).

5

Recruit your bridal party

They'll stand by your side on the big day and be there for planning help (and probably some venting) along the way. Pop the question with personalized gifts like our unique jewelry, totes, or tees.



Download the ultimate step-by-step checklist and timeline at daidsbridal.com/brideguide

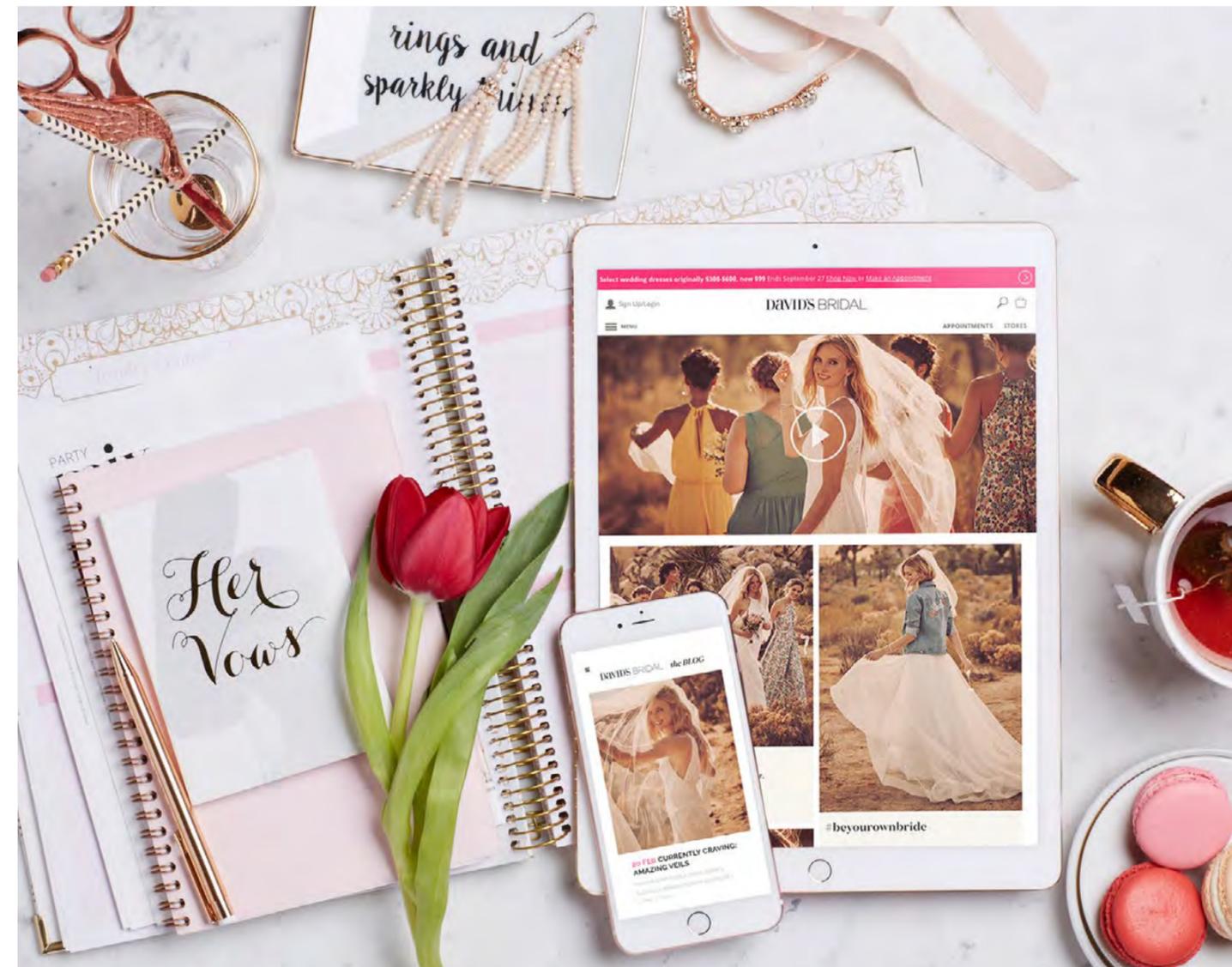


make a must-list

Write down what's most important to you and your fiancé—great food? live music?—so you'll know where to put your energy (and your dollars).

