

Tenby Observer Wedding Planner

Ask the expert: BRIDAL GOWN

The most important decision for any bride when planning her wedding is made when choosing her dress.

Like every bride, you will want to wear the most beautiful dress you have ever seen.

It is best to go shopping with someone whose opinion you value, but don't let them push you into a decision you may regret later.

Georgina Clode, owner of Georgina's Bridal Studio in Tenby, advises that when you find your dress, you will know instinctively it is the one for you.

Dressmaker Georgina is the lady behind Georgina's. She was born in Cardiff, but has lived most of her life in the Midlands. In 1982, she became a dressmaker for a large bridal fabric shop and within six months she became their top designer and dressmaker, designing any gown in any style and fabric the bride wanted.

In 1985, she opened Georgina's Bridal Studio.



Bride Fern Lewis chose a Grecian inspired chignon dress by Ronald Joyce from Georgina's Bridal Studio, Tenby, for her wedding to Brad Davies.

Although still designing herself, she had other UK designers such as Margaret Lee and Trudylee, both of whom she still uses today.

In 2002, Georgina's Bridal Studio in Warren Street was opened and two more moves saw the business arrive at The Green where she has a beautiful open-plan shop with plenty of mirrors, stocked with the latest bridal and bridesmaids gowns and complemented with wonderful accessories, such as bridal shoes, tiaras, veils and jewellery.

Here Georgina shares some of her bridal advice.

What are the current trends in bridal gowns?

There will always be the fairytale large skirts and the simple A-line gown, but the latest trend is a side-swathed A-line gown where the fabric is tightly ruched across the body, creating a smooth line and forming an asymmetrical shape that really flatter the figure, in fabric such as chiffon and taffeta.

There are also flowers everywhere, soft ruffled into posies to dress up the shoulder strap or big and blooming to highlight a nipped in waist or to catch the fold and layers of a big fairytale skirt. Flowers are also much in evidence in bead worked embellishment worn brooch style.

Bridal gowns for a long time have been strapless, but new styles are finished with beautiful beaded shoulder straps, halternecks and lace backs, giving a completely different look.

What accessories does a bride usually have?

Accessories are very important and complete the perfect look. Beautiful shoes in the latest styles, tiaras or side combs and veils. We have also seen the comeback of pearls



Pic. Fay Elston Photography

An ivory Victoria Jane design gown from Georgina's Bridal Studio in Tenby was chosen by bride Georgina Upham for her wedding to Andy Siddall.

and Swarovski crystal in jewellery makes a very sophisticated look.

What is fashionable for bridesmaids and flower girls?

Bridesmaid fashion has changed in the last couple of years and the girls often like to

wear the dress again for proms and balls, so they have become more like evening dresses, but with beaded embroidery bringing a sparkle to any dress. Colours have become brighter and fresher, with fuchsia, purple and turquoise being favourites.

Flower girls have not changed, so its the large fairytale full skirt. Some designs match the older bridesmaids, with the same colour fabric and matching beading and flowers.

How long before the big day do you recommend brides choose their gowns?

I would recommend about nine to 12 months before the big day, but with the current credit situation, if they do look earlier and find that dream dress, they can pay monthly, which really helps to pay for that dream dress and all the accessories well before the big day. Delivery time is usually 14 weeks, but I can get bridal gowns in four weeks if necessary.

Who do you suggest accompanies the bride when she begins her search for her dream dress?

I suggest she takes her mother, sister or friend, someone they trust the opinions of. Ideally, no more than two, or they start to please everyone else with their ideal of the perfect bridal gown.

How many dress fittings do you advise brides to have?

Every bride has two fittings normally, which can be close to the wedding date, especial-

ly if the bride wants to lose a few pounds before the big day, so she will know that the gown will fit perfectly on the day.

Who do you suggest attends the fitting?

A bride normally likes to have her mother there. When doing a fitting, I like to take time to talk to the bride about her dress, making sure it fits and that the bride is happy with everything, so having a lot of people around is not a good idea.

What advice would you give brides choosing their gown?

Get an idea what they like, from bridal magazines and designer websites, but try on all different styles, as they might surprise themselves with what suits their figure. When they find the perfect bridal gown, they will know.

What's the best thing about your job?

I love meeting people from all walks of life, whether in retail like myself, a nurse, a new mother, student or in banking. They come from all around the UK, Scotland, London and even abroad, all coming home to Pembrokeshire to get married, and I just love it when they say 'recommended by a friend'.

But the best thing has got to be when a bride has just realised she has found her dream dress and she starts to glow and smile - then you can not get her out of the dress, ha ha!

Tudor Lodge Rob and Mandy are looking forward to discussing your Wedding requirements



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Georgina's Bridal Studio

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