

# JASMINE

*Tips & Trends*

# 12

*Things to*

*know* FOR FINDING

*your* PERFECT

# JASMINE

*Dress...*

# JASMINE

## *Things to Know for Finding your Perfect Jasmine Dress:*

*Before you purchase your dream gown that will magically transform you into a beautiful bride, here are 12 things that you need to know & do:*

- *Research, Research, Research!*

*Open a Bridal Magazine. Flip through looks. Peruse the internet. Never go shopping blind sided, make sure to do your homework ahead of time! First establish what look you want to achieve: Feminine, Traditional, Chic, Romantic, Understated, Fashion-Forward, Fun, or Regal? Make sure that your favorites embody the character and personality you want to portray on your special day!*

- *Be Prepared to be Surprised!*

*Go in with an open mind! Try on different silhouettes of gowns to find out what looks best on your figure. Our experienced bridal consultants are experts in finding the perfect silhouette to flatter your figure, no matter what your shape! So while considering which style is right for you, trust in Jasmine's consultants to guide you towards the dress of your dreams!*

- *Gems, Hems & a Whole Lot of Sparkle!*

*Select which features make you look your best. From types of neckline, waistline, train, beadwork, lace, and other embellishments. Once you have determined which silhouette, color, and fabric you like, think about what types of straps you like: one shoulder, spaghetti, cap-sleeves, or strapless, etc. But remember, try on, try on, try on; because you never know what it will look like on you until you try it on!*

- *Traditions, Traditions, Traditions!*

*Be aware of traditions or religious guidelines that may influence how your gown should look. Some pastors, clergy or officiants of weddings in various religious and/or ethnic backgrounds require that your head, legs or shoulders be covered. Better safe than sorry, it is always best to check with your ceremony officiant if there are any modesty guidelines that need to be respected.*

- *Celebrate your Setting!*

*Consider the formality of your ceremony and the atmosphere's characteristics. Your dream attire should reflect your personality & style along with the time and place of your nuptials.*

- *Shop for the Body You Have Now*

*No matter your shape or areas of concern, Jasmine is the first step in finding your perfect dress! Even if you plan on shedding a few lbs or changing your image before the big day, Jasmine will ensure your gown has a flawless fit. So put your worries in Jasmine's hands and let us make your visions come true!*

# JASMINE

- *Undergarments & more...*

*If you have a favorite strapless bra or plan on wearing a particular body shaper, go ahead and bring it. Otherwise we can provide you with the necessary undergarments. You'll ultimately need your gown-specific undergarments for your first fitting but not your initial appointment.*

- *Don't Get Discouraged*

*Jasmine has thousands of dresses to choose from, which makes the odds of you finding your dream dress, very good! We know that it can be overwhelming, but don't fear, you will find "the one." Our experienced, caring bridal consultants will ensure that your experience goes as smoothly as possible.*

- *Limit your Entourage!*

*Bringing a big group to a bride's appointment is a shopping don't! Enlist 2-3 of your closest friends or family to help you acquire your dream dress- but no more than. Too many opinions will likely confuse you and deter you from finding your dream gown. At the end of the day, your opinion matters the most, it is *your* wedding, so you should make the final decision without feeling pressured by others' opinions.*

- *Once you've fallen in love...*

*Once you have fallen in love, trust in your instincts & Jasmine to pull your look together from head to toe. Making your final decision doesn't have to be stressful. Jasmine is here to help! Ask these questions to assist: Which dress do I feel the most beautiful in? Which dress accentuates my best features? Which dress compliments my personality & taste the best? Which dress do I not want to take off? Once you have found your dream dress, go ahead and relax, smile- you have done it!*

- *Focus on the Fit*

*Keep in mind that everyone has a different frame, meaning every wedding dress needs alterations in order to ensure a fit precisely to your frame. Alterations can be as simple as taking the waist in or shortening the hem, or more complex like taking the bodice in and adding beading or lace. But the important thing to take away is to focus on the fit, and you will radiate in confidence!*

- *Accessorize, Accessorize, Accessorize!*

*Now that you have found your dream dress, time to look for the final touches to accompany your look! Jasmine offers the largest selection of veils, hair jewelry, necklaces, bracelets, brooches, sashes/belts, shoes, gloves, & garters to make your transformation into a beautiful bride, complete! Our bridal consultants will assist you in completing your dream look!*

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Unless you are already a bridal fashionista, shopping for a wedding dress can be scary without knowing all the terminology, but have no fear, you now have Jasmine.

