



# Bride & Groom: Getting married in serious style

**I**t's no secret. A wedding is time consuming, with many details and decisions to be attended to. A bride can spend the entire year prior preparing for her wedding.

Style is just one aspect of the wedding in question: Formal or casual? Lavish or simple? Indoor or outdoor?

The recurring theme we have heard from stylists ranging from clothing retailers to florists is that the wedding couple should feel comfortable with the style they've chosen for their big day.

"I hate to tell people that something's out or don't wear this or that," said Carol Barr, owner of Traverse City's Fashion Formals. "If this is your one opportunity to wear tails — do it."

When selecting shoes, Barr has blunt advice for the bride and groom: "If they're not comfortable, don't wear them."

"I encourage women to identify first and foremost the 'where and when' of the event as soon as possible," said Liz Dyer, wholesaler for Alfred Sung design and owner of A'Cachet Couture in Traverse City. "That will determine the style of gown that would be best suited to the location and time of day. If the wedding is taking place in a garden in July in contrast with one a large cathedral ceremony at 7 p.m. that July, the tone would be entirely different."

As for hair and makeup, simplicity seems to be key.

"Brides usually want to be natural looking," said Kate Reichard, master stylist at Traverse City's Pavlova salon. "On the other hand, most grow their hair longer for their wedding to have a romantic, fairytale hairstyle."

Style and comfort should go hand in hand on the wedding day, just like the bride and groom.



Record-Eagle/Elizabeth Conley

**Top, roses are a favorite bouquet for many reasons: they're classic, hardy and relatively easy to come by. Bottom, the Hype line of satin mules come in several shades of off-white. Bottom left, Aveda products, which are 98 percent pure, were used for the model's hair and makeup to achieve a natural look, which is what most brides prefer, says master stylist Kate Reichard of Traverse City's Pavlova salon.**



**Credits:**  
Photos: Elizabeth Conley  
Layout: Rick Gould  
Models: Natasha Lapinski, Chris Bzdok  
Gowns: Alfred Sung  
Tuxedos: Fashion Formals  
Shoes: Fetish  
Hair and Makeup: Pavlova  
Jewelry: Federico's  
Flowers: Premier Flowers  
Location: Grey Hare Inn

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