

Model: Nikki from  
Power Model Management

## *Flirty thirty*

For thirty somethings, almost anything goes! Think more about gown shapes that will flatter your figure, showing off your best features and minimising others.

### **Make the most of your figure**

Anna Hare from Pure Bridal Boutique suggests brides who are not fond of their hips should look for an A-line gown with an inbuilt corset or corset-style fastening. "It will show off your tiny waist while skimming away from the hip," she explained.

"If you have a larger bust you may be tempted to go for a gown with straps, but often a strapless soft scoop neckline will flatter your décolleté."

She also suggests looking for quirky embellishments or motifs to add a bit of fun. "You can go to town with your accessories, too, but one simple rule to bear in mind is that if your dress is quite detailed, keep accessories simple, and vice versa."

**Gown:** Sophia by Mikaella, £895

**Tiara:** Chloe by Jenny Wicks, £160

**Shoes:** Scarlett by Benjamin Adams, £149

Available from Pure Bridal Boutique,  
01603 625000



**Hair:** Natalie Jay, Wendy Hunt, Sammy Farrow and Kelly Waterhouse, from Strands of Norwich, 01603 418811

**Make-up:** Lisa Wilson and Nyree Harrington, 01603 865968

**Fashion stylist:** Sophie Duncan.

**Location:** The Assembly House, Norwich, 01603 626402

**Photography:** Angela Sharpe

Model: Nikki

## *Fabulous at forty*

The key is to look for a gown which is simply styled and not over fussy – delicate beading or embroidery are always pretty without being overwhelming.

### **Keep it simple**

Soft, floaty fabrics are ideal here and will skim the body to give the most flattering shape. "Try gowns with good support and structure, and maybe a corset-style back to add interest and give you a great shape," suggested Anna Hare from Pure Bridal Boutique. "Ruching on the bodice also does wonders for the waist and tummy.

"A lot of older women are conscious of their arms, and a good solution is to look for pretty lace boleros or a stole in chiffon or satin."

Anna also recommends a simple, understated tiara, especially if your hair is shorter. Alternatively, try a fascinator to avoid the princess look.

**Gown:** Marlana by Mia Solano, £750

**Tiara:** Rimini by Jenny Wicks, £179

**Shoes:** Moonstone by Belle, £69.95

Available from Pure Bridal Boutique,  
01603 625000





Model: Paula

## *Nifty fifty*

Go for Hollywood glamour, with a gown that oozes elegance and sophistication - if you've got it flaunt it.

### **Straight off the red carpet**

A dress with straps is a good option for a mature bride. It allows you to wear a more supportive bra and can give you the confidence to choose a gown with a lower neckline.

Anna Hare from Pure Bridal Boutique also suggests looking for good construction in the gown through hidden boning, which will show off your figure to its best.

"Ruching is an incredibly flattering option," she said. "The best gown will show off the waist and hide a tummy."

For a truly glamorous feel, choose shiny materials such as satin or silk.

Don't go overboard with your accessories, however, keep them simple with maybe a headpiece worn on the side rather than a traditional tiara.

**Gown:** Fortuniana by Suzanne Neville, £1895

**Tiara:** Jacqueline by Jenny Wicks, £160

**Shoes:** Wallace by Benjamin Adams, 149

Available from Pure Bridal Boutique,  
01603 625000



Model: Ursula

## *Blooming bride*

With statistics revealing that around 20pc of brides walk up the aisle with a bump, it's no surprise that more and more designers are catering for pregnant brides by introducing maternity ranges.

### **A dress that will grow with you**

"It's best to go for a dress from a maternity range if you can," said Sandra Curston from Dreams Bridal. "Alternatively, look for A-line or empire-line styles, which will provide the most flattering shape, and make sure the dress has a decent cup depth, as your bust may expand as the pregnancy develops."

Sandra also suggested a lace-up back to allow for expansion and easier fitting.

"It's always good to have a plan B as well," said Sandra. "When ordering your dress, request two metres of extra material to ensure a perfect colour match. This can then be used to add in extra panels should your bump grow more than expected."

Shoes should be comfortable whether the bride is pregnant or not, but there are additional considerations such as the possibility of swollen ankles and the safety aspects of balancing your bump on three-inch heels.

"Look for shoes with a small and sturdy heel," said Sandra. "Ballerina pumps are also very popular at the moment and will give you good stability while still looking delicate."

Gown: Forever Yours, £495

Veil: £90

Shoes: Dolly by Pink, £42.95

Available from Dreams Bridal,  
01603 411418

