

RECYCLED PERSONALIZATION

Every bride has her own sense of style, but she'll usually not have a trust fund to finance it. A possible solution: consignment shops in and around the Richmond region that offer gently used designer duds for a fraction of the original price.

Olivia Kidd owns Luna Flora at 905 Courthouse Road, which carries gently worn gowns that date to the 1930s. The store also sells an assortment of cultural wedding items from around the world. "When people come into my store I start asking them about their background and we try to tie traditions into their wedding," Kidd says.

Brides who are nostalgic for the glamour of the 1930s can also visit Pleiades at 114 N. Meadow St. Owner Charla Bjostad will work with brides to create new gowns or to redesign old ones.

Brides who opt for more Vera Wang and less vintage can research the racks at the Newport News store Blush Bridal and Consignment Boutique at 185 Herman Melville Ave. Dresses are less than 5 years old and 50 percent have never been worn.

"If you really want a designer gown but can't afford to spend \$8,000 for a Vera Wang, you may be able to afford it here if I have one," owner Holly Yaskowsky says. "Consignment is a much more fashionable trend," she says, "It used to be kind of taboo."

— MM



Vintage 1970s dress available at Luna Flora