

## WHY DO I HAVE TO PAY FOR ALTERATIONS?

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This is one of the thorniest, touchiest topics in bridal wear. When you buy a wedding dress in our shop you are probably spending more money on a single garment than you have ever done, so you might be inclined to wonder why you then need to have anything done to it. For that much money, it should be perfect, right?

Well, currently within our collections, Maggie Sottero & Jenny Packham offer standard size dresses with the possibility of longer or shorter lengths. There are various reasons why these would need altering, including:

- Hem length - the dresses as standard come in quite long so this needs to be adjusted.
- Bustling - designers do not include this as standard but often a bride will want a wrist or finger loop to hold the train up and often a hands-free option for the evening.
- Split size - very often brides have a top bigger than their bottom half or vice versa. It is always more prudent to buy for the bigger portion and slim down. Letting a dress out is not an option.
- Weight loss or gain - brides, for whatever reason, change shape. We want you to look your best and can alter a dress down two sizes. This is not a recommended route but we know it happens.
- Tall brides can have broader frames so to avoid restrictive fit across the shoulders the dress will often need to be altered at the waist.
- Petite brides may need internal corsetry shortening, shoulders lifting or armholes dropping to correctly proportion the dress.

At Miss Bush we have three trained fitters & seamstresses in-house, with fully trained & supervised freelance seamstresses joining us during peak season. This team of seasoned pros know precisely how to mould the fabric of your frock and where create a little nip and tuck to ensure that your wedding dress is nothing short of exemplary.

# Miss Bush

These vital members of our staff are hugely experienced and have worked for the biggest names in fashion, across both mainline couture & bridal. They command a proper living wage and beaver away in a workroom across the road from the shop, so your dress does not get shipped off site.

Bridal retailers know that you, the bride, expect gorgeous shops with well-trained staff and a wide choice of dresses to try on. This means that to stay in business, bridal retail finds it hard to discount; our shops are full of samples, meaning that we technically have no stock to discount. As such, it's impossible for us to 'give away' a vital part your dress - the fitting & alterations - for free.

The fact that we are relatively tiny niche businesses selling made-to order goods means that bridal retailers put a fair price on a dress. You are not subject to 'price-establishment' tactics where a dress is advertised at an inflated 'full price' for a week followed by various ways of offering 20% discount.

That is to say, the reason you have to pay for alterations is to ensure that you are getting the very best version of your dress as possible. You are paying for the craftsmanship that goes into achieving this and for the peace of mind that comes from knowing yours will not be the wedding dress that pinches, gapes, is uncomfortable to wear or generally doesn't fit.