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For a woman, selecting a wedding gown is more challenging than selecting the groom with whom she will share the rest of her life. Though this might have been said in lighter vein, the fact remains selecting a wedding gown is indeed difficult. When it comes to choosing a wedding gown for your big day, there are many factors that you will need to consider. Your wedding gown has to be unique, rich and attention-grabbing – after all, wedding is a memorable event in one's life journey.

As a first step, decide your budget before venturing out to buy your wedding gown. This will help you to narrow down your search and make your choice less confusing.

Go through several bridal magazines at least six months prior to the date of your wedding. You will come across a plethora of wedding gown styles and you can make your choice.

Visit bridal shops in your area and spend time seeing the different styles and designs and try the gown to know how well it suits you. No shopkeeper will object to this.

Ask few of your bridesmaids to accompany you to the shops and appear before them in different gowns and solicit their opinions about various styles. This will help you find the perfect wedding gown.

Make sure the wedding gown you select flatters your physical shape and highlights your body curves and does not expose your shortcomings.

Check with the stores regarding their alteration regulations as this may be necessary if you select a really fabulous wedding gown which is somewhat oversized or needs some style correction.

Please know there are various wedding gown designs and styles – Apple, Pear, Hour glass, Boyish style etc. While you should certainly keep your figure in mind when choosing your wedding gown, it's also important to consider the current fashion trends. The style of your gown depends a lot on where and when you're going to say "I do."

Apart from style, the color of a wedding gown can make all the difference. A white wedding gown may have been the norm in the past but the present trend is to add a splash of color to brighten the event. Popular shades are purples of all shades, lilac and lavender or a baby pink- lilac. Fashion experts opine that light blue is also making a comeback. Your skin tone will also play a role because many paler skins will not look pretty in a white dress especially if the fabric is shiny.

You have to bestow attention in choosing the right fabric. Fabric choice for wedding gowns changes from season to season. Synthetic fabrics will repel wrinkles and typically cost less, but they can also make you sweat and feel itchy. However silk and satin are two fabrics that continue to be the most popular amongst brides regardless of the season. Light weight fabrics, including organza, lace, chiffon and tulle, also make ideal wraps for the bride.

Another key factor to remember is the size and fitting of the gown. Any ill-fitting gown will not only make you look clownish but make you uncomfortable throughout the wedding ceremony. The length of your wedding gown will be determined mostly by the nature of wedding and the venue. If your wedding is on the beach or in an open area, a wedding gown that does not drag on the floor will be the right choice.

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