

# Color still big in bridal gowns

Color is still a bright spot in bridal gowns this season. It can range from color trim on the bodice and hem to the entire gown in color.

"Most women can't envision color on an entire dress with actually seeing it," said Anita Shepard, owner of Formal Affair.

Shepard, with 17 years in the gown business, has seen dress selections entirely in red recently. If it's a holiday wedding, it's traditional red. Otherwise, magenta is the

most popular red.

More mainstream color choices are ivory or champagne, which is flattering to most brides, as opposed to white. Locally, She finds that "princess" gowns are more popular than sheath dresses, a national trend.

Shepard pointed out that when buying gowns, she has to keep in mind that national trends don't trickle down locally for a year or two. She attends a Chicago market show to check out new gowns

every fall for the following spring/summer season. In the spring, sales representatives visit Shepard with selections to replenish and update her line.

Shepard has three staff members on hand. She and her seamstress do fittings and alterations on-site, somewhat unique today, according to her.

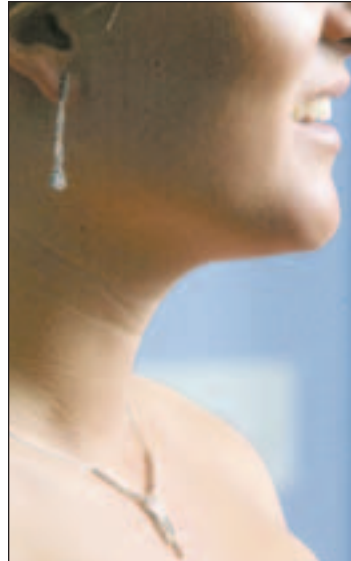
Formal Affair is also a full-service bridal shop — they dye shoes, clean and press attire and offer accessories.



**Above: Julia Siler, a hairstylist at Signature Salon, enlisted fellow stylist Bethany Wissner for her hair and make-up. The pearl necklace, stud earrings and Nili Designs ring is courtesy of Traverse City's CC Fine Jewelry.**



**Above: An ivory gown, from Formal Affair, featuring multi-color embroidery. Above right: Diamond drop earrings and a dangling necklace, from CC Fine Jewelry.**



**Photos by  
Keith King**



**Above: a champagne-hued gown, from Formal Affair, with silver embroidery and a corset back, shown at left.**