

Bridal assignment



**ASSIGN
BUSTER**

J. Crew has become a famous American brand in the retail and garment industry. It started out in 1983 with catalogs, and by 1989 J. Crew established their first store which expanded to “206 retail and 69 outlet stores” throughout the US. In 2004, J. Crew launched its wedding line that positively affected the increase of the direct sales of the company. J. Crew’s wedding line headed by Jenna Lyons, creative director, is famous for their simple and refined dresses with minimal bead and lace works.

The design of the dresses is classic yet fun ranging from white to champagne-colored garments. More so, the price range from \$1,000 to \$3,000. Presently, J. Crew’s wedding line does not have any retail stores. They sell their garments through their catalog and website. To compensate for the lack of retail store, J. Crew offers additional wedding services for free including alteration of the garments and complimentary staff that will be of assistance to the customer (Fischer, 2005). Meanwhile, Clea Colet is a bridal gallery headed by Clea Colet who is also the head wedding dress designer.

Their store is located at the Madison Avenue in New York City is an upscale boutique where clients can browse to the wide array of exquisite collections or customized their unique wedding dresses. She is known for her “cautious with silhouettes” wherein most dresses have an A-line cut instead of looking like a ball gown. Also, Cle Colet designs have only minimal ornamentations and design wherein only a simple draping or fine beading are incorporated to accentuate the garments (New York Magazine, 2008).

As Clea Colet once have said, to find one’s dream dress, a bride must look for “classic, timeless, flattering to her figure, and appropriate for her location” which are the main characteristics of her wedding dress designs

(Manhattanbride. com, 2009). Most of the customized dresses are sold in price range of \$2, 500 to \$6, 500 garments (New York Magazine, 2008). Part 1 B J. Crew’s latest collection for their wedding line for Spring 2009 is very exquisite and stylish. The style varies from one dress to another but the one thing in common in these wedding gowns is that they flatter a woman’s figure.

More so, the diversity of the collection is intended to address the different needs, wants and tastes of women. There is a “ column-style jeweled cady gown made out of silk cotton” with necklace rhinestones and crystals accents, a champagne-colored empire-cut Esme Gown, “ bow-tie dress made out of the softest silk tricotine with scooped neckline accented by pleated chiffon and a trumpet skirt that flatters all body types” and many others(Weddingbellsblog. com, 2008). On the other hand, Clea Colet’s present collection was inspired by the many kinds of weddings designed by modern and independent brides.

Most of the dresses would fit any theme of the wedding whether beach or a formal setting. The designs are simple and uncomplicated but they exude elegance and uniqueness which makes them timeless or classic pieces. Most of the dresses were made from chiffon, silk and taffeta with complimentary accents of delicate lace and bead works. More so, most of the gown are strapless ball gowns or figure fitting dress with a free flowing bottom (Manhattanbride. com, 2009). Part 2 Both Macy’s and Target’s Wedding Registry are very easy to use and to navigate.

These two retail stores offer an assortment of products ranging from electronics to kitchenware that are essential and very stylish. For couples

who want to register, both Macy's and Target only require them to provide basic information such as e-mail address and telephone numbers in order to facilitate fast transactions. The two department stores have almost similar features for their wedding registry websites. Both stores present their products by category and they also provide recommendations on merchandises that are popular and most commonly picked by couples.

More so, a checklist is provided in order for couples to have a guide on the items that they want. Basically, the wedding registry websites of Macy's and Target are a convenient and practical way of choosing products that will help couples to facilitate a smooth transition to married life. However, Target's website is easier to navigate because you just have to mark the items that you want while at Macy's you have to click on the item and then add it to your wedding registry. Also, Target presents at least 20 items in 1 page while Macy's only show 5 to 10 items.

Furthermore, the list of chosen items at Target is more organized with detail information about the product, shipping and the stores where it can be bought. On the other hand, Macy's registry list is less detail-oriented but it offers other promotions such as gift wrapping and gift etiquette which are also necessary to consider when selecting wedding gifts. Overall, all the information and the features of the websites can definitely be of great help to the bride and groom as well as to their guests. Part 3

In a wedding, the bride and groom are not the only essential personalities that are needed in order to facilitate a successful union ceremony. This occasion requires another figure that will ensure the smooth execution of all the wedding plans and this person comes in the form of a wedding planner.

A wedding planner is responsible for the pre, during and post planning stages of the wedding. Furthermore, the wedding planner must assist the couple in every way possible to help in reducing the stress which is an inevitable occurrence in preparing for one of the most special events that an individual can experience during his or her lifetime.

So, a big responsibility is appointed to a wedding planner and whoever takes on the role must be equipped with the necessary knowledge and skills. Preparation prior to the wedding day is considered to be the most important stage because this is when all the principal matters are discussed and organized. Initially, a wedding planner must first meet with the couple in order to determine their needs and wants for the wedding. Then, the wedding planner would help the couple to choose the wedding venue and wedding theme.

After this, the wedding planner would work on the wedding decorations, seating arrangements, photographers, invitations and everything else that are needed in a wedding. Moreover, during the wedding, the wedding planner needs to make sure that everything that was planned will materialize. The wedding planner will act out as the supervisor who will ensure that everyone will do their tasks to make the wedding a success. But the job of a wedding planner does not stop there. The wedding planner will still work even after the wedding. He or she will make sure that all financial matters will be settled and every guest will receive wedding favors.

But most importantly, the wedding planner must ensure that the bride and groom had the time of their life (Manohar, 2008). Part 3 The wedding of Prince Rainier Grimaldi and Prince Grace Kelly of Monaco took place on April

18, 1956 at the “ Palace Throne Room” in Monaco. It was a “ 40-minute civil ceremony” that was broadcasted to millions of television across Europe and the US. The next day, the wedding continued with a church ceremony at Saint Nicholas Cathedral. The wedding was attended by high-profiled personalities such as Royal figures and Hollywood celebrities (Weddinggownreviews. com, 2009).

The bride wore a “ lace decorated upper bodice with a high neck” designed by Helen Rose who was then the MGM wardrobe designer. The gown was “ made from antique Valenciennes rose point lace, 25 yards of silk taffeta, 98 yards of tulle and her veil was covered with appliqued lace lovebirds and thousands of seed pearls. ” More so, the whole entourage was also designed by Helen Rose who gave a glamorous but classic style to the dresses. For the groom, Prince Rainier wore a “ Napoleonic influenced dress uniform. ” Then, the ceremony was followed by a lavish garden reception for the newlyweds and their celebrity guests (Thomas, 2009).

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