

BRIDAL PREVIEW CHECKLIST

Congrats—you've booked a Bridal Preview Appointment! We can't wait to help you nail down the perfect look for your Big Day. Before we meet, though, browse the below checklist to ensure you're as ready for us as we are for you.

Before your preview:

- For a hair trial, come with clean, dry hair.
- For a makeup trial, come with clean, moisturized skin.
- Start on your Pinterest board: The more inspiration you bring, the easier it will be for your stylist to interpret the look you're going for.
- Bring photos of your gown so that your artist can get a feel for your complete look and make suggestions based on your dress style.
- If you're wearing a veil, headpiece or hair accessory, don't forget to bring it to your hair preview.
- Wear/bring a white or ivory shirt with a neckline similar to that of your wedding gown: This will help you visualize your completed look. Plus, heavy colors and patterns tend to distract from your face during a preview appointment.
- Choose the right outfit: If you plan to repurpose your look for the rest of the day, wear clothes that are easy to change out of.
- New to lipstick? Take a day to explore lip colors at your local MAC counter or other beauty store. This will help give you a general idea of what colors you like and don't like.

During your preview:

- Go it alone:** Try not to bring your mother or any friends who tend to be opinionated—they could distract from your decision. Going alone will help you relax and have fun. You can always show them the pictures afterward to get their feedback.
- Be explicit:** When something goes awry on the wedding day, it's usually because the bride was reticent. The entire purpose of a trial is to figure out what you like and what you don't like—don't be afraid to speak up if you see something you don't like (or something that you do). We love a bride who speaks her mind—just remember to say please...please.

- See what works:** Bring along your hair accessories (veil, comb, etc.) so you can experiment with them. Take photos of each hairstyle (expect to try out three options) from different angles.
- Be flexible:** Be willing to stray from that hairstyle you've been envisioning since you were 11 years old. Our artists are so talented and amazing when it comes to tailoring a look to fit your dress and overall event aesthetic—be open to their suggestions.
- Be realistic:** Understand and be accepting of your limitations (fine hair, very short hair, etc.)
- Ask questions:** Ask if your stylist has any preparation tips (such as when to shampoo your hair and which products to use), leading up to the big day. Also, if you're a destination bride, ask your stylist about how a climate change might affect your hair/makeup and what to expect/what can be done to prepare for that. Lake Tahoe, for example, is a super dry climate. If you're coming from a humid place, be prepared for that to impact your skin and hair.
- Don't Forget to Tip.** Even if you undergo several previews before you decide on your final look, it's important to tip after every service (about 15 to 20% is appropriate). Be sure to tip them after the big day, too.

After your preview:

Be open to changes: If you're in love with a particular wedding-day style, ask your stylist if she'd recommend changing anything about your current cut and color to make it look its best. You may find that your style would look better with side-swept bangs or that you should cut layers into your long locks to add dimension and depth. Or, she may suggest something subtle, like parting your hair on the opposite side or overextending the part. Also, if you highlight your hair, we recommend getting a touchup two weeks before the big day; that'll give it time to tone down, but you won't have roots showing yet.

Pay attention and give feedback: Keep tabs on how your hair and makeup are holding up. Has your lipstick totally disappeared? Are your curls starting to look limp? A little wear is expected—just note it and ask the stylist to add more hairspray or plan to touch up your lips often on the day of.

Still unsure? Consider scheduling a second trial. A suggestion we give our out-of-town brides is to schedule this the week of their wedding so they don't have to make a separate trip out just for the second trial.