

Customer Service & Store Atmosphere

Physical, mental or temporal constraints can be difficult to get past while dress shopping

Good customer service made a big difference

Mildly unpleasant pressure from consultants

Found dress her first appointment and the designer that she had picked out

Enjoyed the actual trying on of the dresses

Consultants were very helpful and friendly

Found dress on the third shop she went to

Trying on dresses was physically and mentally tiring/it got really hot, and it was a lot to take in

Consultants were rude and judgmental

A memorable, stress-free experience is always the goal

Relaxing and enjoying the experience is important

Wanted to create a fun and relaxing experience for herself and her bridesmaids

It was relatively easy to find her dress (first appointment)

Wishes dress store had more sizes available to try on

Bad customer experience has a big impact on wedding mindset

A good atmosphere and feeling comfortable makes a big difference

Uncrowded dress store meant a great shopping experience

Being a plus size bride made shopping a little more daunting

Appointment Attendees

Brides tend to care much more about sharing the experience of dress shopping than hearign the opinions of their attendees

Hearing too many opinions can be easily overwhelming

MoH opinions about dresses mattered the most

Had MoH join over video chat

Wanted to have different people for different appointments

Different people for different appointments

Liked appointments with fewer people better

Different people for different appointments, depending on where they were at in process

Found it to be a little overwhelming to shop with a big group

Brides usually have a better time shopping with a smaller group of people whose opinions matter more

Brides sometimes want to experience shopping with a large group of loved ones just for the memories

Wanted a spectrum of people to experience a little bit of it, but didn't want big groups

Had read advice to not bring a big group, but did anyway

Wanted a small, intimate family experience with dress shopping

Wanted an experience with a big group/ "everyone" there

Meant to have different guests depending on which appt.

Had a much better time shopping with just two closest friends because it was their input she valued the most

Bride tried to appease some family members by inviting them to appt.

Appointment Attendee Opinions & Motivations

Brides want to share shopping experience with important loved ones to create great memories

User talked with her mom a lot about wedding dress journey

Sister had the most important opinion

Diplomatic approach to dress shopping: listened to varied input, but she had the last say

Mom didn't want to get in daughter (bride's) way at all

User had clear prioritization of who dress experience was shared with

User prioritized her own thoughts and feelings over anyone else's

Smaller groups of the most important people is more productive and less stressful

User preferred opinions of a small group

Wanted to be as supportive to the bride as possible

Didn't want to give feedback that was too specific during appointment/wanted bride to make her own decision

Handled varied opinions diplomatically, but ended up making the final calls in the end

Too many people and opinions made appointment more chaotic, but still care about sharing the experience with them

Mother of the Bride had "the feeling" that daughter's dress was the right one when she first saw it

Expectations

Past experience/ knowledge plays a big part in preparedness

People expect the dress they order to be pristine and perfect

Prior experience was very informing and helpful

Didn't know she wouldn't get emotional over her dress

Felt prepared for dress shopping because of experience from a wedding she had been in before

Wish she had known about the long waiting period for ordering dresses at David's Bridal

The more information known before shopping, the better

Some brides expect that they will have an emotional reaction, even though it's not always the case

User could've benefitted from knowing what options she had given her specific timeline

People prefer to know what to expect as soon as possible (deadlines, expectations, etc.)

Carefully inspected dress upon arrival to ensure that there were no flaws

Didn't put a lot of pressure on the sentimentality of dress shopping

Wedding Goals & Motivations

Wants wedding to be a fun and stress-free experience for everybody

Excitement is in the process and anticipation

Sentiment of a family event is very meaningful

Excitement over anticipation of details

Loved being able to share experience with loved ones

Doesn't want to be perceived as a bridezilla or a high maintenance

Anticipation of wedding and marriage is a large factor of pre-wedding events

Wants guests to have a fun time

Wants to watch all the planned details come to life

Looked forward to groom's reaction to her walking down the aisle

Excitement about being married and for the future

Dress Desires

Brides want to feel beautiful and stand out

Wants to stand out/all eyes on her for her big day

Wanted dress to be unique

Wanted to feel comfortable and beautiful

Wants to find something that made her feel beautiful

Wanted to find a dress that matched a specific wedding theme

Decision-Making Methods

Some brides rely on a "gut feeling" to make decisions

Brides prioritize their own perception and feelings to decide on a dress of the dress

Usually waits for a gut feeling to make a decision

Was able to go with her gut with dress decisions

Shopped based on what relative style she liked

The style of the dress is more important to brides than the actual designer

Wanted to make a statement, but ultimately, comfort was more important

Did not buy "designer" dress, prioritized style instead

How you feel in the dress is more important than designer or price

Shopped based on what designer style she liked

Cost & Budget

Brides sometimes feel that the wedding industry takes advantage of them in terms of costs

Wedding dresses immediately make her think of costs

Had to stick to a strict budget

Bride was willing to travel relatively far to get dress at the lowest price

Wedding dresses are known for being a very expensive part of a wedding

The dress budget is almost always a big deciding factor

Felt as if there is a "wedding tax" with wedding dresses/industry takes advantage of brides

Needed to stay within a lower budget

Wishes she had thought to check department stores for dresses first to save money

Found dress at one place, but bought at another based on ordering time and price

Inspiration & Research

Brides and mothers often look online to figure out what they like prior to shopping

Pinterest is a popular source of inspiration for all wedding attire

The internet has a lot of info on ways to personalize your wedding look

Mother and daughter looked for inspiration online together

Bride didn't want to do too much research for fear of having a hard time sticking to her budget

User did lots of meticulous research online

What she ended up with wasn't what she had initially thought she would like

MoB didn't do a lot of research beforehand

Culture

Weddings should be fun, beautiful and memorable

There is a lot of pressure on brides to find the right dress in this day and age

Sentimentality of marriage and becoming a wife means a lot while wedding planning

Expects wedding dresses to evoke beauty and elegance

Support of friends and family made the experience much more memorable

The role of bride holds a lot of responsibility and a lot of pressure

Wedding Party Attire

Being a bride automatically comes with lots of pressure

The culture of wedding dresses is competitive and a lot of pressure by nature

Social media has made the wedding industry much more competitive