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Going undercover

The 2009 collections are taking a rather modest approach to displaying feminine curves ...

Mette Baillie of Freja Designer Dressmaker believes that this trend is not just about brides wanting to stand out from the crowd, but reflects a broader fashion perspective. "Historically in times of recession, fashion becomes more covered up and I do think the tendency is towards boleros, little capes or wider straps that can detach."

"We're seeing everything from a soft baby doll look to shorter 'Jackie O' shapes in rich satins and with beaded necklines."

STYLE CONSULTANT LORRAINE WESELBY



By **San Patrick**,
for stockists go to
www.sanpatrick.com

By **Ellis Bridals**, for stockists go to
www.ellisbridals.co.uk



Colour of the day

Carol Anderson of June Brides has spotted a move towards subtle colour injections for 2009/10 brides.

"While some brides add bold splashes of colours such as a cobalt blue or purple, most are tending to stick to a more traditional look with a few modern touches," she says. "This season natural colours like oyster and creamy ivory are all showing new levels of popularity; strong beiges and golds are on the way out."

"Shades like oyster, blue, eau de nile [a pale yellowish green] and even buttermilk are increasingly popular. And white is coming back!"

MARINA OF MARINA MACLEAN
COUTURE BRIDAL



From the Icon collection by
Jonathan James Couture,
for stockists go to
www.jonathanjamescouture.com

Keeping to tradition

Scottish brides aren't completely shying away from the traditional look, as Anne Dobbie of Anne & Bobbies @ The Marriage Rooms explains. "Most Scottish brides are quite traditional: they like to look like the bride! But we have noticed that brides want more clear-cut styles – they either want a big, voluminous shape or a slim-fitting dress." Chiffon, lace and organza remain the favourite fabrics of the moment but satin has definitely gone out of favour... for now!

"New designer collections feature taffetas and organzas, which are good fabrics for home and abroad – and give the bouncy feel that brides are asking for."

NYONA NICOL OF A BRIDAL DREAM

By **Ian Stuart Bride**,
for stockists go to
www.ianstuart-bride.com



Moving sideways

Variety might be key for bridal fashions this year but things are definitely looking a little one-sided...

"While strapless dresses will still be really popular, you should also expect to see more asymmetrical and one-shoulder designs as well as a much wider assortment of elegant straps," says Liz Wooton of Aliya Rose.

Varri Walton of Diane Honeyman agrees that the asymmetrical silhouette has become a popular look for brides of all shapes in recent times. Designs, she says, are constantly being adapted both to stay on trend and in response to feedback from brides.

"We have found the 2009 designs are featuring a lot more straps, which we get asked for by brides on a daily basis. We are also receiving lots of requests for the one-shoulder strap design, which feature in the Spanish collections that we stock. And after Kate Winslet's gown at the Oscars, I am sure the one-shoulder look will be everywhere shortly!"

VARRI WALTON OF DIANE HONEYMAN

Subtle sparkles

Whatever the style, a common strand is a focus on detail. Designers are creating gowns that are grown-up and elegant yet still girly.

"Clever folds of fabric will be used to create sculptural detail on bodices, and juxtaposed against soft romantic fabrics, delicate beaded appliqué, or sparkling embellishments, to create the ultimate in sophisticated luxurious femininity."

LIZ WOOTON OF ALIYA ROSE

Blue by Enzoani, for stockists go to
www.bluebyenzoani.com



In short supply

Catwalk shows have been showing affection for varying gown lengths (some even within the same dress!) and bridal boutiques are sourcing dresses with unusual skirt lengths and styles to cope with demand.

Look for shorter 50s-style dresses appearing in more collections, alongside sophisticated full-length fishtail shapes, and the fullest of A-line and ballgown skirts.

By **Suzanne Neville**, for stockists go to
www.suzanneneville.com

"This season natural colours like oyster and creamy ivory are all showing new levels of popularity"

By **Charlotte Balbier**, for
stockists go to
www.charlottebalbier.com



Summer lovin'

"We have chosen the Charlotte Balbier 'Summer of Love' collection for the salon. The 'Morgan' dress, a one-shoulder design, is among those that are attracting the most interest."

MICHELLE SCOTT OF KUDOS COUTURE BRIDAL & EVENING WEAR

Is meringue off the menu?

Lyn Donoghue of Cuco Couture thinks that the tide is changing for bridal fashion. She has only had one 'meringue' request since the turn of the year and says the call for slinky silhouettes is stronger than ever. "We've been stocking Jenny Packham dresses for 14 years but they are really flying out of the door just now. Brides love their classic style and delicate beading."

But Carol Anderson of June Brides needs some convincing... "I personally feel that the trends are heading towards large full-skirted over the top looks, so we may well see the return of 'The Meringue'."

From the Fairytale collection by
Jonathan James Couture, for stockists go to
www.jonathanjamescouture.com

"Bridal fashions come and go but some things will never change. There will always be girls who dream of walking down the aisle in a big white dress,"

VARRI WALTON OF DIANE HONEYMAN



Nu vintage?

The vintage look remains popular but it's moving in a new direction. This season's designs might take their lead from the catwalk greats but styles are no longer simply a copy of what's gone before.



"These dresses incorporate details from vintage styles into more sleek and modern dress shapes. It's much less bohemian themed."

METTE BAILLIE OF FREJA DESIGNER DRESSMAKER

By **Ronald Joyce**, for stockists go to
www.ronaldjoyce.com