

Renting gowns not easy way out for brides

BY MARISSA CARSTENS
Staff Reporter

The groom and his groomsmen are no longer the only wedding party members who get to rent their clothes.

In larger cities like Dallas or Omaha, prospective brides on tight budgets can save money by renting their wedding gowns.

But some retailers say renting a dress may not be the answer to budget constraints.

And boutiques contacted in Omaha and Lincoln refused to rent wedding gowns for a number of reasons.

First, renting wedding gowns isn't lucrative, area bridal retailers said. Most wedding gowns would rent for between \$100 and \$200 dollars.

Also, Nebraska state law requires garments rented in the state to be dry-cleaned between rentals. But lace and other delicate fabrics common to wedding gowns deteriorate when cleaned, said Dawn Jacobs of J'Maries in Lincoln.

Yet there are other pitfalls to renting wedding gowns, Jacobs said. Alterations also pose a problem.

Judy Prokop of Bridal Traditions in Lincoln said gowns often must be hemmed and side seams must be adjusted to fit each bride. When these alterations are made more than once, the needle marks from past alterations will show, she said.

Because of these difficulties, only one boutique in Nebraska rents wedding gowns, said Fleet Cowan, the owner of Omaha's Crossroads Bridal.

"Hardly anyone does anymore," Cowan said.

So most Nebraska brides, including those in Lincoln, must buy their gowns.

And they only have one chance to buy the right one.

Although the alternative to rental — buying a wedding dress — is more expensive, tight budgets should not prevent a bride from buying and wearing a dress she enjoys, said Lisa Petersen of Sassi's in Lincoln.

Sassi's and other wedding stores will work with prospective brides to find the most recent styles in all price ranges, Petersen said. If a prospective bride is working within a budget, boutiques can help her find something she looks and feels great in. The boutique then can alter the dress to fit perfectly, she said.

Brides-to-be who buy their gowns also can preserve their dress to last for years after their wedding days, Petersen said.

Then, they can look back on their most special of dresses and, maybe, pass it down to their daughters.



MODEL ALICIA STOVALL, 16, helps model Ann Yost, 18, zip her dress in preparation for the Wedding Fair Sunday at the Cornhusker Hotel. Both wore gowns from Pearls and Lace Bridal and Floral Creations, 701 N. 48th St.

DAWN DIETRICH/DN



PIPER'S
FLORAL

"Formerly Known as Dittmer's."
**Parties, Weddings,
Rush, Pinings, &
Special Occasions**

Always a Student Discount
(with UNL student I.D.)

• Nationwide Service •
1424 South Street
475-3031

★ **HONEYMAN**
RENT-ALL

**For All Your Party &
Wedding Needs**

Tables	Brass & Lattice Arches
Chairs	Dance Floors
Glassware	Coat Racks
Party Canopies	Skirting
Pipe & Drape	Candlebras
Linens	Casino Games
China	Staging

**"We now have
margarita/slush machines!"**

Visit our Showroom
11226 Wright Circle
(1 block S. of 114th & Center in Omaha)

(402) 333-2822
or (800) 949-3603

Something Beautiful...

- *Elegant new wedding gowns*
- *Wedding gowns on consignment*
- *Slips, bridesmaid's dresses*
- *Hats & veils*
- *Open Tues - Sat 10-6,
Thurs until 8, Sun. 12-5*

One More Time

1725 Van Dorn • 423-2066