

Bridal gowns, attendant dresses take elegant turn



Courtesy of Ferri Formals and Bridals

This Lazzaro bridal gown in black was the finale to the designer's show — and created a trend for 2004.

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Gazette Special Sections

Brides in 2004 will be looking to be more elegant, more colorful and more refined than ever before, according to local bridal shops.

Denise Eliopulos, owner of Immortal Beloved Bridal & Bird of Paradise in Saratoga Springs, said strapless gowns are in for the 2004 season.

"There are so many different types of gowns and various styles, but brides are looking for styles that are timeless," said Eliopulos.

Adding color to dresses is also a trend. Eliopulos said she has seen blush and pale pink in trim and added to wedding gowns for splashes of color.

Tina Macelli, owner of Juliet House of Brides in Latham, said she has seen small amounts of rum and burgundy colors in the trim of dresses. "We are also selling more ivory than white dresses," Macelli added.

And the colors are soft, Macelli said, with bridesmaids favoring light colors — especially blue. However, she said black is also coming back for bridesmaids.

"We have seen more bridesmaids in black than any other color," Macelli said.

A black wedding gown by Lazzaro with a black veil was also revealed at an October New York City bridal show, said Marylu Aragosa, owner of Ferri Formals & Bridals in Schenectady.

Aragosa said the '50s look is coming back for bridesmaids, with tea-length gowns. Tea-length dresses for brides are also coming back, Aragosa said.

"That's very different this year," she added.

"Print bridesmaids' dresses are also coming into vogue. These are designed to look like evening gowns so bridesmaids can wear them again after the event," Aragosa said.

Bright colors are also in. Aragosa said a bright orange bridesmaid's dress was featured in the Anne Barge wedding fashion show in New York City.

In addition, instead of a traditional headpiece, Aragosa said, Anne Barge brides were featured with long hair extensions with vines and flowers wrapped right into the hair.

"It sounds strange, but it looked beautiful," she added.

French lace is also making a comeback to bridal gowns, Aragosa said.

"Before, we were seeing lots

of satins with beading on the satin, and now we are seeing the beading on the lace attached to the satin," she said.

Starting at the end of January, Ferri's also will open a Vera Wang salon in the top floor of its bridal shop. Wang dresses have become a major trend with celebrities. Wang has created bridal gowns for many celebrity brides, including Barbra Streisand and one designed for Jennifer Lopez for her wedding-that-never-happened to Ben Affleck. Ferri's will be the first shop in the Capital Region to carry the trendy designer's bridal dresses and bridesmaids' gowns.

"We are very excited to be able to offer our brides this exclusive designer," Aragosa added.

Viewing of the gowns will be by appointment only.