

## bridal attire

color, but I'm seeing it surface often," says Jokilehto Schigel. "In a formal wedding, black is a neutral palette. And who doesn't look good in black?" Another benefit of wearing a black dress is that bridesmaids have the option of wearing the dress on another occasion. "I always recommend that my clients

select a dress the bridesmaid can wear again," says Jokilehto Schigel. Many designers today are creating styles that are not super bridesmaid-y looking, so that they can be worn another time. Your friends will thank you.

So, how much should one expect to pay for a great bridesmaid dress?

"Realistically, to get something that looks appropriate, you'll have to spend at least \$200," says Jokilehto Schigel. If you go lower than that price point, the quality of fabric differs, and fabric is one thing you shouldn't skimp on. Aside from draping beautifully, better quality fabric will hold up during the dance-filled reception. "I've seen girls in dresses made of such inferior fabric that if they'd bent over the dress would have ripped," says Jokilehto Schigel. "You don't want to deal with those kinds of issues on your big day."

A-line silhouettes are the most popular, says Maria Prince of Watters & Watters, as the soft silhouette is flattering on most shapes. Aim for an A-line shape for your junior bridesmaids, as well. "The younger set is more sophisticated these days than they were in the past, and we see them wanting to mirror the adult maids," says Prince. Many bridesmaids dress designers offer junior bridesmaid styles that are similar in color to the adult maids' dresses, but feature more age appropriate elements, such as short sleeves in lieu of spaghetti strap or strapless looks.

## Mothers of the Bride and Groom

Mothers of the bride and groom are just as important as the bridesmaids, as they will be photographed heavily during the wedding. A good rule of thumb for moms: They should wait until the bridesmaid dresses are chosen to make their own coordinating purchase. "If the bridesmaids are wearing chocolate brown, the mom shouldn't



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