picture your dream day

Think about the two of you: Do you prefer being outside, love old-school traditions, or feel most comfortable with an intimate crew? Follow your intuition! There's no wrong way to get married.



start an official bride file

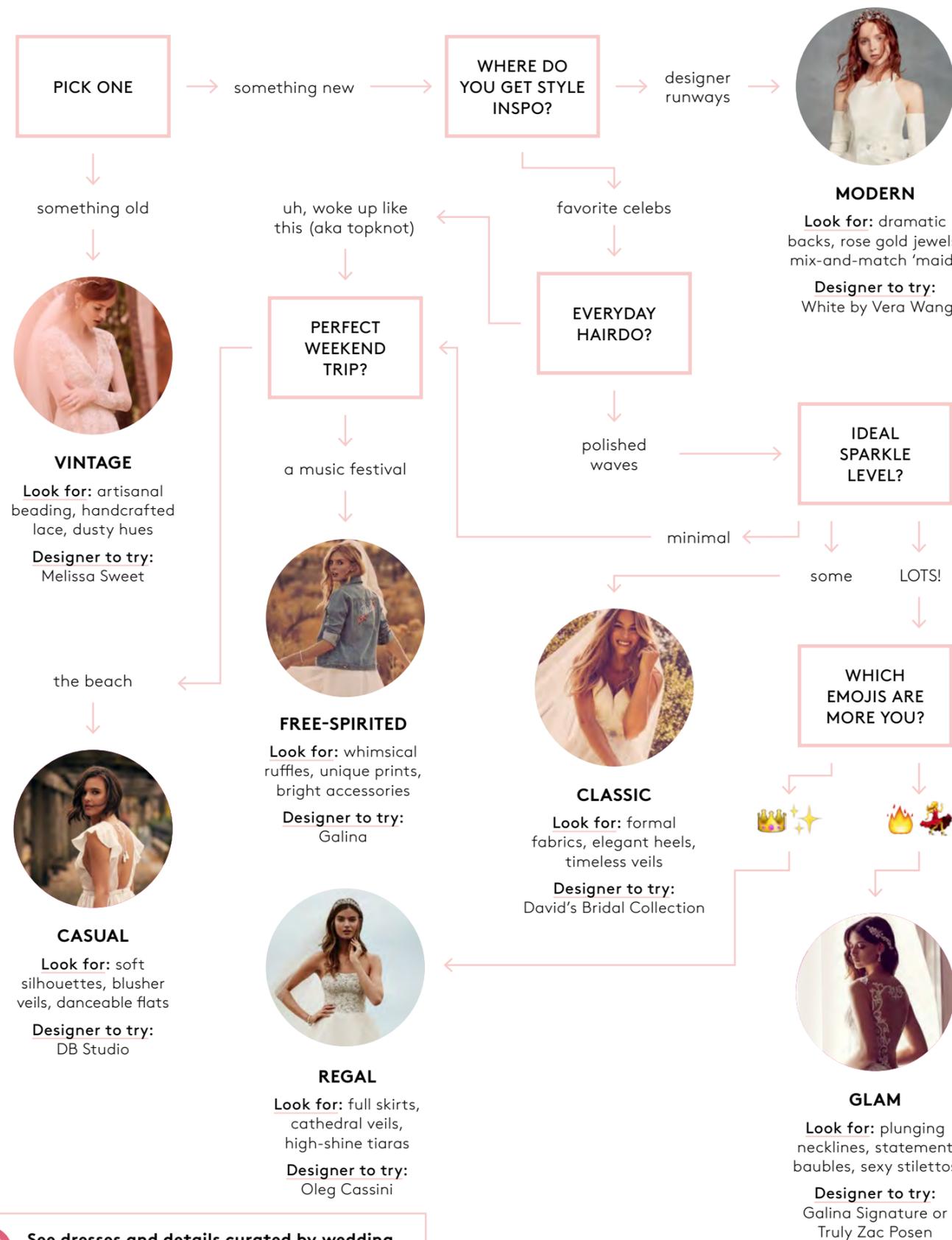
As you browse bridal blogs and magazines, save anything that catches your eye. It'll come in handy when your vendors inevitably ask, "So...what are you thinking?"

