

# Guide For Brides

## Leading Bridal Expert Answers Top Wedding Questions

(NAPSA)—Your wedding day is one of the most memorable in your lifetime. Whether you choose to have an extravagant affair or an intimate beachside gathering, all brides stress about getting their gown, jewelry and wedding rings just right.

To shed some light on today's trends in everything from bridal gowns to finding the perfect ring, Alison Rowe, Fashion & Jewelry Editor for *The Bride and Bloom*, answers some of the most common questions:

**Q:** What's the difference between platinum and white gold?

**A:** At first glance they may appear similar, but if you take a closer look you'll see there are quite a few notable differences. Platinum is the purest precious metal, meaning it's naturally white, so it doesn't change color or fade. White gold is actually yellow gold plated to appear white, and will require maintenance to restore its white luster. Though platinum is often perceived as the most expensive metal, I've seen quite a few designers introduce new lines of accessibly priced platinum bridal jewelry, which offers the high quality without the high price tag. Designers like Frederick Goldman and Simon G. offer platinum starting at \$1,000. A great resource for finding a ring at your budget can be found on one of my favorite websites, [www.preciousplatinum.com/calculator](http://www.preciousplatinum.com/calculator).

**Q:** How do I know which wedding dress style will look best with my body type?

**A:** When it comes to finding the perfect wedding dress, fit is just as important as design. Luckily, gowns come in many styles with the goal of flattering every figure. A few tips I always offer brides-to-be: Column-style gowns will give a petite figure length, while Empire waist gowns can give a taller bride proportion. An open neckline with a delicate sleeve is great for those with a



**When buying a wedding ring, remember that platinum's naturally white color will stay true, maximizing the shine of your diamonds.**

larger bust, while A-line gowns can accentuate a tiny waist and hide those hips! A great resource for shopping by body type can be found on [DavidsBridal.com](http://DavidsBridal.com).

**Q:** What are the most popular wedding band trends this year?

**A:** As a bridal editor, I've found channel set and eternity bands continue to be her favorite for wedding bands, while men tend to choose bands that have more textural elements. Check out Novell Design Studios' textural men's wedding bands. I love when couples create metal harmony by matching the metals of their rings. Personalization—such as engraving a sentimental quote or date onto the band—is gaining in popularity as well. When you engrave a platinum band, you know it will never wear away, unlike other precious metals. Remember, your rings are the outward symbol of your love and commitment—finding the right band can be one of the most important decisions you make as a couple!

Check out [www.preciousplatinum.com/design-gallery](http://www.preciousplatinum.com/design-gallery) for an array of affordable platinum jewelry at every budget. After doing your homework, visit your local jeweler and ask to try on a platinum ring—you'll feel the difference!