



Appointment FAQs

Q: When should I arrive for my appointment?

A: Please arrive at your scheduled appointment time. As we schedule hourly appointments, arriving early for your appointment will not allow you more time to shop for your gown as other shoppers are concluding their appointments at this time. Similarly, late arrival's appointments will end at their scheduled time regardless of the time they began their shopping. Abiding by our appointment schedule helps us to keep things running smoothly and fairly to all of our customers!

Q: What should I wear to my appointment?

A: Keep it simple! As you'll be changing in and out of gowns, we recommend wearing comfortable clothing and footwear that is easy to slip on and off. Other suggestions to assist in the try on process include wearing minimal jewelry (to prevent snagging on a dress), minimal makeup (to prevent dress stains), and bringing a hair tie. For sanitary reasons, underwear is required for trying on gowns.

Q: Who should I bring with me to my appointment?

A: Bring the people whose opinions you value most! When it comes to choosing a dress, more is not always merrier! You'll want to bring guests who understand your style, give supportive feedback, and will help you look and feel your best. Hearing too many opinions can be overwhelming for even the most confident person, so we keep the guest list short and sweet.

Classic Appointments can bring a maximum of 3 guests to watch them try on. Luxury appointments can bring a maximum of 6 guests to their appointments. Due to the size of our store, the maximum number of guests for your appointment *can not* be exceeded.

We love kids, but prom shopping is not the right environment for littles. Sitting still for over an hour can be challenging, so we recommend bringing an adults only prom posse so you can focus on finding your dream dress.

Q: How do I know my dress size?

A: All dresses run slightly different, but we recommend that you start trying on dresses one size larger than you buy in jeans. We carry dresses sizes 00-30 in store and will personally measure you to ensure the best fit of any dress you special order through us.

Q: I've never shopped for a gown before. What can I expect?

A: When you arrive at your appointment you will be assigned your personal stylist to help you for the duration of your shopping experience. Our stylists are dedicated to finding the dress that will make you look and feel your absolute best. You'll then receive three clips to select the first three dresses you would like to try on. Your stylist will do all of the hard work for you, including carrying the gowns to and from the fitting room and fastening and zipping the gowns you try on. Your appointment guests will sit and relax as you try on dresses and discuss styling options. We aim to make the experience of finding your dream dress memorable and fun!

Q: How much money should I expect to spend on a dress I love?

A: Our new gowns from the current season start around the \$200 price point and can go up to around \$1,200. Our last chance dresses from previous seasons start at the \$99 price point. All of our gowns are crafted by dedicated designers and often incorporate hand-sewn beading and details. We take great pride in our designers' work and are confident that you'll see the difference in quality as soon as you try on your first dress!

There are two purchasing options for buying your dress:

One time payment: A one time payment means paying in full for your gown at the time of purchase. This is the guaranteed lowest price, which is reflected on the price tag of the dress.

Layaway: Layaway purchases require half down at the time of purchase plus a 10% financing fee. The remaining portion of the gown can be paid off in installments by the date of your prom. All layaway gowns are securely kept at the store until the dress has been paid for in full.

Q: Can I get the dress from the picture I found online?

A: If we don't already have it in store, we can order you any dress you find online for the guaranteed lowest price! Show your stylist the picture at your appointment so they can find the dress from our inventory for you to try on, or a similar style to try and ensure you will like your dress before we order it for you.

Q: What if I don't find my dream dress at my appointment?

A: Our team encourages customers who don't purchase to not feel like you lost the investment of your booking fee because you will have tried on gowns for one or two full hours! You will now know what colors, styles, and fabrics you like and dislike. With this information, you can best determine which new arrivals suit your style as you are *always* encouraged to come back and see us again!

Q: What benefits are there to buying my dress in your store?

A: You supported a local business! In addition to creating jobs and taking advantage of our expertise, all of our gowns are the guaranteed lowest price. Our gowns are also registered, meaning we don't sell the same dress in the same color to the same school because we celebrate what makes you unique and want you to have your own moment at prom!

One of the most important parts of your prom experience is the moments spent and the memories made with your loved ones while spending time together finding your dream dress. Our store caters to this experience, which you miss out on shopping online. Our experts help you leave the store feeling supported, empowered, with your dream dress in hand!

See you soon! We can't wait to meet you!



*For any additional questions or concerns, please call us at 701-955-4083.
Appointments must be rescheduled a minimum of 24 hours in advance in order to accommodate staffing.*