



# Dori Anne Veils

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*Where Every Bride is the Star*

## **Save green on a wedding dress**

By Marshall Loeb, MarketWatch

**New York (MarketWatch) – With the average wedding costing \$22,000, its no wonder that couples are looking for ways to have the special day for less.**

Though there are many resources out there to help couples save on everything from the reception and flowers to the honeymoon, another expense may be overlooked: the bridal dress. So said Alan Fields, co- author of “bridal Bargains: Secrets to Throwing a Fantastic Wedding on a Realistic Budget.”

“The average wedding dress is about \$800,” he added. “If it’s a designer dress, it can easily run into the thousands. It is a big purchase, but the good news is there are a lot of ways to save.”

### **Here’s how:**

Surf the internet. There are many reputable mail-order companies that can get you the dress for 20 percent to 40 percent less than the retail price. Simply find—and try on—a dress you like, and then look for it online. Our recommendation is [DoriAnneVeils.com](http://DoriAnneVeils.com)

Check internet auctions. “There are hundreds and hundreds of wedding dresses on eBay,” said Fields. “Some have never been worn.” Internet auctions are also more likely to have designer dresses at reasonable prices. However, bidding for your dress online can mean taking a lot on faith; not everything is as advertised.

Visit sample sales. Large cities, especially New York, have designer samples. You’ll find unwanted samples, as well as items that were worn once on the runway.

Consider charity. You might get your gown through Making Memories, a nonprofit organization that sells new and used wedding dresses through its Brides Against Breast Cancer program. The proceeds go to breast cancer research. Visit the group at [www.makingmemories.org](http://www.makingmemories.org).

Swap fabric. If you’ve found a dress you love, check to see if the designer or manufacturer will make it for you in a less expensive fabric.

Look for knockoffs. If you fall in love with a designer dress but don’t want to spend thousands, you might consider a knockoff. A knockoff dress doesn’t have to mean poor quality, according to Fields.