 Jump-start your inspiration board at pinterest.com/davidsbridal



what's your wedding vibe?

Just go with the flowchart.



See dresses and details curated by wedding theme at daidsbridal.com/brideguide

find your color

Each of our 50+ colors is expertly tested for consistency, so you know your 'maids will match no matter what. And our exclusive colors coordinate with **Men's Wearhouse** and **Shutterfly** for picture-perfect menswear and invitations, too.

Get palette ideas at davidbridal.com/brideguide

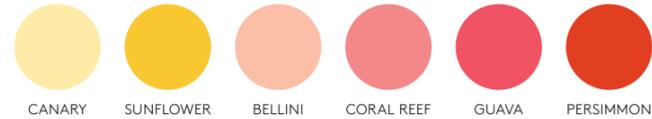


DRESS F19578M IN GOLD METALLIC DRESS F19508 IN PORTOBELLO HAIR VINE 1602 IN QUARTZ DRESS F19585 IN QUARTZ HAIR VINE 1602 IN QUARTZ

PINKS



YELLOWS, PEACHES & ORANGES



GREENS & BLUES



NEUTRALS



GREYS & BLACK



PURPLES & WINES



METALLICS & SEQUINS



save the date

We teamed up with **The Wedding Shop by Shutterfly** to bring you hundreds of custom designs. A few tips don't hurt, either.

Ready to shop? Browse and personalize your stationery at davidbridal.com/invitations

DETAILS, DETAILS

Aside from your names and the date, of course, include the locale (just the city or town is plenty) and your website, if you have one.

IT'S A KEEPER

Magnets or flat cards make it easy for guests to display your news front and center on the fridge.



SAVE THE DATE OPULENT ANNOUNCEMENT

GET THE PICTURE

If you're not sure whether to spring for engagement photos, consider this: They'll look great on your save the dates.



SAVE THE DATE SUPERB OVERTURE

budget wisdom

True story: Your wedding doesn't need to cost six figures to be awesome. We gathered a few painless ways to rein in your bottom line.

PHONE A FRIEND

Now's the time to network. Got a friend who's a musical virtuoso? A sister with serious calligraphy skills? Go ahead and call in a favor. People you know personally are the most likely to give you a great deal, or even consider their services a wedding gift.

GO BACK TO SCHOOL

Will your guests be traveling en masse from hotel to venue, or from ceremony to reception? "Use a school bus rather than a limo or charter bus," says real bride Lisa. "Our guests thought the ride was fun, and it was much, much cheaper for us."

WATCH THE BOOZE

Skip the expensive full bar and offer a few different types of beer and wine instead. (It's the liquor that really sends costs through the roof.) Consider throwing in a signature cocktail for a well-rounded—but still reasonable—beverage menu.

SHOP SMARTER

Real bride Judi saved a ton by picking up flowers at her local market. "My aunts and cousins set out all the arrangements," she says. And real bride Jen hit the produce section: "I put a row of pineapples down the center of each table instead of flowers."

BE A MORNING PERSON

...or a weekday warrior. Weddings at non-peak times almost always cost less. Consider a brunch reception, for example (mimosas, anyone?), or call dibs on the Friday before a holiday weekend, when many of your guests will already have the day off work.

TALK IT OUT

Vendors can often be flexible. Try asking if you can nix anything from a package deal to wiggle down the price, like real bride Catherine, whose caterer let her skip their usual dessert bar and just have cake. "It was delicious, and still more than enough."

See more tips from brides who've been there at [davidsbridal.com/brideguide](https://www.davidsbridal.com/brideguide)



That feeling
when it's
beautiful...
and under
budget.

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hi, bride! (you'll ♥ what's inside.)

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1+2



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6

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Big-day inspiration
and advice
+
bridal style
Head-to-toe ideas
for your look

wedding style
Dresses for bridesmaids,
moms, and flower
girls—plus gifts,
decor, and more

savings book
Deals for your whole
wedding from our
trusted partners

DB rewards book
Insider savings at David's
for your bridal party
and beyond (after you
purchase your dress)

happily ever after!

see you again soon!

At your appointment, you'll get the rest of your Bride Guide and *more than \$1,000* in wedding savings.



1+2



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3

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6

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Big-day inspiration and advice

+ bridal style

Head-to-toe ideas for your look

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