- *Silhouettes:*

*A-Line*



*Ball Gown*



*Empire*



*Mermaid*



*Sheath*



*Detachable Skirt*



# JASMINE

- *Necklines:*

*Asymmetric*



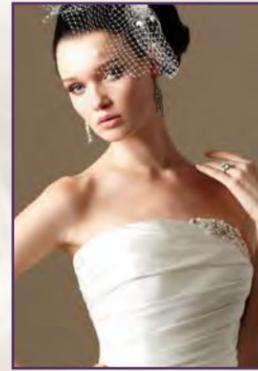
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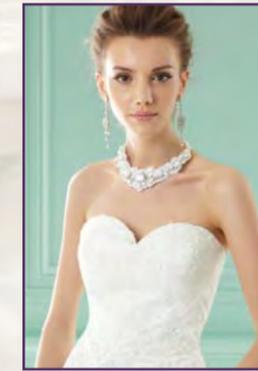
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*Strapless*



*Sweetheart*



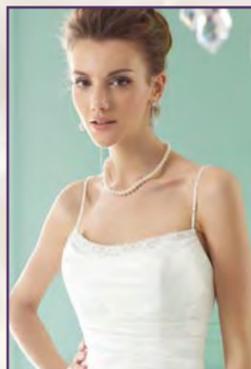
*Crumb-Catcher*



# JASMINE

- *Necklines:*

*Spaghetti Straps*



*One-Shoulder*



*V-Neck*



*Sheer-Illusion Halter*



*Jeweled Accent*



*Avante-Garde*



# 12

## *Trends*

FOR

# SPRING

## *2012...*

# JASMINE

## Top 12 Trends for Spring 2012:

Ball gowns are bigger than ever, ruffles are ever so plush, & silhouettes —have never been more chic. Take a peek at Jasmine's top picks for 2012!

- *Frothy Ruffles*

Want a look that is both flattering & fun? Ruffles are nothing but swirled layers of excitement & romance.



- *Adore-a-Ball*

Dramatic, full skirts are never out of season! Fall back in love with our adore-a-ball gowns!



- *Purple Reign*

From silvery lilacs to rich plums, purple hues are taking center stage as the hottest hue of the season!



- *Peekaboo Hemlines!*

The chicest way to show off your pumps!



- *Beaded Bodices*

Everything from beaded necklines to jewel encrusted belts, your figure will look amazing!



- *Come Fly with Me. Let's Fly.*

*Let's Fly Away!*

A detachable, fluttery organza skirt transforms your look from ceremony to reception with one transformation!



# JASMINE

- *Romance in Roses!*

Embrace the details—Roses are a chic way to bring romance to the eyes of many!



- *In Love with Lace!*

Delicate to the touch, yet strong & rich with history, lace adds a splash of timeless grace!



- *Color me Gorgeous!*

Add a splash of color to your gown, with colorful sashes & embellished belts.



- *Tulle Cool!*

A pleated skirt in this light and airy material is the perfect way to add texture to this lacey ball gown!



- *Back in Black!*

Add some personality to your gown with accents of black. You are sure to make a statement in this chic, avant-garde gown!



- *Dramatic Flair!*

Dresses that hug the body in all the right places, these gowns are graced with full skirts & beautiful flowing fabrics!





*Accessorize,*

*Accessorize,*

*Accessorize!*

*Top accessory trends for the season to transform your look!*

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*Accessorize, Accessorize, Accessorize!*

*Top accessory trends for the season to transform your look!*

- *Join the Gold Rush!*

*Gold is more in than ever before! Chic, yet timeless & sophisticated, gold accessories are topping the charts as the hottest accents! So go for the gold, & radiate in sparkle.*

- *Shoe me the love!*

*Add a punch of color with your bridal pumps. Don't forget your something blue can be a shoe! Shoes are more expressive than ever, with platform pumps embellished with crystals, silk fabrics, & straps. So go ahead & step out in style!*

- *Brooch It!*

*Brooches are the versatile solution to your ensemble: from hair to sash, brooches add that extra touch to complete your desired look.*

- *Bring the Bling!*

*Glam it up! Nothing says glamour more than adding a touch of bling. From bangles to chandeliers, down to that jeweled cocktail ring, Jasmine knows how to make you sparkle.*

- *Show your True Colors!*

*Knowing what type of colors work with your ensemble is a good way to begin choosing your wedding day accents!*

- *Make a Statement!*

*Add a little more bling to bring on the night! From statement chandeliers to a custom designed layered necklace, you are sure to have the ultimate stand out accessory.*

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