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# MAIL ORDER BRIDE

BY CAROLYN GERIN

Forget the Saturday afternoon bridal salon rumble: the anxiety-infused quest for the perfect dress (and accoutrements). Mass and class retailers and e-tailers have gotten wise to the world of wedding, and if it's not easy and breezy for the bride, it's *game over*.

We've culled from some of our favorites: gowns, shoes, jewels and invites to find you the best and brightest wedding web stars. Ladies, start your mice, click your way to time and money savings, and lower your carbon footprint by flying in the talent.



Calvin Klein  
Petal Appliqué Dress  
in Ivory  
\$178 nordstrom.com





JENNIFERBEHR.COM

Former Frederic Fekkai accessories designer Jennifer Behr is our beyond the veil alternative, with gorgeous, retro-inspired hair jewelry (to be recycled on a hot date later!). [JenniferBehr.com](http://JenniferBehr.com)

"Bella" \$225 available in champagne (shown) or white.

### JCREW.COM

Jcrew.com was the first to hit the catalogues with a rainbow's worth of fantastic dresses for brides and bridesmaids, designing several figure-friendly styles in unified color palettes for a variety of body types. With shoes and bags to match and solutions for the groom, it's a mix and match treasure trove.



Vintage Lace Gown (29394) by J.Crew - \$3,000, jcrew.com

### DANNIJO.COM

The Dannijo.com sisters make exquisite jewelry that channels sophisticated bohemia and hipster haute. A simple column dress is transformed into bridal rock goddess with their affordable, collectable and covetable creations.

"Coco" rings shown below in 18K gold and silver - \$245 each by dannijo.com



"Anya" Swarovski encrusted cuff - \$420 by dannijo.com



"Ismene" oxidized silver plated array of Swarovski crystals and chain necklace - \$745 by dannijo.com

### ZAPPOS.COM

Zappos.com has the best customer service (and curated shoe picks) in web-land. Bridal lead Hongyee Hoang states, "Current trends in bridal are feminine details such as flower accents and embroidered pearls. We work with our brands to incorporate these trends, as well as prints and ornamentation into the shoes. Brides and bridesmaids seek unexpected pops of color: fuchsia, blue and apple green. With everyone's hectic lives, it's difficult to arrange group-shopping trips, especially if the bridal party lives around the country. If something doesn't work, ship it back on us."



"Anabel" Clutch by Pour La Victoire \$133, zappos.com

"Sonya" heels by Pour La Victoire - \$166, zappos.com

## THELIMITED.COM

TheLimited.com launched an edited line of silk and cotton wedding dresses at recessionista prices: one dress is titled Romantic (shown right), and the other Elegant (not shown), and retails for much less than many bridal ateliers at a cool \$298.

## ANNTAYLOR.COM

AnnTaylor.com give brides sage, no fuss advice: "Every woman has tried on enough dresses to know the cuts, colors and fabrics that work best on her. Our web site is user-friendly –the bride can pick a color scheme or style that she wants to stick with and let her bridesmaids take it from there. The goal: a dress that perfectly fits the occasion, but one that you'll love so much, you will want to wear it again and again."

## NORDSTROM.COM

Nordstrom.com offers the wedding shop experience online for brides and bridesmaids, from the engagement party all the way to the honeymoon. Brides can call the wedding stylist hotline and start their virtual bridal shopping experience with a Nordstrom Wedding Stylist. The wedding stylist team will cater to the busy ladies in your life (who may reside in a variety of time zones). Nordstrom's online bridal service offers what brides and their attendants need most: advice, solutions and most of all *time*.



"Romantic" gown by The Limited \$298, thelimited.com



Top: Strapless silk georgette dress in "aqua garden" \$185, annaylor.com

Left: Donna Morgan Strapless Silk Chiffon Dress in Amethyst, \$138, Nordstrom.com

Right: JS Boutique Strapless Satin Dress with Sash in Black, \$138, Nordstrom.com



Silk v-neck bridesmaid dress shown in "galaxy" \$215, annaylor.com

LEILA-HAFZI.COM

Leila-Hafzi.com makes ethical and eco-conscious gowns for the Royaye Sefid Bridal Red Carpet collection. Ethereal silk chiffon, romantic and retro, these drapery delights are equally at home on the beach or in a ballroom.

"Vanda" Silk Organza floor-length gown by Leila-Hafzi \$2800  
[www.ecocitizenonline.com/leila-hafzi-c-34](http://www.ecocitizenonline.com/leila-hafzi-c-34)



## PRINCESSLASERTRON.COM

PrincessLasertron.com makes floral fantasies in vintage felt and buttons. Her adorable heirloom bouquets, corsages, hair adornments and boutonnieres never wilt, will always bring a smile to your face and are keepers long after W-day.



PrincessLasertron.com  
Vintage felt and button boutonniere,  
\$15 each by princesslasertron.com

## THE ETSY WEDDING TEAM

Enter Etsy Wedding Team: the confluence of crafters and designers that take you out of the department store and into the divine. With hundreds of superior vendors, innovations and offerings, your one of a kind veil, brooch or necklace is customized for one girl: you. [etsyweddingteam.blogspot.com](http://etsyweddingteam.blogspot.com)

## BONMOMENT.COM

The expected cream and black invites not doing it for you? Check out the wildly creative invitation ideas at the Etsy stars of BonMoment.com. Retro, rockabilly, 1930's travel posters and even sock monkeys all serve as inspiration.

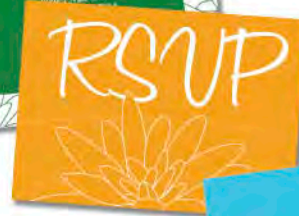
## WWW.IZZYANDTHEBEAN.COM

Another Etsy Wedding Stationer, Izzy and the Bean, creates zesty, organically themed, and whimsical wedding stationery [www.etsy.com/shop/arippke](http://www.etsy.com/shop/arippke)

**i do!**



"Waterlily Spring" Wedding Invitation (set of 25)  
\$46.37, RSVP postcard (set of 25) \$38.75  
by BonMoment



"Destination Palm" Wedding Invitation  
(set of 25) \$46.37, RSVP postcard (set  
of 25) \$38.75. by BonMoment

"Paper Airplane" Wedding Invitation  
(set of 25) \$46.37, RSVP postcard (set  
of 25) \$38.75 by BonMoment



By lizzyandthebean.com  
"Laine" Invitation, \$3 each.



Custom Save the Date Postcard  
by lizzyandthebean.com  
"Rachel" Invitation \$3, each



By lizzyandthebean.com  
"Elizabeth" Invitation, \$3 each.