

Most Brides- to-be spend two hours a week online planning their wedding. Add this up to the average engagement lasting 14 months and it rounds up to a hefty amount of time trawling websites for information and sourcing products

Many are finding gems of information, and through help from websites such as this, they are finding talented independent companies and people and are able to get bespoke supplies for reasonable prices, making their wedding individual to them and their tastes.

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o the savvy bride receives a delightful trickle of products carefully wrapped and brought to them from their Postman. The talented artisan making stationary or favours, Tiaras or shoe ornaments - is gaining business online without the huge costs of opening a high street store and therefore does not need to pass on those extra costs through the price of their goods. Everyone is happy?

Well not quite everyone, because wedding dress boutiques do need to have an outlet to sell their merchandise. The costs involved with running a high street store are higher than ever. Costs that these outlets must endure to continue to run their business.

There has been a surge over the last few years of brides buying dresses from the Far East, and almost using our British boutiques as dress libraries, where they go to get an idea of what sort of thing they want without really considering the time taken by the staff to assist the customer that in the end does not become a customer at all, just something of a time burglar, using the information and inspiration of the staff, then employing someone half way around the world to make them a dress from some pictures and descriptions - even though it is probably the most important dress they will ever wear (and certainly the most anticipated one). Perhaps it is time to consider where your wedding budget is best saved and where it is better spent.

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he Royal Wedding was a great example of how well the British do pageantry and celebrations and it also showcased the strengths of our wedding industry, particularly in fashion. From the designer of the wedding dress, the embroidery, the fabrics, the wedding ring and jewellery, to the tailoring of the two Princes Army outfits, so much of the work that went into it has a long history in the UK.

With all the various problems happening in the world, the costs of oil, materials and freight going up and even labour charges increasing in the Far East, the UK is again looking increasingly attractive for brides-to-be to source their apparel manufactured here in the UK where the quality is guaranteed.

Brides-to-be need to be supportive of buying British and should choose British items where possible.

Why?

1. The standard and quality in the UK is extremely high. Items are likely to be of a consistent standard size, rather than the variation we often find with those manufactured in the Far East.

2. We need to ensure the expertise of our pattern cutters, trained machinists, plus specialist skills such as embroidery and tailoring are not lost.

3. Obviously the more of home made products we buy will generate more work and jobs for the people in this country and, therefore, will be better for the UK economy.

Many brides-to-be are buying into the idea of an Eco wedding, but an Eco wedding should not be just about ecology its also about economy. Please use our Directory to source independent companies that would be happy to make your wedding day perfect the double Eco way.