

LUX LIFESTYLE MAGAZINE

Bridal Fashion from the Milan Runway to the Aisle

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CELIA ABERNETHY

The Perfect Dress

You have seen the perfect dress in the glossy pages of bridal magazine Vogue Sposa, only to discover that the only place you will find it, is at an exclusive showroom in Milan. You know that it is “the one”; it has the perfect neckline, the perfect trail length, the most stunning cut that will enhance all your curves without eliciting grandmother’s evil eye. You know **you must have that dress**. So how do you get it?

In Milan, the most difficult thing to get your hands on is a ticket to the fashion shows. The second most difficult thing is to get a private appointment at a bridal showroom. Designers believe their brides should have personalized service, so in order to do that, appointments must be set up in advance. With personalized service like this, Italians authenticate their renowned hospitality and unique flare for making a girl feel beautiful and special.

Get Professional Help



Stylist Melanie Payge with pro volley ball player Kristin Richards

To get an appointment, call **Melanie Payge**, Milan based personal stylist. She helps brides (and mothers of the bride) find their dream dresses. Former personal buyer for the royal family of Monaco, she does everything from setting up the appointments to helping you with the fittings, to organizing the final shipping. Ultimately, you can't go wrong if you have Melanie's help. First, she starts by considering your silhouette and determining which styles will enhance your "assets", then it's time to hit the boutiques. She says "Every bride is beautiful, because it's her wedding day, but the perfect dress will make her stunning!"

Another way to find your perfect gown is to book the Wedding Dress Experience package with the Excelsior Hotel Gallia. You and a friend will be pampered in a luxury suite and receive V.I.P. treatment and your shopping day with the stylist will be included in the package. Make it a girl's weekend and while you are there, visit the fashion capital of Milan. By the way, you could also consider going with your groom-to-be and have a pre-nuptial honeymoon.

Wedding Dress Shopping in Milan

“EVERY BRIDE IS BEAUTIFUL, BECAUSE IT’S HER WEDDING DAY, BUT THE PERFECT DRESS WILL MAKE HER STUNNING!”

Milan is arguably the best city for fashion. Italian craftsmanship, traditional lace production, quality fabrics and a great love for all that is feminine, thus, making Milan the perfect place to shop for your dream dress. In Milan, there are so many designers to choose from but there are a few that stand out for their exceptional style.

Peter Langner



Peter Langner Collection

Langner’s gowns have been seen on red carpets from Cannes, to Venice to Hollywood. His evening collection is jaw dropping and each bridal gown becomes a dream come true. Langner uses white, pearl and a soft color palette such as blush pink in the sleek and sophisticated 2018 collection.

Atelier Emè



The Atelier Emè Collection

Atelier Emè offers fine, high-fashion wedding dresses. Styles range from flowing gowns for the romantic bride, to tailored suits for the modern bride. Each dress is handmade with traditional Italian tailoring. Before you meet them, you can play with design ideas with their online Design Your Dress app.

Antonio Riva



Antonio Riva Collection

If you want to make an impression at the alter, go to Antonio Riva. Known for his dramatic backs and specially produced lace, Riva gives exclusive, personalized service to his brides. He once said “A bride is mostly seen from the back, that is why I make the backs of my dresses stunning.” His designs are romantic, elegant and sometimes whimsical. His new Butterfly in the Sky collection offers light flowing layers that will lift you off the ground.

Renè Caovilla



Renè Caovilla Collection

You can't get any more glamorous than **Caovilla**. The Italian designer has transformed shoes into precious treasures by adding valuable jewels and embellishments. Celebrities and aristocrats the world over wear his pieces. Whether you are looking for satin and rhinestone sandals or a crystal-embellished sling back, you will find the perfect

shoe for your perfect dress at Caovilla.

Once you have found THE dress, the alterations may take a day or so but no worries; all designers offer shipping to Africa.

Now that you have found your perfect dress and shoes, go and celebrate love!



Celia is a freelance lifestyle and travel writer living in Italy. She contributes to both online and offline publications and is editor of Milanostyle.com.